

[MARKET > WebZine > Read Member Press](#)[5th Annual Spring Retreat in Key Biscayne, FL, April 22 - 24. More Info >](#)

LuxuryRealEstate.com Week in Review

## 3/1/2007 - Rodeo Realty Relocates Corporate Headquarters to Bel Air

By Sheila Wenz  [E-mail author](#) [Print this](#)  [Email this](#)  [Bookmark it](#)

Posted 3/1/2007

**Bel Air, CA – (February 26, 2007)** - Syd Leibovitch, owner and president of high end realty firm Rodeo Realty, relocated the company's corporate headquarters from Calabasas, California to Bel Air. Rodeo Realty's corporate staff, as well as Leibovitch's company L.A. Mortgage, now occupy the entire building in an award-winning, prestigious landmark located at 600 N. Sepulveda Drive.

The move coincides with Rodeo Realty's rapid expansion throughout the Westside of Los Angeles including Beverly Hills, Pacific Palisades and Malibu. The company continues to serve Los Angeles and Ventura counties and has expanded to eleven branch offices with nearly 1,000 agents.

"By moving our headquarters to Bel Air, we'll be able to accommodate our expanding corporate staff and offer better service to our agents and their clients," commented Leibovitch, "which is always my number one priority."

The building will also facilitate "Rodeo Realty's Marketing Solutions," an entire in-house department consisting of designers, copywriters, public relations specialists and a fully operational print shop. The Marketing Solutions program was established by Leibovitch to provide agents hands-on access to professional marketing and promotional services at a significant reduction in cost.

### About Rodeo Realty, Inc.

Rodeo Realty, Inc. was founded in 1986 by President and Broker, Syd Leibovitch. Today the company is the largest single-owner real estate firm in California, with 11 branch offices, nearly 1000 licensed agents and Brokers, and annual sales and listings exceeding \$3 billion. Rodeo Realty, Inc. also does business as Rodeo Realty, Paramount Properties Division. Leibovitch also owns LA Mortgage, Encore Escrow Company and is part owner of Progressive Title Company.

[Back to top](#)[< Back to LRE WebZine](#)

### TOP 5 MOST VIEWED

- [3/13/06 - West Coast Legend and V Sell Their Phi](#)
- [4/4/05 - Billionaire Estate for Sale](#)
- [12/30/04 - Ed Englewood, N Sale](#)
- [6/17/04 - Cha Presents Lak Estates Tour](#)
- [4/30/04 - Luxury Brokers Meet Beach](#)

### Past Magazine Issues

[Spring 2005](#)

### MORE LuxuryRealEstate.com PRESS RELEASES

- [3/1/2007 - Rodeo Realty Relocates Corporate Headquarters to Bel Air](#)
- [2/26/2007 - \\$100M Hawaii Beach Sale For First Time](#)

### New & Improved

**LUXURY REAL ESTATE MAGAZINE****Winter 2007 ORDER NOW!**