

# TOP AGENT MAGAZINE



## Brendan Fitzpatrick...Real Estate Prodigy

By Kathy Llamas

Brendan Fitzpatrick is a real estate prodigy who has taken the real estate market by storm and exceeding all expectations. He is young, motivated, capable, and well-connected and possesses an insatiable thirst for perfecting his craft.

It is no wonder that all the signs point to success for this fresh face in real estate. In fact, it is unusual to find someone who chooses to get into the business of real estate at the tender age of eighteen. While many stumble into it after a previous career, Brendan on the other hand, chose to start in the industry blazing a trail that is difficult to duplicate.

By the time he was nineteen, he had a fourteen million dollar transaction under his belt as a first sale. He held the record for the most expensive home sold in Brentwood Park and to date, has closed over forty million dollars in real estate.

Brendan's interest in real estate began while in middle school. Born and raised in Bel Air, he marveled at the beautiful homes in the neighborhood everyday on his way to school. What developed was an appreciation for fine homes. "I first recognized the different architectural styles such as traditional, Spanish or modern. I identified what I liked about them and began wondering who designed them." Interestingly enough, he was drawn to the work of noted Southern California architect, Paul Williams, who himself was a prodigy at twenty-five when he won his first architectural competition. Brendan says, "I found that I could identify the architect by looking at the styles, whether it was a Traditional by Paul Williams or a Modern by Richard Neutra.

Mature for his age, Brendan possesses a range of experience far beyond his years. "I may be young but I have been told I have an old soul. My biggest challenge is convincing clients that although I am young, I am more knowledgeable than most veterans in the business." Once they do give him the opportunity to present himself, he becomes the obvious choice.

Brendan's impressive track record speaks for itself. Currently, he is an associate and executive director of the estates division at Hilton and Hyland, an affiliate of Christie's Great Estates. Brendan cultivates the Brentwood Park area, Beverly Hills, Bel Air, Malibu, the Sunset Strip and the Westside of Los Angeles." I was fortunate to be born in Bel Air. I know the neighborhood and have built a solid referral network from it."

Gifted with an uncanny marketing ability, Brendan can strategically analyze his audience and tailor his marketing to suit them. He says, "You have to market a 20,000 square foot estate in Beverly Park differently from a 3,500 square foot view property in the Hollywood Hills." He creates a variety of marketing materials based on the home he is marketing. Brendan also sponsors high profile events such as art shows and luxury sports car gatherings that bring in those with discriminating tastes for Ferraris, Aston Martins and Lamborghinis. Brendan explains, "Sometimes it's not what you're marketing, it's where you're marketing that counts." With the skills he has mastered, it is no wonder that Brendan Fitzpatrick is as successful as he is. He truly has set the bar higher for the real estate profession.

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