

TOP AGENT

MAGAZINE

DONNA BOHANA



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In the early 90's while attending Pepperdine University, Donna Bohana's interest in real estate was piqued when she began working as a receptionist at Fred Sands Realty in Malibu. "I thought that it looked incredibly interesting and fun. I was really watching the other agents and seeing what their day was like and I was impressed."

After obtaining her degree in International Studies from Tasis England, Bohana became a franchisee, opening the first post-riots, sit down restaurant in Watts, California. But the lure of Malibu and a career in Real Estate proved too strong. Bohana got her real estate license in 1994 and went back to work at Fred Sands (which was taken over by Coldwell Banker in 1999), this time as a REALTOR®. Bohana was quick to discover that her background in international studies proved useful in her new career as a REALTOR®. "I was initially focusing on a career in international business, but in a way that's kind of what I do as a REALTOR®. I work with a lot of clients from all

over the world, so I'm able to apply my degree 100% in what I do."

Surprisingly, one of the most useful courses Bohana took in pursuit of her degree was one in body language. "At the time, I didn't know how it would help me later in life. But every time I meet with a client I'm able to decipher how they feel about a property, whether they dislike it or they're in love and are going to make an offer. I'm usually right on."

In 2007, after 8 years of being one of Coldwell Banker's top producers, Bohana left to start her own brokerage, Solstice International Realty. "I had a 99% referral rate, so it just made sense to branch out on my own. It was the best decision." Since its inception it has quickly become one of Southern California's premier real estate companies.

In addition to her business experience, Bohana spent many years as a relocation specialist, which



has given her an unsurpassed knowledge of Los Angeles. Although, she has a focus on Malibu and the Westside, Bohana goes wherever her clients need her, so this expertise has been key. “When a new person came in from out of state, I would have to show them at least 4 or 5 cities, so they could choose what city they felt comfortable in based on their lifestyles. For instance, a lot of single guys wouldn’t want to be in Thousand Oaks near their office, they wanted to be in Santa Monica or in West Hollywood, where things were going on. I honestly know all the major areas in Los Angeles without a map or GPS.”

Although Bohana does specialize in luxury property sales, her willingness to take anything on to serve her clients is just one of the many things that sets her apart. Her decision to take on high-end leasing long ago, has proved remarkably savvy. “A lot of REALTORS® just don’t want to bother with a one month rental, even at \$50,000 a month. But I was able to think long term, and I

took that \$50,000 a month rental, and I turned it into a \$3.5 million sale and then I turned that sale into a 10 year client. Each rental client that I had, I treated like a multimillion dollar sale and they stuck with me. Most of my clients have been with me over 10 years. They refer me to family members, they refer me everywhere. I will never snub leasing, which always seems to turn into something much bigger.” In fact, Bohana recently facilitated the largest lease in the history of Pacific Palisades for her client, NBA world-champion superstar, Chris Bosh, with a record-setting \$62,500 a month.

Although she deals with many high-profile clients, what they seem to find appealing in Bohana is her low-key approach. “A lot of my clients like the fact that I roll under the radar. They like that they’re not going to see their house plastered everywhere. They value privacy. Obviously, if somebody wants their house advertised then I do it, but in a controlled and sophisticated way.”



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In addition to her busy career and family life, Bohana is the 2014 president-elect for the Malibu Rotary Club, an organization that provides local services such as meals for the homeless and support for the Malibu labor exchange, in addition to international charitable work.

Despite her full plate, Bohana has ambitious plans to expand, while still keeping things boutique chic. “It’s important for me to keep it small, exclusive and family-oriented. My next move will be to the South Bay and Westlake, where I still have clients from my relocation days, so it would be crazy for me not to develop that.”

While Bohana credits her education, hard work and dedication for her success, it is her ability to meet her clients wide-ranging real estate needs that truly sets her apart. “I have a diverse clientele, including newscasters, restauranteurs, attorneys, celebrities and NBA players, but I also represent a lot of clients that most REALTORS® at the same level as me wouldn’t. I don’t know too many agents that could cover the amount of territory and the wide-ranging price point that I take on. Pretty much every day,

I’m going from one end of the spectrum to the other and I like that. I don’t want to ever feel like I’m too good to do a \$200,000 sale. Right now, I’m working on two new listings: 404 Sherman Canal for \$2.5 million and a Beverly Hills penthouse on Reeves Drive at \$1.75 million. Last month I closed on a Malibu property for \$5.1 million and I am currently working on two leases on Coastline, where I represent 40 units. Nothing’s beyond me and I deliver the same quality of service to every client, every time. I will never forget where I began.”

Donna recently relocated the Malibu office across from Nobu and billionaires beach in Malibu. “I could not have done this without the productivity of the Solstice Team.”

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