

# TOP AGENT

MAGAZINE

*Chrys  
Stamatis*





the wheel.” She relates an amusing story from her days working with the real estate guru, Jon Douglas. “I will never forget the comment he made regarding the practice of marketing on bus stop benches: ‘I don’t want someone sitting on my name and face,’” she says with a warm chuckle. “To this day, that comment sticks with me and I do what has always worked for me and my clients without plastering my face all over town or bragging about my achievements,” she shares. “In my experience, massive e-mail campaigns haven’t produced results. I prefer sending special letters, holiday post cards, and listing announcements. I hold Open Houses and do a lot of ads and have web sites for my listed properties. I also send a magazine out every six weeks that my clients enjoy.” Whatever method she uses, she always opts for a personal approach and strives to remain professional, distinguished and sincere.

What is surprising about this top agent is that she doesn’t claim to have a specific branding, her slogan is simply: “Long on experience, knowledge and success.” In fact, Chrys’ best marketing tool is herself. On more than one occasion, clients have retained her as their agent simply by virtue of her warm, down to earth demeanor and charming smile. Martha and Don Ercole have fond memories of the day they met Chrys. “She and her colleague, Leigh, opened the door of the town house we were viewing with such welcoming smiles that

we should have known it was a harbinger of good times to come! We bought that town house and the transaction could not have been smoother.” They developed a long lasting friendship with Chrys and her husband, Harry. That friendship has since lasted 23 years...and counting. In that span of time, Chrys has helped the couple move into a new home in time to have their first baby and sell their town home.

While she predominately services clients in the high end real estate market, she is well equipped to cater to any customer. “I have represented celebrities and corporate clients as well as first time home buyers. My price point range has gone from the sale of a \$129,000 bachelor pad to a vacant lot that I sold for \$34,000,000—I definitely don’t discriminate!”

Another key to Chrys’ consistent staying power is the time she takes to foster great relationships with her fellow real estate professionals. She is a member of a focus group for leading agents primarily from Beverly Hills, Bel Air, Brentwood, Malibu and Montecito. One or twice a year, the group convenes at the Four Seasons and discusses pertinent trends in the market and networks. In addition, she is a member of two distinct Networking groups comprised of top Westside agents who meet twice a month to brainstorm ideas, discuss market conditions and listings. She also takes the time to help any agents that







## *Chrys Stamatis: The Perfect Balance*

The fact that Chrys Stamatis is a recognized and respected professional and top ranked real estate agent is widely known in the Greater Los Angeles Region where she specializes on the Westside Residential market. Throughout her career, she has consistently set a high standard and raised the bar of performance in the local real estate industry. Her impressive credentials include being named an Estates Director of Previews International at Coldwell Banker, a company long recognized for its high caliber agents. She has also been recognized time and again for outstanding production figures.

However, Chrys's success is reflected in more than the impressive numbers she manages to post each and every sales quarter. The true measure of success for Chrys has been the quality relationships she has built and the incredible life she is privileged to lead. Despite her iconic status in the industry, what is so phenomenal about Chrys is that she is able to maintain a flourishing business while still devoting time to her charities, hobbies and other interests. Working with an assistant has given her these opportunities so that her business is always covered. Clients' wants and needs are of utmost importance. At the heart of this incredible agent is an undying love for life and the appreciation of each and every day she spends living it.

"You can be successful and lead a balanced life," comments Chrys. "My relationships with my clients are built on mutual respect and they appreciate that I have a life in addition to my business. My clients

become my friends and I take great care to nurture each relationship." Each decision she makes and every bit of advice she gives her clients is carefully thought out taking into account all the latest information regarding the market and planned to maximize the positive aspect of any situation. Chrys jokes, "I am a Virgo and we Virgos don't make changes at the drop of a hat!" This trait is also a testament to the vast amount of patience that she possesses. In any situation, she is able to think coolly and turn what could be a potential disaster into a positive outcome.

Chandy McNicholas and her husband searched for their dream home for well over a year. Chrys was there with them every step of the way. "My husband and I have moved twice with Chrys and we could not have asked for a better person with whom to make these transitions," attests Chandy McNicholas. "Besides being knowledgeable about every aspect of the sale and purchase, Chrys has the utmost patience and worked tirelessly and patiently with us. We never felt as though we were taking too much of her time, or that she wanted to push us into something just to finish the deal. She listened to what we wanted in our next home and she was happy to work with us for as long as it took to find it. She remained dedicated, honest and patient throughout the entire process. To top it all off, Chrys has a great sense of humor that helped us remain positive when negotiations got tough. We will never buy or sell without Chrys at our side."

In regards to her marketing practices, she doesn't intend to "re-invent



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may come to her for advice. "We all have to help each other. One of the key things to selling a listing is pricing and I find that talking to other agents provides the most accurate information with which to properly price a home. I also appreciate the camaraderie in the industry. After all, I'm of Greek decent," she jokes. "I love to hug and foster that family-like atmosphere!"

Chrys' generous nature is not only apparent to her fellow agents but to her clients as well. Helen Price speaks warmly of her friend and real estate agent. "My husband and I were so fortunate to meet Chrys when we were looking to buy a home a number of years ago. Not only did we end up with a beautiful purchase, but we ended up with a wonderful friendship with her and her husband Harry. Chrys loves her work and she enjoys putting families and homes together. She does it all with grace and professionalism. She makes it all look so easy, managing clients, showings, sales and closings with complete calm. She knows the business well and she is always current as to what is going on. Chrys is so thoughtful and kind on all occasions. She even went out of her way to help a friend of mine who was entering the real estate field. My friend was humbled that someone of Chrys' stature in the business would take time for her...but that is Chrys. I am so honored to know her and so proud of her accomplishments!"



Originally from Ventura, California she obtained her degree in psychology from USC and went into her first career as a teacher. Despite her innate talent for all things real estate related, Chrys didn't immediately jump at the chance to become an agent. Through a friend, she connected with Jon Douglas Company. "When I first met Jon, I wasn't really thinking of a full time career in real estate," relates Chrys. "I had gotten married and was still very much into teaching. He said that teachers make the best REALTORS\* because of the patience needed to handle difficult personalities and transactions." Despite her reservations, she decided to work part time while still teaching. "Jon used to try and get me to work full time and he would say, 'you perform better than many of the agents that work full time,'" she chuckles. When she decided it was time to move on from teaching "to avoid burning out," real estate seemed a natural fit.

One of the key reasons that she hasn't "burnt out" in her current career is the fact that she meticulously maintains a separation between her personal and professional lives. She and her husband Harry both take the time to enjoy the fruits of their labors. Again, Chrys quotes the very influential, Jon Douglas, "He said, 'If you work for 30 consecutive days, you become ineffectual.' I firmly believe that taking time for yourself makes you a better agent."

Of course, a story about Chrys would not be complete without mentioning one of the most cherished people in her life, her husband Harry. The couple first met on the USC campus where Harry was majoring in music. Chrys shares, "He was the principle trumpet for the symphony, but before that he was playing professional baseball with the Boston Red Sox."

An entrepreneur in his own right, Harry runs a very successful chain of laundromats. "He used to be an insurance broker and he went from wearing Brooks Brothers suits to casual clothing, he loves it. The TV series 'Desperate Housewives' had scenes shot at one of the locations and commercials have often been filmed there as well," Chrys shares.

Together, Chrys and Harry love to travel. One of their favorite places is Paris, France. The couple has good friends living there and they often make time to visit the city. "We would love to have

an apartment in Paris, that is definitely a dream for us," says Chrys.

Commenting about real estate, Chrys reflects, "This second and current career is where I want to be. Through this business I have met many wonderful people and made many great friends. I look forward to building many more great relationships in the years ahead."

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