



If you want something done right you have to do it yourself. Los Angeles real estate professional Ara Ishkhanian took those words to heart when he was selling his duplex nearly 15 years ago. “The person who I hired to help me didn’t really seem to know the business,” he recalls. “Knowing I understood more and could do better was what motivated me to get into real estate.”

Now Ara has a successful real estate business stretching throughout the Southland. On the commercial side, he focuses primarily on Los Angeles County, while the residential side of his business takes him into the South Bay and San Fernando Valley. He enjoys the balance of working with clients who have different goals when it comes to a transaction. “Obviously on the commercial side it’s all about the numbers, and with residential it’s more emotional. It’s looking at from an investor versus a personal point of view.”

During his 14 years in real estate, Ara has learned there’s one thing clients value above all else. “I’m very truthful. I tell my clients the way it is; if a property is overvalued, I will tell them that; I am a master in pricing,” he explains. “They appreciate my advice, the service I provide, and my honesty.” That commitment to truthfulness has helped Ara build a business based almost entirely on referrals and repeat clients, which is an incredible achievement given how many options they have. “I add value for my

clients by offering exceptional customer service, solving problems and exceeding expectations,” he adds.

Ara is also committed to ongoing learning and education. “I try to learn something from every transaction because each one is different. And I also try to learn from other seasoned agents and REALTORS® who I conduct business with,” he says. Part of that process is attending Mega Camp in Austin, Texas an education opportunity reserved for Keller Williams top agents. “I’m always learning. I can never say I know everything. I look at everything as a learning process.”

He is fortunate to work with a mentor, Ron Renella, who has offered Ara advice he draws on every day. “He always tells me that real estate is solving problems, and that’s very true because something always comes up in every transaction and it’s my job to negotiate and solve the problem for my clients the best way I can.”

Ara recently learned that he’s ranked #13 out of more than 150,000 Keller Williams agents nationwide. “I didn’t even know about it until a client told me they saw it in a magazine,” he says. “It’s a nice honor; I don’t boast about it but it felt good to learn that.”

Staying active in the community is also high on Ara’s priority list. He is a Mason, volunteers for the Boy Scouts and is active with an Armenian fraternity called Triple X. “We do several major fundraising events to support the community every year,” Ara explains. Last year, he was one of the organizers of LA to DC, a 2-week bike ride from Los Angeles to Washington, DC as a remembrance of the Armenian genocide.

When he’s not busy helping clients or volunteering, Ara likes to unwind by spending time with his wife and three kids. “We love to play board games, go to the beach, hike, or just relax and watch movies,” he says. “Time with my family keeps me going.”

Looking ahead, Ara plans to stay true to what has brought him success thus far. “I take things year by year,” he says. “Because my business is mostly referrals, each client opens another door. As long as I’m providing for my family, I’m happy.”

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