

TOP AGENT

MAGAZINE

Ani
Dermenjian





Achieving Excellence: Ani Dermenjian

Over the years, Ani Dermenjian has crafted a fine reputation as one of the foremost real estate authorities in Malibu, one of the world's most glamorous residential communities. In this posh twenty seven mile strip of white sand, crystal waters, dramatic canyon views and sunshine, you would be hard pressed to find anyone with the amount of expertise Ani possesses. She has been honored by her fellow professionals for the impressive business she has built. She is a member of Coldwell Banker's International President's Circle, a consistent top producer, a designated Architectural Specialist, and the recipient of countless awards and honors. The vast array of discerning higher echelon clients she has had the pleasure of representing throughout her long and fruitful real estate career have all showered the elite agent with well deserved accolades.

While Ani is a high performance agent with the impressive credentials to match, one of the most intriguing things about her is that, much like her niche market of Malibu, she is both sophisticated and full of sunshine. She is a perfect reflection of the

coveted Malibu "way of life," a lifestyle that is incorporated in her professional marketing portfolio and her own personal style. Whether she is hiking the many mountain trails or enjoying the view from her oceanfront bluff home, Ani feels an unmistakable connection to the exclusive coastal community. "I truly believe Malibu is a magical place," shares Ani with an unmistakable passion for the paradise where she lives, works and plays.

There is certainly something magical about Ani herself. In fact, her smile and relentlessly positive attitude are contagious. "When you love what you do, the sky is the limit," says Ani with obvious enthusiasm. "I am extremely self motivated," she continues. "I constantly set goals for myself. Whether they are personal or business related, they give me something to strive for."

Mary G. Wishard wrote about her excellent experience with Ani: "There are a number of buzzwords that one might use to describe an excellent agent: energetic, highly motivated, hard working, etc. Ani deserves them all, but what puts her in a class

of her own is her integrity and commitment. Her concern for the wellbeing of her client comes first. This attitude is not just for show, but shows up royally when the going gets rough.”

Another trait that Ani possesses is steadfast determination. She refuses to compromise the high standards that she continues to uphold. “My clients have come to expect great things from me and I do not disappoint them,” shares Ani with conviction. In support of her perfectionist philosophy, she quotes John Wooden, a UCLA coaching legend: “If you don’t have time to do it right, when will you have time to do it over?” When problems surfaced with buyer financing during the final week of escrow for Mary’s home she took a Saturday morning to comb through her carefully maintained list of potential buyers. Within hours, there were two back up offers on Mary’s property.

When asked about the reasons for her success, she mentions her belief in that age old concept in real estate: the “win-win.” The difference between Ani and other agents is the fact that she truly believes in this concept. “You have to be flexible,” says Ani. “You have to change with the market expectations. When you work with clients you really have to know them and their goals—past, present and future. The client always comes first.” It is this innate knowledge of her clients’ wants, needs and dreams that allows her to lay the groundwork for a successful business relationship. For Ani, it truly is a relationship that she cultivates past one transaction, and her clients are clients for life and more than 80% of her business is referral based. She also attributes her success to her manager of 16 years, Kim Collen Ross for guiding her through the years and always believing in her. Ani also feels very fortunate to have her assistant, Jessica Adams, in her life.

Part of being successful in an exclusive community like Malibu is having a talent for marketing a property. Ani’s listings are more than homes - many of them are architectural masterpieces. By using breathtaking photography and employing a variety of media to showcase each property, Ani is able to expose her properties to the correct clientele. Not only that, she takes the time to prepare an individual marketing plan for each property. To this effect, she details her commitment to each property on her website on a page she simply calls “Ani’s Pledge.” Her detailed marketing plan includes publication in several print media, custom websites and professional brochures. She has also appeared on several television shows promoting her distinctive properties. From marketing to the final stages of escrow, she has all the details covered. For Ani, her word is her bond and she delivers on her promises.

Ani’s marketing and detail management prowess does not escape her clients, and even the most critical clients respect her talent. “From day one we knew we were in the presence of a talented woman who had taste and passion for her job,” shares Karen Arthur. “Unexpectedly creative, her ads of our property took our breath away and obviously worked. Within two weeks we had results.”

In addition to being an inspiration for others, over the years, she has developed a reputation as a professional with true integrity. This is a reputation that Ani holds firm to. “In a small town like Malibu, your reputation is one of the most important things you have. My clients appreciate my honesty.” Clients are constantly kept up to date on the latest developments in any transaction. To ensure that there would always be an open channel of communication, she personally selected her assistant, Jessica Adams whose attitude and work ethic mirror her own. “I think the one thing I have learned from Ani, more than anything, is the importance of communication and being able to hold myself accountable,” comments Jessica. “Ani’s clients trust her with their homes and their families. In doing so, they trust me as well.”

The channel of communication exists not only for Ani’s clients but also for her peers. “I am an outdoor person and I love to bike and hike,” shares Ani. “Sometimes you work so hard you forget to enjoy the abundant natural splendors you are surrounded by. I started a group with some positive fellow REALTORS® in Malibu to hike up Malibu Mountain twice a month. The goal is to network, explore different hiking trails, and stay positive and focused.” This provides Ani with first hand knowledge of the plush beaches and breathtaking mountains. This also allows her to truly convey the magic of the Malibu lifestyle to her clients.





Not only is Ani a talented REALTOR®, she is also a model citizen. She has proven herself as a local leader in several organizations, showing her incredible initiative. Her civic achievements have earned her recognition from the Board of Education, the Malibu Chamber of Commerce, and United States Congressmen, Governors, and Senators.

One of the proud accomplishments that has always been near and dear to her heart has been her work in founding the Malibu Veteran's Day celebration in 2000. Through her involvement with the Malibu Chamber of Commerce and the City of Malibu, she organized a public ceremony to honor those who have served and are currently serving our country. Since its inaugural year, when Ani was President of the Malibu Chamber of Commerce, the ceremony has honored countless men and women of the armed forces each year.

"People ask me why I organize this event every year despite all the work involved," reflects Ani. "Quite simply, I feel my husband, Raffi, and I are blessed to live in this country. We are extremely patriotic and thankful to all the service men and women past, present and future. The memories they share bring tears to your eyes and one of the most fulfilling things for me is seeing the appreciation on the soldiers' and their families' faces. It warms the heart to see the school children take the time to participate in the ceremony during a school holiday. I am proud to have instilled such a positive legacy in the community."

In addition to her dedication to the community and her business, she also cherishes her family. She and husband of nineteen years, Raffi, are more than husband and wife, they are also best friends. "We are college sweethearts," she says with much affection for her husband whom she refers to as her "winning

lottery ticket." "He is my accountability and positive support and is always there to encourage me." Ani and her mother are also very close. "She has been the source of much of my personal inspiration and is someone I will always admire. She taught me to be strong and conquer my fears." Not only does she get love and unconditional support from her husband and mother but also her very close and loving extended family as well as her two labs, Cody and Turbo.

There is no denying that Ani loves a challenge, whether it is personal or business related. At age forty, she learned how to play the piano—proving that one never stops learning or achieving. When asked about her next adventure, the top agent says with much enthusiasm, "I want to take flying lessons!" Given Ani's penchant for soaring to new heights of excellence, there is no doubt that she will accomplish this goal and more.

Ani has always felt blessed in her life and what she has been able to accomplish. That is another thing that one quickly learns about Ani. She is a dreamer—but unlike most dreamers, she is also a doer. Ani's life has been her greatest realized dream. She truly believes in the power of setting goals as well as striving to be an agent for positive change. "Mother Teresa once said, 'Kind words can be short and easy to speak, but their echoes are truly endless,'" reflects Ani. "This is how I would want to be remembered, as someone who built a legacy out of being of service to others."

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