

SPECIAL PROMOTION

# ERNIE CARSWELL & ASSOCIATES



PHOTO COURTESY OF ERNIE CARSWELL & ASSOCIATES

**Teamwork.** Building upon the strength of individual talents, knowledge, expertise and caring is the basis of true success— and defines what we do at Ernie Carswell & Associates. I am privileged to lead a team of highly motivated, skilled and collaborative agents and staff who are truly the finest people in the luxury real estate industry or in any other, for that matter.

Since launching in the late 90's, Ernie Carswell & Associates has grown organically to our current team of 19 uncommonly gifted individuals who bring their very best to our discerning and deserving clientele. Our partnerships with Douglas Elliman and Knight Frank provide an elite platform from which my superlative team members can share their special abilities and unique flair with buyers and sellers from across the country and around the world. Please allow me to introduce you to a few of the special people that make Ernie Carswell & Associates a place I am proud to call "ours".

## Ernie Carswell & Associates

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ALL PORTRAITS BY BROOKE MASON (BROOKEMASONCREATIVE.COM)





# Ernie Carswell:

## *The Fearless Leader*

*One of the most accomplished, skilled and respected real estate agents in the industry, Ernie Carswell leads the outstanding team at Ernie Carswell & Associates. With more than 25 years of experience in luxury real estate, Carswell has built an extensive network of discerning clients who look to him and his world-class agency as the gold standard in service and expertise.*

### **How does collaborative strength empower Ernie Carswell & Associates?**

Just like any successful sports team, the whole is greater than the individual. The mutual support among the team and their willingness to help each other provides a solid base for all of us to excel for our clients.

### **What are the keys to building and inspiring an outstanding team?**

First, my belief in their individual potential. Next, listening to their needs and helping shape their perspectives to recognize opportunities and build trust with their clients, decipher market conditions, learn through experience and remembering to be grateful to work in this fantastic, global city. Ethics is our hallmark.

### **Share insights on unique properties you are currently representing.**

We have a historic estate in Los Feliz that was once the Russian consulate. Secret passages and high security features remain, causing one to imagine what must have taken place there. Additionally, we are preparing to launch the Bird Streets trophy estate that created the initial sensation for this desired area when it originally sold at \$40M.

### **How will the Ernie Carswell & Associates' mission and service continue to grow?**

We will remain in-tune with our clients' needs and changing lifestyles as technology evolves. Our core belief is that there is no substitute for caring at the personal level. We prefer high touch over high tech. Our impact will always be our ability to listen to the client and respond accordingly.

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# Chris Pickett:

## *The Strategist*

*As a former Naval Intelligence Officer in Operation Desert Storm, Chris Pickett sold strategy and tactics to wartime commanders. He brings that strength, discipline and training to his clients and colleagues when he joined Ernie Carswell & Associates in 2006. Today, Pickett is one of the most successful, in-demand real estate professionals in the business.*

### **How does your military training inspire you as an agent?**

As a military officer one learns time management skills, to function under duress and that no one accomplishes a mission alone. Whether conducting a military operation or a real estate transaction, "It takes a village..."

### **What are keys to being strategic in the supercharged L.A. luxury market?**

First, positive/constructive collaboration with your agent colleagues. Deals easily go sideways and to right the ship, one often needs candor and creativity with one's agent partner on the other side. Second, do the hardest thing first. I've closed over 400 transactions and kicking the can down the road only hurts your foot. Finally, follow Admiral McRaven's advice and "start your day by making your bed." In other words, when you wake up, get something done ricky tick whether it's a client call, market analysis or making "hospital corners" on that bed.

### **What do you consider the basis of your success?**

It's threefold: Surviving plebe year and graduating from the US Naval Academy honed my tenacity and integrity. Selling hundreds of millions of dollars of real estate honed my negotiating and strategy skills. Being a new dad honed my multi-tasking dexterity. I can now say I am able to close multi-million dollar transactions with a phone in one ear and my three year old in the other!

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# Sarah Blanchard:

## *The Connoisseur*

*With more than a decade in the fields of art and entertainment to her credit, Sarah Blanchard brings unmatched knowledge of business, architecture and the visual arts to her role as a leading agent at Ernie Carswell & Associates. Blanchard is known for providing her discriminating clients with exceptional service, outstanding insights and the sophisticated taste of a true connoisseur.*

### **How has your arts and entertainment background honed the skills you bring to real estate?**

As with so many industries, the highlights are the people you meet, work with and learn from. At Sotheby's, I had the privilege to be involved in the estates of a number of famous actors and see amazing architecture, art, furniture and jewelry. In entertainment, I worked intimately with a top manager and experienced A-List talent. Real estate has allowed me to exercise all that I have learned and experienced as I see and sell exceptional properties.

### **What was your initial connection with Ernie and what led you to join his team?**

Ernie and I connected after I first came to Los Angeles, during my career in the auction business. Later, when I decided to dive into real estate, I met with Betty Graham at Coldwell Banker and she suggested I work with Ernie. I went right up and interviewed with him and the rest is history. Ernie's enthusiasm & calm professionalism has helped me grow as a person and realize my full potential.

### **What are some of the exciting properties/projects you've work on?**

The most intriguing listing that Ernie and I shared was the Brady Bunch Property - and that was such fun! I was astonished by how important the house was to an entire generation and influenced contemporary culture.

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# Michele Moses:

## *The People Person*

*A natural ability to connect with people and build strong, lasting relationships is what sets Michele Moses apart as a top producing agent at Ernie Carswell & Associates. Growing up in New York and Los Angeles, Moses knows every neighborhood from the beach to the foothills and uses her expertise, superlative taste and determination to get her treasured clients the very best deal.*

### **Why is relationship building so key to your success?**

Being attuned to my client's needs and listening to what drives them is critical to establishing a lasting relationship. It takes heart and soul, competence, knowledge, empathy and humor to earn a client's trust - the Holy Grail.

### **What are some of the ways you provide highly personalized service?**

Buying and selling a home can be a vulnerable place for people, so "being there" for them is crucial and my inherent trait. I am a jack-of-all-trades who helps my clients with every aspect of the process. I have to hold myself back from making beds!

### **How does your one-of-a-kind knowledge of the market benefit your clients and your colleagues?**

Since I arrived here in the early 70's, I've been enchanted and inspired by the magic, beauty and history of Los Angeles. I have made it my business to understand why this city is such a magnet for investors, creatives and visionaries. Daily, I share my passions and insights with my clients - and respect those of my colleagues at Ernie Carswell and Associates.

### **Why is Ernie Carswell & Associates the right place for you?**

Working with Ernie Carswell and the amazing team he's built is as good as it gets. I found an affinity with Ernie's values, methods and ethics. He is a gentleman in every aspect of his life and truly a leader in the industry.

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# Steven Dubin:

## *The Artist*

*Music, architecture and building exquisite homes are in Steven Dubin's blood. A successful 25-year career as a musician, producer and composer ran concurrent with Dubin's passion for buying, building, renovating and designing distinctive properties. His high level of taste, unmatched expertise and attention to detail is a key component to his success in working with L.A.'s most discerning clientele.*

### **How does music inspire your work in real estate?**

Johann Wolfgang von Goethe said, "Music is liquid architecture; architecture is frozen music." As a musician, I practiced every day. I apply that same discipline to real estate as I maintain focus and never give up fighting for my clients.

### **Talk about how your passion for architecture, design and building informs your work.**

My father was an architect and my mother an agent, so it is in my blood. As a teenager I spent summers working construction and built my own sustainable, solar-powered first home at 22-years old. I bring that hands-on, personal experience to my clients whether they are buying, selling or designing a beautiful home.

### **What makes you stand out in the L.A. luxury market?**

Optimism, energy, a passion for my work and a lifelong thread of knowing good from bad. Because I worked at the highest levels of the music business, I'm well-versed in providing world-class customer service to an upscale clientele and have developed a reputation as an expert in selling high-end real estate.

### **How does the culture at Ernie Carswell & Associates encourage you?**

Ernie has a strong vision, surrounds himself with great people and has cultivated a team of competent, confident individuals who all work well together. He inspires confidence and trust and he always take pride in the accomplishments of the team.

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# Steven Roffer:

## *The Innovator*

*Producing movies and serving as CEO of a pioneering digital agency was the perfect preparation for Steven Roffer to become a world-class agent. Inspired by innovation and creativity, Roffer is laser focused on the wants and needs of the world's most discerning clientele, including Fortune 500 CEOs, media executives, celebrities and Silicon Beach.*

### **How does your background bring a unique perspective to your work?**

Mastering two careers taught me how to reinvent myself. Because innovation was my path to success, I embraced change and harnessed my marketing and sales skills creatively. I don't follow rules. I never have. Instead, I use my instincts to redefine and improve upon the status quo.

### **What initially drew you to real estate?**

I caught the bug in my 20's, buying my first of six properties. I loved my digital agency, but every Tuesday I found myself drawn the broker opens. I realized real estate was what turned me on the most, so after selling my business, I called my realtor, Ernie Carswell, and he invited me to join his team. The innovator was born.

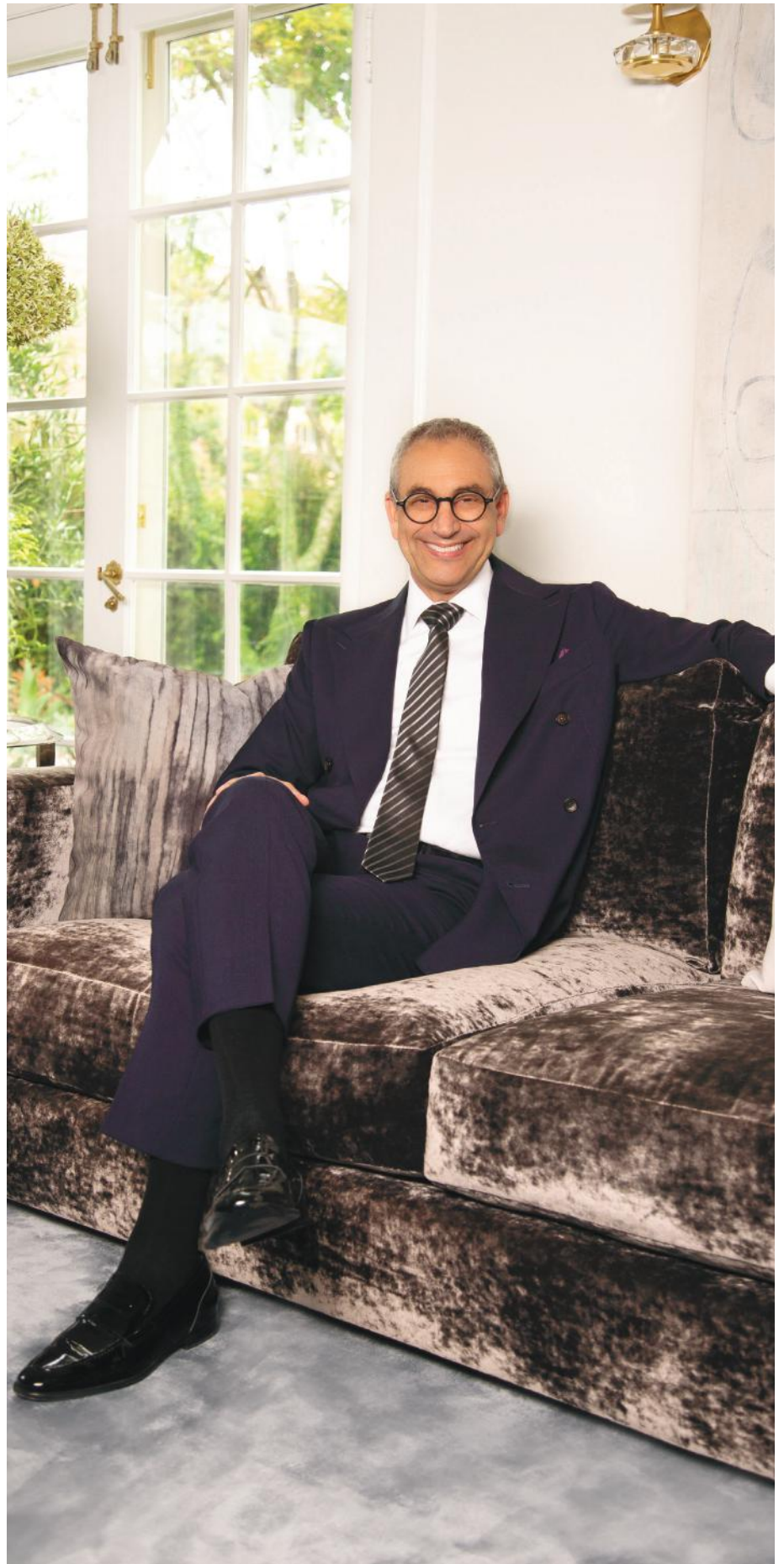
### **What makes Ernie Carswell & Associates the gold standard in luxury real estate?**

Ernie's reputation as a gentleman is legendary. This not only ensures client loyalty, it gives team agents a cache that is unmatched. Because he chooses agents that are entrepreneurs and team-players, we have a culture of cooperation that has enabled the team to close over \$650M in real estate transactions in the last three years.

### **What are exciting properties are you working on right now?**

A \$10 million listing in Rancho Santa Fe that is a 21,000 sqft mini-resort with bowling alley, tennis court, disco, theater, yoga room, gym, wine cellar and 3,000 sqft guest house. Look for my video soon with a glamorous cast and crew innovating how to market luxury real estate. Crazy Rich Asians meets Del Mar horse country.

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# Brian Kaplan & Allen Barkau:

## *The Connectors*

*In their respective roles as Marketing Director and Administrative Director, Brian Kaplan and Allen Barkau furnish behind-the-scenes energy and expertise that keep this powerhouse agency running smoothly. Creative, capable and constant, Kaplan and Barkau provide advanced skill in marketing and administration that are key to the success of the entire Ernie Carswell & Associates team.*

***In what ways do you promote and champion the teamwork that allows Ernie Carswell & Associates to provide a seamless, world-class experience for clients?***

With so many team agents to support and properties to manage, it's important for us to remain highly accessible, transparent, and organized. Doing so allows us to provide the highest quality service to our team, and ultimately our clients.

***How does the unique expertise and talents of the agents at Ernie Carswell & Associates foster a dynamic workplace?***

Each agent on our team has a unique background and brings specific talents to the table. Collaboration is an important benefit of team membership and has allowed each of us to learn and explore endless opportunities. We are able to generate and sustain a constant flow of business by effectively combining our knowledge and experience.

***What makes Ernie Carswell such a standout leader?***

Ernie maintains an astonishingly positive mindset about the future, while simultaneously focusing on servicing his clients and colleagues. We've worked for top producing agents in the past, but both agree that Ernie stands above the rest when it comes to seamlessly managing, promoting, and empowering a team.

***What are some of the key lessons you've learned at Ernie Carswell & Associates?***

As our team has expanded, we've learned to become increasingly flexible with their needs. We've become more attuned to developing unique plans tailored to each agent's specific goals. As a result, we've developed incredible diligence that has benefitted our professional and personal lives.

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