

TOP AGENT MAGAZINE

Elite Residential Realty

Broker, REALTOR®, Nurturer, Owner

*A*t Elite Residential Realty, broker/owner Orna Ered offers agents and clients a unique realty experience that provides one-on-one attention, knowledge, guidance and ongoing communication—key attributes in any successful real estate transaction—or real estate career.

From day one, Orna's vision for her brokerage was clear: create a place where everyone—team members and clients alike—feel valued and well served. From novice agents to seasoned REALTORS® to first-time buyers and executive move-up home seekers, everyone working with Elite Residential Realty benefits from a

proven business philosophy rooted in personal attention and relationship building.

“For me, real estate is all about the relationship and that’s my brokerage’s business philosophy,” said Orna, an award-winning REALTOR®. “Whether a client is buying a \$100,000 mobile home or a multimillion dollar estate, I believe that you always go above and beyond to help meet their needs, because that’s what builds relationships. Instead of focusing on the commission you focus on the client. When you do, everything else falls into place.”

Orna, who’s amassed a substantial client roster fueled by referrals, knows that personal attention is as important to her agents as it is to her clients. Her personal approach, attention to details, and commitment to exceptional customer service not only ensure repeat business among her clients, but also make her brokerage a place many agents call home because they know they can expect the same one-on-one attention.

Said Orna. “I’m a good fit for agents who want hands-on training. If they want to run things by me, I’m available. If they need me to go with them on listing appointments, I’m accessible. I provide the support they need to reach the next level of success.”

Like any good relationship, it takes time to build one that thrives. For that reason alone, Orna believes in growing her brokerage slowly and steadily. Her Elite Residential team is growing at a rate that enables her to maintain a personal approach with her agents; an approach that’s become synonymous with her name.

In addition to offering counseling, classes, access to managers, and competitive splits, Elite Residential





Realty also provides cutting-edge technology that enhances agents' marketing efforts.

"REALTORS® have two jobs," said Orna. "They help clients buy and sell homes and they're business owners. Oftentimes, REALTORS® get so busy selling that they forget to run their business. Elite Residential Realty takes care of that for them."

With one team member dedicated to innovative marketing technology and business management, Orna's agents can focus on their clients. Orna's team couldn't be more satisfied or professionally fulfilled with her approach.

Within the same breath, agents rave about Orna and their personal success.

"When I was 'shopping' around for a Broker, I really had no idea what that meant," said Francine Weiner. "I had no idea that I needed a Mentor, a Mother, a Teacher, and a Friend. I found all of these things when I met Orna Ered of Elite Residential Realty."

According to Francine, anyone can sell a house, but few can teach you the right way to sell a house, draw up a contract, or find the right document for any situation. "That wisdom comes from a confident, intelligent, educated, experienced, broker," Francine added.

Linda Thomas, another Elite Residential Realty team member, appreciates Orna's individual attention. "I have been at a company that had what I call a cattle room full of agents running around trying to figure out what to do next, meanwhile the broker sits in their office too busy to help. Orna takes the time to help you with whatever situation you may have and offers new ideas to build our business. My goal is to learn from the best, and I have that at Elite Residential Realty."

Elite Residential Realty is located in Calabasas. The firm's agents specialize in a range of geographic regions, including Oak Park, Agoura, Calabasas, San Fernando Valley, and beyond.



For more information on
Orna Ered and Elite Residential Realty,
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