



Queen of the Palace

If the real estate market is down in Beverly Hills—nobody has told Florence Mattar about it. An estate specialist at Coldwell Banker in Beverly Hills, Mattar sells multi-million dollar properties to people who have nothing to do— but buy them! No wonder her website is, www.beverlyhillspalaces.com.

“Selling a property is all about exposure. My business is about referrals from past and present clients from all around the world, said Mattar. “I use innovative marketing to get the properties I have out and seen by as many people as possible. This past January I closed a listing on an incredible property and decided to go out

of the box when it came to the open house. It’s usually only for brokers and their clients but I took a \$22 million mansion and opened it up for everyone. It was such a masterpiece, why not let others enjoy its beauty and see something that they would not have otherwise been able to see. Doing that got the property sold because one of the people who came to see it was from the LA Times and ended up writing an article about it with photos and someone saw it and decided to buy it. The paper had titled the article OPEN MANSIONS.”

Mattar’s strategy is that someone sees a property and tells someone who tells someone and—it sold!

According to Mattar what also sells a property is client service. As busy as this A-list broker is she has no assistant, no helper on open house days—no she does it herself.

“My motto is that I put my heart and soul into my business and smart people who do business can see that up front,” Mattar stated. “I am not trying to sell a house just for commission sake. There is more to it than that. I treat my clients like family because I love what I do and they deserve my very best. I don’t have any assistants because I would never allow one of my listings to be shown by anyone other than myself.