

# TOP AGENT MAGAZINE

LAURA KLEIN



*"We specialize in providing one-on-one service with our clients, we don't hand them off to anyone else, we take them through the process and we're very involved with them."*

Top Agent and Broker Laura Klein of Klein Real Estate in Los Angeles is committed to providing each and every one of her many clients with the very best customer service to be found in the City of Angels.

Klein Real Estate is a family business that began in 1993. The Klein Real Estate team consists of Laura Klein, Broker/Realtor, Larry Klein, Broker/General Contractor, Esther Klein, Sales Agent/Interior Designer, Kevin Klein, Property Manager, and Mitra Malek, Sales Agent/Designer. Larry Klein is the founding broker and as a general contractor has developed properties all over Los Angeles for thirty years. This background as a developer has allowed him to look at properties from a different perspective, and it gives our clients an advantage in a variety of real estate transactions. Larry Klein's experience and perspective have nurtured Laura over the years to become the Top Agent and Broker she is today. Laura, herself, holds multiple designations, including Certified Negotiation Expert, Pricing Strategy Advisor, Certified Buyer Representative, Certified Luxury Home Marketing Specialist, Sellers Representative Specialist, Seniors Real Estate Specialist, and Property Management Certification. With over 50 years of combined real estate experience representing both buyers and sellers, Larry, Laura and the entire Klein Real Estate Team prides itself on being *independent* and

*local*, but with a *global reach*. They also put together property investment groups and have an extensive property management division.

While Laura grew up immersed in the real estate world, thanks to her parents, she initially showed interest in a career in the entertainment industry. Upon completion of college, she began a career in Marketing and Advertising for film, then television, then the interactive industry. "After twelve years, and deciding to become a mom," says Laura, "and having been doing real estate on the side for a while, I decided to take the plunge and go full-time. So in 2004 I left the entertainment business and went into real estate. I've been doing it and loving it ever since."

Selling primarily on the West Side of Los Angeles, Laura can boast that 85% of her business is based on repeat and referral clients. Laura believes that one of the many reasons for this excellent client loyalty is the high quality of service she provides.

## **Laura's Elements For Success:**

### **1. Staying Informed**

Laura understands the value of continuing education when





it comes to the real estate industry, and to that end strives to stay on top of the ever-evolving Southern California market. “It’s important to me and my clients that I stay on top of everything in the market,” she says, “and I apply all that I’ve learned - not only in real estate but from my prior career – in everything I do which serves my clients very well, whether it’s preparing a client to be a strong buyer, to being on the selling side and presenting properties properly and getting the most amount of money for sellers.”

## 2. Relationships

*At the end of the day, real estate is about connecting with people and helping them reach their goals.* As Laura says, “It’s the people I get to work with that provides the most

satisfaction. “I love connecting with people,” she says. “And helping them buy and sell properties and build out their real estate portfolios. Even though it’s a product we’re selling, it’s really all about connecting with people, getting to know them in a meaningful way, and creating a path for reaching their goals.” Even after the deal is done, staying in touch and maintaining relationships with her past clients figures prominently into their loyalty, Laura believes. “I enjoy all of my clients (past and present) and strive to find ways to stay in touch with them after the close of escrow. We bond and spend a great deal of time together during the transaction and I try to find ways to stay in touch through monthly newsletters, property e-blasts, and social media,” she says. “I also reach out to my clients throughout the year to meet up with them face-to-face and





have coffee, lunch or dinner to catch up. I do my best to stay in touch and always be available to them.”

### 3. Savvy Marketing Strategies For Sellers

Savvy marketing for sellers that combines tried and true formats with cutting edge technology ensures that Laura’s listings get the attention they deserve. “We do every form of marketing,” she says. “From social media and online advertising to a variety of print campaigns, word of mouth, and networking. We make sure that each of our listings reach potential buyers everywhere; local, national and global.”

### 4. Successful Strategies For Buyers

As for buyers, it’s very important to set them up for success and have a personalized buying strategy. This can take the form of having a solid pre-approval if they are obtaining a loan, to preparing them to show verification of funds (for all cash offers and for loan down payments) to providing a letter from the buyer to the seller showcasing who they are and why they are interested in purchasing the property.

### 5. Negotiation

Negotiating, however, is the number one skill Laura uses on a daily basis. Whether it’s with vendors, other agents, buyers or sellers; it’s a constant state of being in this business. Laura’s approach to negotiating is to provide a win-win for all. Being present in the moment, thinking

creatively, listening to intuition and pairing all of this with her experience and knowledge, are key strengths for Laura and one that her client’s benefit from time and time again.

Laura is also very committed to community involvement and charity organizations. She serves on a couple of boards (Pacific Point Academy Board and Palisades Circle Board) and Larry Klein, her father, serves on the Sunset Mesa Board; and she is active with several charities that are personally meaningful to her (Lustgarten Foundation, Children’s Hospital of Los Angeles, Kids Saving the Rainforest, Heal The Bay, Guide Dogs For The Blind, PATH, Los Angeles LGBT Center, OPCC).

When she’s not working, Laura enjoys spending time with her partner Tracy and son Seth, walking her dogs, biking, surfing, sailing, skiing, traveling or just hanging around by the pool, at the beach or hiking in the mountains.

As for the future, Laura’s plans are to continue expanding Klein Real Estate. She looks forward to growing smartly, hiring additional agents, and the opportunity to share her hard-earned wisdom and learn from others. “I like to mentor new agents and learn from experienced agents” she says, “and share our collective knowledge so we can all experience positive success that is felt by all team members as well as our clients.” Additionally, one thing is for sure, Laura and the Klein Real Estate Team will move forward by providing their continued excellent one-on-one service that only an independent brokerage can.



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