

los angeles edition

# BROKER★AGENT™ magazine

broker/agent of the month

Wendy  
Carroll



# Wendy Carroll: Words to Live By



## broker/agent of the month

When Wendy Carroll is selling a Malibu property, she is likely to run a full-page ad with a photo of a couple strolling along the beach and a headline that proclaims, “Life is not measured by the number of breaths we take, but by the places and moments that take our breath away.”

It makes for a captivating presentation—one that can inspire a potential buyer to pick up the phone and make a move toward their dream home. But, for Wendy, it is more than just a marketing tool. Those words are a motto that she lives by everyday.

“In business and in life, you have to fight for everything you believe in,” said Wendy, a top producer for Sotheby’s International Realty. “I believe that wherever you go, you go with all your heart. Whatever your passion is, like mine for real estate, you do it with panache and drive.”

This philosophy has helped take Wendy places in real estate that other agents can only dream of. She is revered as an expert in her field, renowned for her skilled representation, and admired for her creative negotiation skills and marketing and advertising campaigns. In fact, Wendy is so adept at meeting the needs of homebuyers and sellers from Malibu to Beverly Hills that her client base is comprised mainly of referrals and repeat clients—the mark of a truly superior agent and “the force behind the deals.”

She is also among a select few agents who is entrusted with the representation of clients in the Westside’s upper echelon of power and prestige, often working with ultra-discerning, high-profile clients. Wendy cut her teeth in this arena by representing the General Consul to the Czech Republic in a private estate transaction in Bel-Air and arranging for housing for the General Consul’s diplomats; Today, she is the agent of choice for VIPs in the entertainment industry and financial world, as well as any client for whom discretion, discernment, and a highly detailed approach to real estate are key.

“Wendy is absolutely fantastic, especially considering the picky,

high-net-worth clientele she often represents,” said client Marina Grasic. “She handled my transaction in such a sophisticated way, and gave me confidence that I was well represented. The property was in Malibu, and there were a lot of issues, with geology for instance. She sorted it all out so professionally. She has also gone above and beyond the call of duty on other occasions to meet our needs. I just can’t say enough good things about her.”

For Wendy, that kind of client satisfaction is more rewarding than any achievement based on sales numbers could ever be.

“I have really accomplished more than I possibly could ever be grateful for,” said Wendy. “I’m not the kind of agent to quote numbers or boast about my sales. My desire is more geared toward the art of the deal, as Donald Trump quotes in his book—putting it all together and achieving success for my client.”

Nonetheless, Wendy set out with a common goal when she began her real estate career—to double her production every year. But unlike most agents who never come close to achieving that ambitious objective, Wendy is that rare agent for whom knowledge and effort beget success.



“I’m not what many people think of as a ‘typical’ agent who gets a listing, sells it, and moves on to the next with little thought about the effect on the client,” she said. “I spend time visualizing what is best for my client and figuring out how to make it happen. For my buyers, I consider what would be the ideal location for them to raise a family, retire, or get away to a second home. For my sellers, I establish appropriate yet aggressive pricing and create a solid and effective marketing plan that focuses on the property’s best attributes and entices the right person to come along and acquire it. I really listen to all of my clients. More than anything else, I really want to help people find what they are looking for.”

Real estate allows Wendy to do just that, while putting her obvious sales skills to their best use.

“I suppose I have always had sales in my blood. I’ve been a salesperson for as long as I can remember,” she said. “Prior to

by Jaymi Naciri  
photography by MELROSEHEADSHOTS.com

moving to California in 1992, I was the General Manager and USTA Tournament Director of the Stony Brook Racquet and Health Club in New York. My parents, who are tremendous inspirations in my life and who are now retired and enjoying the beach life close to me in Malibu, purchased the 12,000 square foot indoor/outdoor tennis and fitness club and asked me to run it. Selling real estate uses the same general principal I was applying in my efforts to grow our memberships at the club, but in a larger capacity. So instead of switching gears when I transitioned from a fitness career to real estate, I have been able to apply my knowledge and experience of business and management in a new setting, and, fortunately, with similar results."

Because of her success on Long Island, New York, Wendy was recruited by Peter Kaplan to help start up the Eastside Tennis Club in Westhampton, where she quadrupled the membership in less than four months. Achievements such as these, as well as Wendy's family background, set the table nicely for a transition to real estate.

"I got my license right away after I moved out here, and began working as an assistant to a couple in the business," she said. "But I quickly realized I wanted to be on my own. That may have had something to do with the influence of my parents, who gave me the best of both worlds. My dad, Gary Carroll has coached me all along in tennis and in life. My mom, Diane Carroll, has been and always will be my mentor in real estate. She was a builder for 30 years in New York and was one of first female developers. I remember going on jobs and new construction sites as a child and always thinking about how interesting it was and enjoying the smell of fresh-cut wood. I can still walk on a job, and it feels the same. Once I decided to move to California, it just seemed like real estate was a natural. And because my Mom has been so successful, she helped to inspire me into thinking that perhaps I could carry her success forward."

Mom was right. Since Wendy's auspicious beginnings, she has proven herself such an asset once again that she has been courted by many of the top names in the business. Today, she has made a home at Sotheby's, where her experience and track record for success are the ultimate addition to a company well known for excellence, and her unique approach to the business of real estate is allowed to shine.

"I started with Jon Douglas in Brentwood and have worked for many of the premier companies in real estate," she said. "It has been very exciting along the way, and working at Sotheby's from Beverly Hills to Malibu is an incredible experience because the company fosters the type of ideals that I hold dear.

"I go after what I believe instead of just selling homes with no heart and soul," she added. "I have a lot of passion, which I apply to all aspects of my life, and my clients tell me that they appreciate working with me because they know I am really invested in their happiness."

They also appreciate working with someone who so ably goes beyond the norm of the average real estate agent. For clients in





Wendy's upscale niche, privacy is key, as is finding the absolute perfect property—neither of which are easy tasks. But Wendy takes each on with aplomb.

"If I have a client who is looking for a specific property that is not on the market, I am happy to contact a homeowner directly or knock on doors and ask if they are willing to sell," she said. "I'm very resourceful, very knowledgeable about the Westside and specific streets and neighborhoods, and I will find my clients what they are looking for no matter what it takes."

Wendy's clients also value the fact that Wendy always places her clients' needs far above her own self-promotion—an unusual trait indeed in the high-stakes game of Westside real estate. Rather than chase publicity for herself by revealing her often-famous clients, Wendy opts to protect their anonymity by limiting access to both them, and her.

"I have sold quite a few homes that weren't on the market, and they are always very confidential sales," she said. "A lot of my clients don't

want the details of their transactions made public so I don't usually promote who my client is unless it is something they specifically ask for, and I ensure that the details are kept under wraps. Trust is so important in this business and particularly with this market niche, so I do everything I can to give my clients that level of confidence."

"The whole point of a confidential sale is to keep it confidential," she added. "I don't chase publicity and I keep a pretty low profile for myself. I have been approached quite a few times by the networks and magazines asking me to be on camera or in print discussing certain celebrity properties, but I don't think that's in the best interest of my clients, so it isn't something I pursue."

It is that kind of selflessness that so endears Wendy to clients.

"Wendy is like having a second pair of eyes and ears in the real estate world," said client Marty Bowen. "I trust that she is looking out for me and my home."

Added client Klaus Heidegger: "When I bought my property in Malibu, Wendy was a great help. She gave me all the pluses and minuses of the property and made me feel very comfortable that I would get it at the right price. With Wendy, nothing is hidden. She doesn't hold anything back, and there are no hidden agendas. It's a great way to do business. She also keeps in touch with me and keeps me apprised of what is going on in the area, which is so important."

Every one of Wendy's clients has experienced firsthand the extraordinary service that sets her apart. With her guidance, they have bought and sold properties seamlessly, experienced what it's like to have expert representation, and had the pleasure of measuring their lives not by the number of breaths they take, but by the places and moments that take their breath away." ★

Wendy resides in Malibu with her peekapoo dog named Wynn and dove named Valentine.

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