



Although she swears she tried to avoid getting into the real estate industry at all costs, in the end, Erin Alls couldn't deny her true calling. She is the daughter of long-time real estate professionals — her father is a developer and her mother is a broker — so growing up, she was exposed to every aspect of the business. "It was instilled in me from a very young age, so it's really just second nature to me," says Erin. "Even still, I tried as hard as I could to get away from it by moving from my home in Northern Virginia to attend film school in New York."

However, the timing of her endeavor wasn't quite right. "This was just after 9/11, when no one was making any films in New York, but I really wanted to stay there and the only way to do that was how? Sell real estate!"

Still a licensed broker in New York, Erin moved to Los Angeles in 2011 to open the LA office of Maison International, where she focuses her business in Silicon Beach. "I work mainly on the west side, from Venice, Malibu, and Pacific Palisades to Rolling Hills Estates and Beverly Hills," says Erin. "But, really, I'll go wherever my clients want me to go. And I'm really proud that I'm a broker

in both New York and Los Angeles who is able to help clients relocate coast-to-coast. Not a lot of people can say that."

The principles that guide Erin's way of conducting business are simply to put the client first in every regard. "Our customer service is superior and that's why my clients come back or refer me to their friends and family. We don't focus on price point or a specific area, we focus on the client and what their needs are," says Erin. "It's something I've worked hard to instill in my team: put the client first and everything else will fall into place. Once you realize it's not about your commission, but about making your clients happy and always doing right by them, everything else works itself out."

Speaking further about her team, Erin is proud to talk about how they run like a well-oiled machine, working together to be successful as a group, and as individuals, as well. "We don't have buyer's agents or seller's agents. We do it all to serve the client to the best of our ability," says Erin. "Each agent on my team is brilliant in his or her own respect, and our goal is to be successful by making the client successful. That's what I want for my clients and my agents. You're only as good as the people around you, so I'm striving to make sure they're all high net worth producers who are happy, healthy, and making a great living!"

Uplifting those around her doesn't stop with her team. Erin is also dedicated to supporting local public schools and students in need. "We make regular donations to schools, we host teacher lunches, donate to book drives and any of their clubs," Erin says. "My dad always told me the harder you work, the luckier you get and I believe that's true, not only in real estate, but in our everyday lives, too. So, it's really important to us that these kids get what they need and we're so happy to be able to provide it."

As hard as she works, Erin also carves out time for herself and her husband, and together they enjoy hiking, kayaking, traveling, and spending time on the beach. But when it really comes down to it, she truly enjoys being at work. "I love the one-on-one interaction with people and seeing their reactions when I take them out to look at interesting properties. Personally, that's one of the things I love most. There's always something new in real estate. That's what keeps it interesting!"

Erin P. Alls

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