

TOP AGENT

MAGAZINE



Patty Ray

Real Estate the “Patty Ray Way”



According to Patty Ray, there is no “good market” or “bad market,” it is what you make of it. Perhaps that is why in what many view as a down turned economy, Patty is having her best year ever. After being a consistent top producer during her award winning fifteen years in the industry, this is a testament to the fact that Patty is a true phenom and maverick in the business of real estate. Her genuine integrity, professionalism and boundless energy are true assets to each and every client. For many, meeting Patty Ray is truly a wonderful experience that is not easily forgotten.

A native of Los Angeles, Patty has lived in her Studio City home for nearly fifty years. As a result she has developed an intimate knowledge of her community and the local

real estate market. She knows all the numbers that matter when it comes to getting her clients the best values and highest returns on properties. Patty had a refreshing philosophy that has served her well during her career: it isn't about the money and she isn't a salesperson. In this fashion, she shatters all preconceived notions about real estate agents and each client becomes a client for life.

“I am a facilitator,” says Patty. “I listen to what my client wants and I step in and get the job done. It has always been about the people and relationships since I began in this business. I love to bring people together and make things happen. When I am involved in a transaction, I strive to make sure everyone is happy. This includes other agents I deal with. I have a great reputation among my peers because I treat everyone with respect.”

She is also a tenacious advocate for her clients. Patty says with much fervor, “I work with many first time home-buyers and senior citizens, because in my opinion, they are always taken advantage of and quite frankly, I hate seeing people ‘ripped off!’”

Patty re-defines what many view as excellent customer service. She takes it to the next level. She relishes a challenge and with superhuman determination and awe inspiring tenacity, she pushes past even the most difficult setbacks. In addition, she is literally always available to her clients. “My dedication is way over the top,” Patty says with a chuckle. “I don't have boundaries and I always tell clients I can come out anytime to show a home or attend a listing appointment. I get calls at 10pm sometimes. It is simply how I work best! I don't have another life - this truly is a part of my life.”

“Patty Ray is an amazing person,” affirm Jackie and Steve Quigley who were in awe of Patty's persistence and dedication. “When we

put our house on the market, Patty marketed it aggressively. When we changed our minds about selling, Patty was very understanding. One year later, we decided to really sell and she was right back at it. Patty sold it so quickly that we hadn't found another house to buy! Patty spent literally, night and day searching for a home to rent (at that time there were very few on the market.) Patty was already our friend and then became a 'family member' in our lives. When we found our next 'dream home,' we called Patty right away. We were there in 15 minutes and then had a verbal agreement 30 minutes later. We love our new home!"

Her truly unique and generous style of conducting business has earned her the respect and admiration of her peers as well as clients. John Locke, one of Patty Ray's most avid fans is also her colleague and fellow agent. "She impressed me when I first met her as she is in her 70's and she works harder than most 30 year olds! She has such a real way of talking and making everyone feel at ease. She is so gracious and understanding of people and their feelings. So many times I will call her and she is taking her 95 year old friend to the doctor and then to lunch. Everyone loves Patty Ray and she was a mentor to me as I started my real estate career."

During the worst situations and most volatile of deals, John has watched Patty at her best. "She truly works very hard to make one of the most important and biggest investments of the client's life, a potential win - win for all involved. In a heated market that can be very difficult, she handles everyone with respect and professionalism, whether it is a one bedroom condo for lease or a 2 million dollar listing. I kid Patty about 'Real Estate-the Patty Ray Way' but it is truly a compliment. She is a very unique agent that will definitely be considered a family



member by the end of the transaction. I highly recommend anyone interested in buying or selling real estate to make the time to meet with Patty and learn more about 'real estate...the Patty Ray Way!'"

As a result of her many local ties to the neighborhood, she has also become the go-to person for the best and most reputable vendors in town from every thing from carpenters to landscapers. Even after a home has been sold, Patty keeps in touch with her clients. "It's one of the things I love about the business. I love helping clients fix up houses—it's quite simply a lot of fun for me," shares Patty.

George and Maria Mooradian are two of Patty's appreciative clients for life. George is



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love Colfax Meadows. We feel that our neighbors are our extended family and we are truly living the life we envisioned.”

Aside from her business, Patty is also active in her community. She believes in preserving the “quiet country lifestyle” of Studio City. “Many of the residents here love the charm of the neighborhood. I am active in the Studio City Resident’s Association and we fight to keep the integrity of the place we call home and oppose over developing the area. It is something I am truly passionate about having been a longtime resident of the area.”

an Emmy winning cinematographer and Maria is a professional photographer. The couple’s needs were very specific. They needed a studio, space to showcase art as well as a pool and great schools for their children. Patty delivered in spades. “We were searching for the ‘right’ agent to sell our condominium, we saw many homes for sale with ‘Patty Ray’ on the for sale signs, we contacted her and met with her,” share George and Maria. “We were so impressed with this loving, genuine woman who was enthusiastic, had lots of energy and possessed so much knowledge of the neighborhood and the market. We listed with her and in no time, we successfully sold our property for more than we had anticipated. Our sale was contingent on our finding ‘our dream home.’”

Again, Patty did not disappoint. Not only did Patty sell their condo, she also found them the perfect home. “Today, we are living in a home that far surpassed our dreams. It is beautiful and we have made some changes to make it perfect for us. Yes, we have a wonderful studio, perfect bedrooms for the kids and a kitchen meant for a gourmet chef. Patty has kindly referred us to various craftsmen to assist us in our remodel. We

Patty’s energetic personality gives her a lust for life and she enjoys traveling. “It is truly a small world when you travel to South America and see people you know,” she says with a jovial chuckle. She also enjoys the great relationships and friendships she has developed with her neighbors. She also has a great relationship with her children and grandchildren whom she keeps close.

“I am never going to retire,” she jokes when she thinks of her future in the industry. “Although I love what I do, you never know. I am always on the go—I have been a singer and an actress, but those things weren’t really my passion. Real estate is my passion.”



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