

# TOP AGENT MAGAZINE



Karen Lisciandro-Bredice and Joe Lisciandro

Santa Monica natives, Karen Lisciandro-Bredice and son, Joe Lisciandro have the Los Angeles market cornered with over 35 years of combined experience. Yet, even individually, they're each a force to be reckoned with in this competitive market.

Licensed since 1994, Karen built her business from the ground floor up at a steady pace. Naturally graced with an entrepreneurial spirit and a background in sales, finance, and marketing, Karen has created her niche precisely where she lives and works. Serving all areas south of Mulholland including Bel Air, Brentwood, and Beverly Hills along with beach communities from Marina del Rey and Malibu, Karen's intimate knowledge of the market is simply unrivaled. And so is her level of personalized service. "I believe in having a very hands-on approach to this business," says Karen, Senior Estate Agent at Westside Estate Agency. "If you send an assistant to do your showings, you've lost that golden opportunity to meet the client and personally greet them. I give exclusive representation to all my clients."

With her youngest son in tow early on in her career, Karen naturally passed on her love of the industry, tricks of the trade, and solid work ethic to Joe, who entered the real estate world during his freshman year of college. "There was never any question of what I would do after school. This was it," says Joe. At just 19 years old, he interviewed for an intern position at a local brokerage, where he earned over four hundred thousand dollars in his first year. Today Joe is a top-producing agent at Wish Sotheby's International Realty.

Specializing in areas north of Mulholland, such as Studio City, Encino, and Sherman Oaks, Joe has also achieved tremendous success. Just like Karen, Joe is also deeply committed to each and every client he represents, limiting the number of transactions to no more than 10-12 at a time. "We believe that if you spread yourself too thin, you lose the ability to personally serve your client in the best way possible," says Joe.

Solid relationships are formed with many of their clients, who often become close friends. "We are all about relationships, ethics, loyalty, and confidentiality, which is extremely important in this business," Karen says. "There are so many things that can go wrong during a transaction, so being able to consistently make deals happen and have our clients know beyond a shadow of a doubt we acted in their best interest is very fulfilling."

Both Karen and Joe stay up-to-date with current market trends and statistics, just as they keep up with continuing their education in the industry. Recently Karen elected to take a course on negotiating techniques at USC Marshall School of Business. Such courses are not required in real estate, however they recognize the importance of staying current in an always-evolving market. "I like to do all the extra things to stay one step ahead of everyone else," says Karen.

Those extra things also include the smaller, more personal touches such as bringing candles and bottled water to listings, and even baking cookies. "People tend to spend a little more time there when you go out of your way to create a comfortable environment," Karen says. "We have a very traditional way of doing business, but in addition to the traditions, we're also cutting edge with our technology," adds Joe.

Although their businesses are independent of one another, Joe and Karen often work with each other on various projects and transactions, and have plans to become partners in the near future. "My goal is to continue to expand the business and build lifelong relationships with my clients," Joe says. Karen echoes, "The greatest compliment I can ever receive is when someone refers me to their friends and family. We're both so grateful that our businesses have grown, and will continue to grow by word-of-mouth."

For more information about Karen Lisciandro-Bredice and Joe Lisciandro, please visit [www.karenbredice.com](http://www.karenbredice.com) or [www.joelisciandro.com](http://www.joelisciandro.com), call 310.849.0388 or email [karenjuneb@aol.com](mailto:karenjuneb@aol.com)