

TOP AGENT

MAGAZINE

*Lydia
Simon*





Lydia Simon's phenomenal rise to real estate superstardom makes it difficult to believe that she wasn't born as one of the most polished and professional REALTORS® in L.A.'s gorgeous and coveted Westside. As a real estate veteran with many years of experience under her belt, she has consistently ranked in the top 1% of Coldwell Banker agents internationally, an honor reserved only for the true shining stars of the industry. Appropriately dubbed the "Westside Condo Specialist," or the "Condo Queen" depending on who you talk to, she has masterfully positioned herself as the foremost authority on the area's condo sales and successfully carved a niche for her business. Throughout her career and life, she has been the architect of her success.

Her past, present and future clients have ranged from savvy entrepreneurs like Tom Barrack, featured on the cover of Forbes Magazine as the world's greatest real estate investor, to celebrities in the entertainment industry as well as many stars of popular soap operas. Her brand of high performance

professionalism earned her spots on several television shows, including the popular Bravo series "Million Dollar Listing" where she was an original cast member and CNBC's reputable "High Net Worth."

This top agent's rise to the pinnacle of her profession has not been without its share of pressure and emotional trials. Lydia simply comes out of each trial stronger than she was before. "I thrive on the high stress, high pressure aspects of the job," she laughs. "My mind is constantly working." Indeed, it is not unusual to find Lydia toting several notepads for her to jot down her ideas. She continues, "I sometimes wake up at four in the morning to jot things down!"

Kimberly Collen has had the privilege of knowing Lydia for over ten years as her manager and friend. "Often times her business plans were squelched and discouraged by others as being too ambitious in terms of combining her listing, sales and marketing skills in Los Angeles with her years of experience and top production in Malibu. I believed in her, encouraged her, and realized I was experiencing a fellow professional who had no limitations or boundaries in terms of what she could accomplish.

She has exceeded everyone's expectations except her own, by a long shot, and has done it with grace and dignity."

How does one become the "Westside Condo Specialist?" Lydia will be the first to tell you that each and every forward move she has made in her business has been by design and that luck has nothing to do with her success. Though she claims that she is indeed "blessed," each laurel she has earned has been the result of her fervent efforts to provide nothing less than the best real estate experiences for her clients.

Meir Toren, a developer and loyal client, cannot speak highly enough of her talents. "She was unbelievable and she has a great team. In a relatively short time and in a tough market she was able to sell thirty units in the development. She wasn't afraid to spend money on great advertising and put in the time to have open houses everyday. Her negotiation skills were incredible and I will definitely work with her on all of my future projects."

Lydia Simon

Success by Design

by Michelle Llamas • photography by Michael Barian

Despite all of her accomplishments, she remains grounded. Her success has not changed who she is at the core: a tireless and often selfless individual with a warm and engaging personality who genuinely cares about the needs of her clients and her family. “People depend on me. They put me in charge of one of the biggest investments of their lives and they deserve my complete and utter devotion.”

“I am a tireless advocate for my client’s best interests and I don’t settle for ‘no.’”

“I am ambitious without being ruthless,” she shares. “I am a tireless advocate for my client’s best interests and I don’t settle for ‘no.’” In fact, Lydia is only driven to work harder when she is told that there is something she can’t accomplish. The staggering and sometimes grueling goals that Lydia sets for herself often make others in the industry balk. “When I decided to expand out of Malibu, where I began my business, I was told by a prominent local real estate coach that it was impossible to do and still ‘have a life.’ So my response to this was ‘just watch me.’” Lydia shares with a chuckle as she relates the story. Not to be undone, Lydia forged ahead. “I started in Malibu and moved in town and just kept expanding!” Her thriving business now encompasses Brentwood, Malibu, Marina Del Rey, Pacific Palisades, Hollywood, West Hollywood, Beverly Hills, Santa Monica, Venice Beach, West Los Angeles and Westwood, though Malibu “will always be my baby.” She has done all of this while still remaining a devoted mother and wife and having a fulfilling personal life.

Though Lydia is a powerhouse in her own right, she is very conscientious of learning from others. One of the things that Lydia is proud of is having other high performance professionals as members of her support team: Pamela Wilson, Sara Deskins and Christopher Birdsall. Collectively, they are Lydia Simon and Associates. “I have a magnificent staff of young, vibrant, energetic

and smart people and I could not do it without them,” she affirms.

“My father taught me to be a good listener,” shares Lydia who is a big believer in communication and the personal touch. “By the same token, I don’t do anyone favors by simply telling them what they want to hear. I don’t give people false hope with regards to their listings. I do say that if they listen to me and follow my advice I will sell the property.” In a difficult market when listings have been moving notoriously slow across the country, Lydia is having a great year. Her professional business practices earned her a spot amongst the Top 10 Most Dependable Agents of 2008 in Los Angeles Magazine, an honor she is proud to have.

The marketing arm of Lydia’s business is an impressive juggernaut. She makes sure her own branding is top notch and the properties she markets receive the best and most efficient publicity. Her marketing portfolio boasts a powerful presence on the Internet including an e-mail blast to 10,000 real estate agents each week. Lydia has her own personal programmer to handle all the web sites and Internet traffic and every project has a customized web site that is optimized for high search engine traffic. Accountability





Her natural talent, hard work and business savvy soon paid off. She recalls those early days vividly and shares a surprising story. “When I first started I didn’t know anything,” she chuckles. “I was petrified. I had just moved from New York City and I called in sick for my first floor shift because I was so nervous.” However, after the initial uncertainty, Lydia’s signature resolve came into play and she jumped in. She hasn’t stopped since. She says, “The rewards of my profession are partly financial, of course. However, there is also the personal satisfaction of accomplishment as well. Malibu is one of the toughest markets to crack and I did it.”

While her career continues to flourish, Lydia is devoted to her family and endeavors to maintain a balance between her personal and professional life. “There is more to life than real estate,” Lydia shares. “There are so many things to be passionate about.” She takes pride in being a devoted mother and wife. She has never missed a single one of her son’s soccer games and is also inspired by the perseverance and success of her husband whom she loves dearly. The couple is passionate about politics and the country and is actively involved on a local and national level.

Her latest personal challenge is writing a non-fiction book alongside her husband. “We both come from a colorful background,” she shares. “Writing about one’s experiences is cathartic. Everyone has a story to tell.”

When Lydia needs to get away and collect her thoughts, she enjoys spending time outdoors with nature. “Having been raised in Vermont, I crave the trees and mountains. After all, I am a country girl. An important part of my life is going for hikes in Temescal Canyon. During the hike, I can organize my thoughts. I feel the wind on my back and there is something magical about the experience,” Lydia reflects. She feels her hike up that mountain is a metaphor for her own life. Knowing Lydia, she won’t stop after ascending one peak; she will instead reach for the next loftier challenge and set out to conquer it.

is also extremely important to Lydia. While she is out on showings, each member of her staff prints her a daily report detailing the phone calls and e-mails of the day so she never misses a beat regardless of what she has on her own plate that day.

Despite being the third generation in her family to be involved in a sales and customer service oriented profession, Lydia’s first love was the theater. She enjoyed some success in off-Broadway productions as well as on the soap opera, “All My Children.” She was also an international model. Her first foray into the real estate industry was as a property manager. However, Lydia’s ambitions refused to allow her to settle for lackluster achievements and earnings.

Like acting, Lydia found that it took more than hard work to make a mark in the real estate industry. It took talent. “I had an acting coach when I was working as an actress who told me that you can walk into a room and immediately tell who the winners are. You have to have confidence without being arrogant,” Lydia recalls. She made up her mind to conquer her new profession.

Lydia Simon
Coldwell Banker
310-317-8383
www.lydiasimon.com
coldwellbroker@hotmail.com