

# TOP AGENT MAGAZINE

It's All About the Brand

*Pamela Rich Properties'*

CondosLA.com



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A division of **Pamela Rich**  
PROPERTIES

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Pamela Rich of “Condos L.A., a Division of Pamela Rich Properties” knows a little something about marketing, branding and niche creation. So much so, that she enjoys a large market share of condo and loft sales from downtown L.A. to Hollywood to the ocean to the Westside and every neighborhood in between. Getting to this point wasn’t easy, she admits, but diligence, networking, and an eye toward innovation and big thinking have yielded Pamela great success.

Originally from Toronto where she was born, raised and first began selling real estate 15 years ago, Pamela relocated to Los Angeles and re-launched her career. After acquiring her license, she set out to learn from the best and carve a niche catering to underserved markets. Pamela, who didn’t know anyone in the area, went above and beyond the usual means of acclimation and sought the advice of seasoned agents. One such agent, Sharona Alperin, provided Pamela the tutelage she needed as she began identifying ways to set herself apart.

“I knew specializing was the way to go,” said Pamela. “At that time, nobody was specializing in condos. I began doing leases to make money, then I started writing letters to lease units for owners, and eventually owners began selling their units through me. That inevitably introduced me to buyers who also needed realty services.” One thing continued to lead to another and Pamela’s business grew exponentially. Soon, she was able to add buyers’ agents specializing in specific geographic regions, which now represent the many areas Pamela Rich Properties serves.

“It was difficult in the beginning,” said Pamela, who’s affiliated with Keller Williams. “My \$200,000 condos didn’t seem very sexy, but I realized I could sell 10 of them for 10 clients who’d tell 10 friends, and that equals a huge number of referrals.” Therein lies the secret to Pamela’s success. Her big-picture analysis prepares her for the next step and builds on her existing accomplishments to get there.

Pamela’s seemingly endless stream of first-time homebuyers sparked her next big idea. She devised a plan to better serve that market’s needs, while showcasing property they could eventually call home. Pamela designed and launched her Buyers’ Boot Camp Seminars, which are typically hosted in new-home condo developments. It’s a win-win-win situation for buyers who gain familiarity with the home buying process, the developer who gets an influx of prospective buyers touring their development, and Pamela who solidifies her reputation in the real estate community as the agent with a full-service business specializing in condos. If another agent’s buyer is looking for a condo that accepts 60-pound dogs, they know Pamela is the REALTOR® to contact.

In addition to referrals, seminars and other marketing outreach initiatives, Pamela states that a wealth of business comes from her website. “I put a lot of money into website search engines to ensure my site’s success,” she said. “I started CondosLA.com in 2000 and my Marketing Director is an expert

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who's continually added upgrades over the years." The first information-based website of its kind, [CondosLA.com](http://CondosLA.com) is a comprehensive website specifically designed to assist buyers looking for unique living spaces.

Beyond the virtual realm, Pamela puts in her fair amount of face time at Open Houses. "A lot of business comes from Open Houses," she said. "I *work* Open Houses. I don't just sit there and read a book. I'm helpful, present, knowledgeable and share with prospective clients that if the condo or loft being shown doesn't work, I have something else that will. I'm always prospecting. When the property's neighbors visit, I keep in mind that they could be future sellers." Clients notice the attention Pamela provides. When she represents buyers, she embodies their goals and approaches the sale as if she were buying personal property. In doing so, Pamela earns clients who are loyal for life. "My biggest compliment is when they come back for repeat business," she said. "It's all about maintaining the clients you have so they'll come back. That's success."

Keeping her eye on big-picture goals like these is exactly what sparked Pamela's interest in real estate in the first place. When she began her career, she said she considered what she could do in the long-term. "I remember thinking

'what career can I have when I'm 70?' In real estate, the more experienced you are the more credibility you have. That makes this profession especially wonderful for women," she said. "I've met women REALTORS® at the top of their game in their early 80s."

To ensure the longevity of her career, Pamela has already put plans into motion that will enlarge her success. In addition to adding more Boot Camps, like a Sellers' Boot Camp, Pamela will add a take-home DVD summarizing all of her Boot Camps' teaching points. And, in honor of agents who guided Pamela in her nascent career, she will also add Reality of Real Estate Career Classes designed for new agents. "It's a way to give back and teach new agents the things that Sharona taught me," said Pamela. "Agents need to know how to acquire clients, how to network, how to market. My motto is 'Unique or Weak,' which means that if mailers and other marketing materials are consistent and unique, then go for it, but if it's weak don't bother. New agents need to know that."

Together with her team of agents, marketers, and web gurus, the Pamela Rich Properties brand is identifiable, reliable, memorable and on the rise as it continues to represent sellers and buyers in search of hip, unique living spaces.

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To learn more about the

*Pamela Rich Properties* team and [Condos L.A.](http://CondosL.A.),  
visit [CondosLA.com](http://CondosLA.com) or call (310) 666-7424.