

agent to the stars

BY LYDIA DUMYN

Arising star in her own right, Ann Eysenring isn't your typical real estate agent. She has a certain star quality about her, which is reflected both in her personality and as "agent to the stars."


Before bursting onto the highly competitive Los Angeles real estate scene, this agent, advisor and broker enjoyed a career at a Hollywood film production company. It's an interesting jump, professionally speaking, but one that isn't entirely surprising when you consider Eysenring's celebrity clientele, which includes the likes of Louie Anderson, Russell Simmons, Herb Ritts and Sally Hershberger.

Based in Hollywood, Eysenring scours the globe to find just the right place for her clients to call "home." Malibu, Belize, the South of France and Acapulco – these luxury vacation destinations are all business for Eysenring.

But in her fabulous world of high-end property and high-profile buyers and sellers, Eysenring jumps the same housing hurdles as other agents: timing, market conditions, the economy and quite possibly the most difficult of all, finding the perfect home for each buyer. Like the rest of the real-estate world, luxury homes too suffered a decline in 2009, says Eysenring, to the tune of 30 per cent. But according to the laws of nature – and apparently, real estate – what goes down must come up. Eysenring weathered the storm and looks forward to brighter days ahead in sunny California. Resale Homes & Condos catches up with Eysenring to discover what it takes to stay on top of the hottest real estate.

Resale Homes & Condos: What inspired your move from film producer to real estate advisor/broker?

Ann Eysenring: I realized, while looking at property for talent, that I really loved different types of architecture. After growing up in '80s tract homes, this was a whole new world for me. I became interested in the art of structures, which became an easy transition into high-priced real estate.



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RH&C: Did your prior experience in film aid in your current career as "agent to the stars"?

AE: Absolutely. I really learned how to handle different types of personalities while in production. It also gave me the necessary connections to work with the clientele that I do.

RH&C: How do you handle the high pressure of buying, selling and staging homes for finicky celebs?

AE: I learned a long time ago not to take anything personally. You have to really get down to what their goals are, give them options, keep it simple and stay on point.

RH&C: Can you make a prediction for the 2010 real estate scene?

AE: I think it's going to be a great year. We have many buyers who have been playing the waiting game and they are out there making offers now. This is great for those who have been wanting to get their homes sold throughout 2009, because already they are finding themselves with multiple offers, sometimes getting more money than they expected, and getting their homes sold.

RH&C: In your opinion, what does it take to be successful in real estate these days?

AE: Know your inventory, and have a really good mortgage broker you trust to get your clients a good loan and close the deal.

RH&C: Have you embraced social media as a tool for buying and selling real estate?

AE: Yes, it's a must! Social media is a great way to connect in an immediate manner to [current] clients, prospective clients and other brokers. Just as it has for many other industries, it's become a quick, efficient, and not to mention inexpensive way to advertise.

RH&C: Would you call your Hollywood real estate career a "labour of love"?

AE: Absolutely.

To learn more, visit Ann Eysenring online at eysenringhomes.com