



Home buyers and sellers throughout the San Fernando Valley, who work with Allen Brodetsky quickly realize he is far from an average REALTOR®. As Broker and President of Boutique Realty, Allen's experience in every aspect of real estate is unparalleled. As a licensed Mortgage Broker, REALTOR®, and Compliance Consultant to fellow real estate professionals, Allen's expertise is truly the gold-standard.

His knowledge and real estate acumen is supplemented by no-expense-spared marketing efforts for his clients. Likewise, his dedication to providing concierge-style service has earned him a well-deserved reputation as the go-to broker when home owners need their property sold quickly, and for top dollar. "I begin marketing my listings before they hit the MLS. I use professional photographers, create custom videos, build individual websites for each listing, host champagne broker-opens, and maximize social media to guarantee my listings sell quickly," Allen says. "Most people need to sell before buying their next home, so my team and I are aggressive with our marketing from the start. As a result, our listings normally receive multiple offers, quite often over asking price, by the time the listing officially hits the market. In fact, my last five listings spent less than ten days on the market."

Although premium marketing is vital, it is Allen's attention to detail, responsiveness, and formidable negotiation skills that keep his clients coming back, and referring him to their friends and family. "My clients can always reach me, and they know they can count on me to go to battle for them when it comes to negotiating."

In the competitive Southern California real estate market, Allen's experience working as a mortgage broker enables him to be an additional resource for the buyers working with his team. With more than ten "exceptionally seasoned" REALTORS® working alongside him at Boutique Realty, Allen states, "With my team by my side, I'm able to focus my efforts on my listings. My administrative staff

and my REALTORS® go through extensive training. You'll never have the best people working with you, if you don't take the time to make them the best." Continuing he says, "I love coaching, educating, and mentoring agents who want a lasting career in real estate. I'm not looking

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to become the biggest brokerage; I'm only interested in being the best at what we do. We aim to raise the bar in every aspect of real estate."

As such, Allen is happy to serve as a Compliance Consultant, helping fellow brokers who are facing an audit by the Bureau of Real Estate. "Receiving notice that you're being audited by the BRE can be overwhelming," he says. "I help brokers to ensure that their paperwork is in accordance with California rules."

With a highly trained team, a business primarily based upon referrals, and extensive experience in so many aspects of real estate, Allen has created a brokerage unlike any other. Indeed, Boutique Realty has solidified its position as the brokerage of choice for buyers and sellers in Calabasas, Woodland Hills, Encino, Sherman Oaks, Tarzana, and throughout the San Fernando Valley. Moreover, Allen's expertise is now in demand in other affluent markets throughout greater Los Angeles.

As for Allen's life outside of work? He admits that sometimes it doesn't feel like there are enough hours in the day, but when he does find spare time, you'll find him doing one of two things. "When I have time off, I'm spending it with my incredible family or I'm fishing." As the past president of the Los Angeles Rod & Reel Club, Allen admits fishing helps to reduce the stress which is inherent in a profession that demands long hours and hard work. However, he says, "I can't imagine myself in a career in any other field. I love what I do. I love helping people achieve their real estate goals and I love to watch my team grow in expertise and satisfaction. I have an amazing wife, two spectacular little boys, a team of diligent, enthusiastic, talented agents working with me, and the best clients in the world. I'm very blessed."

Allen Brodetsky

Boutique Realty | Woodland Hills, CA

818.312.0831 | Allen@AllenSellsLA.com | www.AllenSellsLA.com