

TOP AGENT

MAGAZINE

IRENE DAZZAN-PALMER
& SANDRO DAZZAN



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A force to be reckoned with in sheer experience, talent and knowledge, Irene Dazzan-Palmer has been honored for her achievements in the industry. She has been the top producer in her Coldwell Banker Malibu Colony Branch office for several consecutive years and is a Preview Estates Director. She has been named a member of the prestigious Society of Excellence, an honor reserved for Coldwell Banker's Elite top 1% of agents on a national level. Her staggering production numbers range in the hundreds of millions and continue to sky rocket. However, when she formed a partnership with her son, Sandro Dazzan, her already flourishing business climbed to even greater heights. In his rookie year alone, Sandro's production figures numbered in the millions. Together, the mother and son team has already garnered a reputation for being chic, savvy and professional.

The team's philosophy involves a very "hands on" approach to real estate. Both Irene and Sandro are in constant contact with their clients and are on call seven days a week. In fact, the synergy between mother and son is so great that they are often interchangeable when it comes to servicing their customer base. "This is very much a team venture," says Sandro of the family partnership. "One of us is always available to cater to our client's needs. We make it a point to know everything about each client's transaction. Our clients know that they can talk to either of us and get the same consistent quality of service."

Besides being true professionals, Irene and Sandro never lose sight of the personal aspect of their business. "It has been a pleasure and honor to commend such fine people whose skill, expertise and humanitarian touch have put my life at ease in every transaction," says Michael Drescher Chairman of DHI Inc. in New York. "You will not meet anyone that knows the market or 'inside' scoop better than Irene. A property's price is about knowledge of market, knowledge about a buyers' or sellers' unique situation and motivation. Here again, you can not do better, than to trust Irene and Sandro. Several years ago I had the very good fortune of meeting and engaging the business practices of Irene Dazzan-Palmer, over those same years Irene, and now Irene and Sandro have expertly negotiated and executed over 35 million dollars of transactions on my behalf."

While the technology the team employs is very cutting edge and their marketing is professional and savvy, they also admit to being a little "old school." Their marketing portfolio is an intriguing mix of the new and traditional. "We are big on keeping a large local presence," comments Sandro. "While we have a great Internet presence, we also consistently advertise in the L.A. Times and in other well respected local media. Many of our clients have originated from these print ads." Despite the fluctuations in the market, the team does not fluctuate on their marketing policy. In fact, during a down market, they only pour more dollars into this aspect of their business. Their professional website is updated daily and they are constantly improving their marketing materials and sources.

Loyal client, Alan Specht, raves about the team's stellar performance, "I have always marveled at the intelligence, knowledge, integrity and absolute dynamic willingness displayed by Irene and Sandro. Whenever I have enlisted their services they have without exception found the right persons to make it happen. I have never had more total confidence in a successful conclusion to any of our Real Estate transactions than we've had with Irene Dazzan-Palmer and Sandro Dazzan. I will continue to do so in the future.

A key to their impressive brand of tech savvy marketing is the method in which they showcase a property. "Sellers are blown away by how great their property looks. Our photographer takes extremely high quality photos and takes great care to accentuate the best qualities of any property. This polished image is a part of what makes our style of marketing homes so effective."

The strength of the team as a whole is a testament to each professional's considerable talents and unique backgrounds.

For nearly thirty years, Irene has been hailed as the real estate queen of the coast. Part of the reason she has been so successful with clients from all over the world and from all walks of life is her

undying love for the place that she calls a “paradise,” the classy and gorgeous city of Malibu. Her passion for the canyons and crystal coastal waters is contagious and she is as much a part of the community as it is an integral part of her business. Living, working and playing in Malibu has afforded Irene the pleasure of sharing her in depth knowledge of the city with her diverse and distinctive clientele.

“It’s such a chic place to live and a great place to raise kids. I always say that Malibu is like Aspen by the water,” says Irene, who only lives a few minutes from her office. Though she has a special love for Malibu, Irene’s area of expertise has always encompassed the entire Westside. With offices based in Beverly Hills, Pacific Palisades and Malibu, she has acquired a diverse knowledge of estate properties while building a truly global business. Her expertise has made her a valuable real estate resource to national television broadcasts like NBC’s “Today Show” as well as locally respected media such as Los Angeles Magazine.

Irene’s colleagues have nothing but glowing accolades for the “beach beauty.” “Irene and Sandro offer an incomparable level of professional excellence as exemplified by her exceptional sales performance and inventory acquisition,” says Kim Collen-Ross, manager of the Coldwell Banker Malibu Colony office. “Having worked with Irene for over fifteen years, I can state with certainty that she has a unique talent for helping her loyal and prestigious clientele navigate successfully in every kind of marketplace.”

Like her colleagues, Irene’s clients find her indispensable when it comes to their real estate needs. Her clients continue to rave about Irene long after the ink on the closing contracts has dried, often sending her cards, letters and e-mails of appreciation and thanks that she keeps neatly tucked away in a special portfolio. One happy couple even sent her a dozen red roses along with a note that read, “To Irene: Not only are you the best agent on the Westside, but also the most beautiful!”



“THIS IS VERY MUCH A TEAM VENTURE. ONE OF US IS ALWAYS AVAILABLE TO CATER TO OUR CLIENT’S NEEDS. WE MAKE IT A POINT TO KNOW EVERYTHING ABOUT EACH CLIENT’S TRANSACTION. OUR CLIENTS KNOW THAT THEY CAN TALK TO EITHER OF US AND GET THE SAME CONSISTENT QUALITY OF SERVICE.”—SANDRO DAZZAN

Irene cherishes these tokens of thanks and many of the close friendships she has developed in her life have been as a result of the career she loves. “I meet so many unique people through my business and would never have met them otherwise,” she notes. “I’m very fortunate.”

Like his mother, Sandro has a special place in his heart for Malibu. He was born and raised in the city and watched his mother’s impressive real estate business grow around him. He attended the Malibu public school system starting with Webster Elementary and continuing to Malibu High School. At MHS Sandro was an honor student and Varsity football star.

After obtaining his B.A. in Economics in 2005 from UCLA, Sandro was faced with making a life changing decision: choosing his future career. “I had an offer to work with Morgan Stanley as an Investment Banker. Growing up, I had been exposed to my mother’s business and vast network of contacts. I quickly realized that if I took the opportunity to work with her I would have the opportunity to get to know my clients on a personal level and interact with them instead of being trapped in some cubicle and miserable for the rest of my life.” He hit the ground running. Through Irene’s high volume business he was able to gain more experience than the average agent would by simply taking training classes.



Today, Sandro could not be happier and enjoys the fulfillment he gets from being able to assist a client. He also enjoys the lifestyle that his career in real estate has allowed him. Away from the office, he spends time with his long time girlfriend and enjoys taking advantage of the great California weather by spending time outdoors surfing. A yoga enthusiast, he makes time to head to the gym and attend a class at the end of his busy work day.

Another passion of Sandro's is being involved with the Malibu Association of REALTORS® as Secretary Treasurer. "The Association is involved in several local charitable organizations and it gives me the opportunity to help show that REALTORS® are truly a part of the community."

When she is not previewing estate properties or helping celebrities find their dream home, Irene enjoys the time she spends with her family. "I have a lot to be thankful for," says Irene. "I've learned to stop and smell the roses." She also enjoys several athletic activities, and part of her morning routine before heading into the office involves a trip to the gym for a work out or a spinning session.

Irene's husband, Jim Palmer, is the proud owner of the local award winning vineyard, Malibu Vineyards and has been growing wine grapes in Western Malibu since 1997. Jim and Irene enjoy attending wine tasting events and being involved in the vineyard. The wine also makes an excellent gift with a personal touch for Irene and Sandro's clients.

When the opportunity presents itself, the entire family including Jonny, Jim's son, makes a trip to Aspen, Colorado or their Mammoth Lakes residence during ski season for a holiday weekend.

For Irene and Sandro, real estate is not merely "a job." They have the opportunity to work in one of the most gorgeous locales in the world and to be of service to some of the most fascinating and distinguished clients. The mother/son team looks forward to maintaining and growing their unique brand in "paradise" for many years to come.

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