

Paramount Rodeo Realty turns 20

Independent broker looks to the future with Web presence, technology and developing brand of its prestigious image.

BEVERLY HILLS — When Syd Leibovitch founded Paramount Rodeo Realty in 1986 he wanted to create a nurturing, supportive and motivating environment where agents could become so good at what they did, that Paramount Rodeo Realty would be the only real estate company people would want to use.

That was 20 years ago. Currently celebrating its 20th anniversary, the firm has been ranked as the second largest real estate company by The San Fernando Valley Business Journal, has grown to 10 offices and 750 agents listing and selling more than \$2.5 billion annually.

Leibovitch attributes most of the success of Paramount Rodeo Realty to his agents. "Without the dedication of our agents, we would not have enjoyed the longevity or become the success story we are today," he says. "It's important to always remember that when you own a real estate company the agent is the customer. I encourage managers to do whatever it takes to support the growth and success of our agents. In turn, our

agents are empowered to do the same for their clients."

Leibovitch knows that you must give Realtors the right tools to succeed in today's highly competitive real estate marketplace.

Paramount Rodeo Realty boasts a fully staffed, professional marketing department where all services are conveniently located under one roof. There is an in-house print shop where color flyers, post cards brochures are produced and weekly advertising is available to the agents and their clients in various newspapers, trade magazines and the World Wide Web — at the company's expense.

"It's all about providing superior service to our agents and their clients. More advertising for each listing, state-of-the-art technology, better marketing pieces, increased staff support and effective management is essential to our growth," he says. "My goal is to promote Paramount Rodeo Realty as a 'brand' much in the same manner as Fred Sands or Jon Douglas used to be. Now, more than ever, there is truly a need for an elite, locally owned, independent real estate



Since founding Paramount Rodeo Realty in 1986, Syd Leibovitch has successfully manifested his dream to create a nurturing, supportive and motivating environment where agents could become so good at what they did, that the firm would be the only real estate company people would want to use.

company with a prestigious image like ours." Leibovitch says by continuing to set the highest standards in real estate, he hopes to expand to 20 or 30 offices covering the entire

Southern California region in the next 10 years.

Leibovitch can be reached at (310) 623-8777, or visit Paramount Rodeo Realty's Web site at <http://www.paramountrodeo.com>.