

# TOP AGENT

MAGAZINE



Michelle Ouellette  
and Bill Carter

# Sotheby's

## INTERNATIONAL REALTY

From left to right: Bill Carter- REALTOR; Annette Berger- Transaction Coordinator, Jodi Hunter- Escrow Officer for First California Escrow, Murray Kunis- President of Future Home Media Entertainment Systems, Tara Naughton- Advertising Coordinator, Shawn Cordon- Photographer- Shawn Cordon Photography, Michelle Ouellette- REALTOR®



## Michelle Ouellette and Bill Carter Prone to Feats of Excellence

The fast paced Los Angeles real estate market is no stranger to sophistication and glamour, and it takes a special breed of real estate agent to successfully navigate one of the most exclusive luxury markets in the country. Michelle Ouellette and Bill Carter have built their reputations by making extraordinary service the bench mark for each and every transaction they are involved in. Their recipe for success is based on talents that are as unique as the world class properties that they have had the pleasure of listing, marketing and procuring for their clients. In fact, the successful partners are the living embodiment of the Sotheby's International Realty mantra: "Artfully Uniting Extraordinary Properties with Extraordinary Lives."

Consistently ranked in the top percentile of all REALTORS® nationally, the dynamic team has also been recognized for selling and listing over one billion dollars worth of real estate. They are top agents in their Sotheby's International Realty – Westlake Village Brokerage office, and in 2009 the team sold the

highest priced luxury property amongst agents in their market area. The team's individual strengths come together in a way that is nothing short of extraordinary and this allows them to produce the best results for their clients. With several decades of combined experience, there is no task that Michelle and Bill find too daunting to tackle. They are just as excited to outdo their own sales records now as they were when they first began their individual careers. That sort of enthusiasm is contagious. Bill says, "We love the hunt. It's the challenge of each transaction, and client satisfaction that keeps us coming back for more."

The phenomenal chemistry the duo shares is also an incredible asset to their clients. The fact that a large number of clients are repeat or referral-based is a testament to the team's outstanding performance record. Their different backgrounds and business styles complement each other. "I am more old-school," shares Bill. "I am more of the 'shake-your-hand type.' Michelle is more tech savvy." In spite of the duo's differing communication styles, they are

united by the same work ethic: to meet and exceed all service expectations. “We like to have a sense of humor while we work, after all, we love this industry, but we work hard and have one goal - to assist our clients in the sale or purchase of properties,” says Michelle.

Mike Tingus, President of Lee and Associates Commercial Brokerage LA/North Ventura California raves that his experience with Michelle and Bill was nothing less than “superb,” and the team’s admirable and “absolute professionalism” was apparent when they handled the listing and sale of his property. Comments like these are not rare when it comes to how Michelle and Bill’s clients feel about the team’s dedication and service.

“One of the most important things in any business relationship is personal communication,” shares Bill. “All of our clients are on the same page with us at all times, and they always know what is going on in the transaction or the status of a listing. I have met many agents that seem to have ‘phone-phobia.’ They never speak to their clients personally and use assistants to communicate important details. We just don’t operate that way. We take the time to listen to our clients and find out exactly what they want and then we deliver.” “When clients hire us, they get us,” affirms Michelle. “Even if it means we are burning the midnight oil to get our clients exactly what it is they want out of a deal. We don’t use assistants to do the jobs our clients hired *us* to do.”

“Over the years, Bill Carter and Michelle Ouellette have always gone the extra mile to provide the ultimate professional guidance when representing my family and me,” says Virginia Crandell-Nesen. “Their problem solving and superb negotiating skills, in both the buying and selling of our properties, resulted in the best deal, no matter how complex the issues. I have referred them to many of my friends and will certainly continue to use them in the future.”

“Going the extra mile” is a concept that Michelle and Bill have perfected, whether it is taking the time to personally stage a property before a showing or working overtime to keep a perilous escrow that is teetering on the verge of collapse from falling apart. This also includes matching the perfect property with the client. Michelle relates the story of creatively

marketing an exclusive property with a five acre professional motocross track. “We brought in motocross racers to ride the track when the prospective buyer came to town because we knew the buyer loved motocross. As a result, the client fell in love with the property because we were able to show him the extra value in it and demonstrate how it would enrich his lifestyle.”

As master marketers and Los Angeles real estate experts, Michelle and Bill put their money where their mouths are when it comes to providing insight the competition simply can’t deliver on. Michelle’s business knowledge as a result of her extensive corporate background provides her clients with superb negotiation and marketing skills. Bill’s own unparalleled knowledge of the local micro markets, investments, and advertising are indispensable. When the two come together, the results are some of the most dynamic, creative, aggressive and successful marketing campaigns in real estate. “Every property is unique,” says Bill. “You have to find the hot button and press it!” In order to find that “hot button,” the team gets together for what they call Marketing Madness Monday. Marketing Madness Monday occurs every week and the teams get together to brainstorm. What is completely unique about this process is that clients also get a copy of marketing strategies that have been implemented on their specific listing and how well it has worked with actual figures the client can understand.

The team’s marketing techniques are not only creative, but they are also extremely targeted, professional and – in true Los Angeles fashion – stylish. Recently, the pair highlighted their most



exclusive listings by advertising them in the limousines used by celebrities during 2010's Academy Awards.

Another advantage to working with the Sotheby's name is the concept of cross-pollination. "Sotheby's is synonymous with the most affluent individuals in the world. Through the umbrella of Sotheby's companies such as the auction house and lifestyle publications, we are able to market our properties globally as well as locally to a very specific group of individuals in a very professional manner," explain Michelle and Bill.

Along with social networking and an outstanding web presence, all of these resources add up to a proven marketing portfolio unlike any other. "In today's market, problem solving is the name of the game and Bill and Michelle, as professional negotiators, go above and beyond to get the job done. They are definitely 'proactive vs. reactive' in all phases of the deal. Their local and global reach in the marketing of my properties provided unparalleled results. Simply put, they are the best," says Linda Fowler of Epona Farms.

Before real estate, the duo shared a similar background in the entertainment and arts industry. Bill, who is affectionately referred to as Mr. Westlake



by clients and peers as a result of his expertise in the neighborhood where he has lived and worked for nearly forty years, was under contract with entertainment giant Fox. At the suggestion of his own real estate agent, he obtained his license and soon decided to make it a full time career.

In addition to a passion for his career, Bill also has a passion for community. "I have been involved with the YMCA since I was a camp counselor at 16," he says. "It is an unbelievable program. I support it and am involved in raising money to help children participate." In addition, Bill is on the Board of Directors for the YMCA and has been involved in coaching several sports through the Y.

Michelle, a Conejo Valley resident since 1964, loves the theater, and performed with several Ballet Companies, as well as studied with the San Francisco Ballet in her teen years. After a brief start in a career in real estate, she joined corporate America. However, it didn't take long for her to gravitate back to real estate after climbing the corporate ladder. Even if she has a successful career in real estate, Michelle still holds her love of the arts and ballet close to her heart. Locally, she supports the arts whenever she can.

Michelle and Bill still hold on to the positive values that they believe are at the heart of their industry, and they believe this has been one of the keys to their success. "We believe in the win-win situation. We empower our clients to make their own positive decisions regarding their real estate goals." Along with honesty and integrity, these values have always been what the team has stood for.

For many, the American Dream no longer exists. However, for Michelle Ouellette and Bill Carter – it always will.

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