

TOP AGENT

MAGAZINE



Marc & Rory
Shevin



Continuing the California Dream...

With hundreds of millions in sales over the past few years, a sizeable market share, and a family name that's become synonymous with community involvement and support, Marc and Rory Shevin have created a long-standing presence in the West Valley. The brothers followed in their father's footsteps and plunged into real estate after earning bachelor's degrees from California State University, Northridge and real estate broker licenses. That was 35 years ago. Today, with more than 60 years of combined real estate sales and marketing experience, the Shevin brothers are known as area experts, and as two of the top-producing Brokers specializing in Calabasas and Hidden Hills.

"We're very well established in our local area," said Rory Shevin. "We have a nice array of clients, and a good market share of the high-end real estate in the adjoining cities of Hidden Hills and Calabasas." But the Shevins also have something more; something intangible, but equally valuable: relationships. Relationships with residents, with schools and with local community organizations that have all benefited from the brothers' expertise and philanthropy. The partnership between Marc and

Rory has not only been beneficial in allowing them to share ideas and responsibilities, but has been beneficial in several unforeseen ways as well. "Having a partner who is not only bright, hardworking, and trustworthy, but also a brother, has been great for our business. An additional benefit of working together has been that we can offer our clients more in terms of matching personality types. While all our clients can rely on either of us to provide excellent service, they can choose to work more directly with the one whose personality best blends with their own," adds Marc.

Recipients of the Shevins' community-based support range from the local elementary & high schools, including Calabasas High School Basketball, Football & Baseball teams, as well as local private schools, such as Viewpoint and Heschel West. The Shevin team also supports the City of Calabasas & Chamber of Commerce, the Calabasas Pumpkin & Art Festivals, the Calabasas Swim & Tennis Center—where they are one of the sponsors of the Annual USTA Pro Tennis Championships of Calabasas, thru Hidden Hills Fiesta Days. The community support not only enhances the area the Shevins and their

clients call home, but it also keeps their families involved in the communities they believe in.

The Shevins also have a strong marketing presence. They have always felt that a consistent, in depth marketing program is imperative to obtaining new business and most effectively marketing their clients' homes. As part of their overall marketing plan, Marc and Rory utilize the latest, high quality marketing materials and services available today. Weekly color mailers showcase their current listed and sold properties. "We find that people in our communities just like being informed," said Rory. The Shevins also distribute an annual newsletter that keeps residents aware of what's going on in their communities, in terms of listing & sale prices, and numbers of homes sold, based on each neighborhood's specific information.

Within the past few years, the Shevins have shifted their focus by going digital and further developing their internet marketing. "Years ago we'd put an ad in the paper and potential clients would call," said Rory. "Now, we're developing an email contact base that provides automated listing updates." According to Rory, the antiquated way of marketing homes is gone. "All of the information is available online now, so often potential homebuyers have already seen photographs of a home before they call, they like the photos, and they're contacting you and requesting to see it in person for a reason."

Relationships are also key for the Shevins, who were born and raised in the San Fernando Valley, and are currently raising families of their own in Calabasas. The Shevins' relationship building and area expertise is intertwined with their personal history in the area. Being born, raised and educated in the area enhances the level of service and product knowledge they provide.

"Most of our business is generated through referrals," said Rory. "Referrals are very strong for us because we have many lifetime clients who won't use anyone else. We've sold properties for these clients four...six...ten different times. Then, they refer us to their friends and family."

Since the day the duo earned their real estate licenses,

they focused on building relationships, and establishing their reputation. When the brothers launched their own company, The Shevin Company REALTORS®, they gained a wealth of experience marketing and selling residential real estate as well as income properties and land for tract and custom home developments. As their prominent developer clients crafted upscale custom-home estates throughout the West Valley, the Shevins' reputation expanded. At the same time, the Shevin team grew to include Beth Shevin, Rory's wife, also a licensed REALTOR® who owned her own business for 15 years, which provided developers and builders with management and financial services. And soon after, their full time assistant, Wendy Trollope joined the team. Wendy holds a real estate license, as well as degrees from Pepperdine University and The Art Institutes, enabling her to focus on their design & marketing platforms, as well as help out with property showings.

Today, the Shevin team is affiliated with Prudential California Realty, where they have access to the company's national marketing and referral networks, as well as valuable educational and networking opportunities designed to ultimately benefit the Shevins' clients' bottom line. The Shevins' knowledge and expertise speaks for itself as the team successfully manages a wide-ranging roster of clients in and around some of the most prestigious communities in the Southland. This requires Brokers with a level of expertise—and comfort—that suit their high-end needs, and the Shevins fill that need.

Marc and Rory have worked with a number of high profile sports, entertainment, and industry figures. These include the likes of Stevie Wonder, Melissa Etheridge, Keyshawn Johnson, Nicollete Sheridan, John Mayer, Paul Pierce, Brad Garrett, and the Jenner/Kardashian families. Said Rory, "My brother was recently involved in a transaction with Jennifer Lopez. It's fun to work with these people; they're interesting people with great stories." This has provided them with many enjoyable experiences.

One of those stories wrote itself when Rory helped Stevie Wonder purchase a home. Said Rory, "Stevie Wonder would stand in the doorway of each room and tell me whether the room was small or large. When I asked him how he did that, he replied 'What's my last



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name?” The two shared a laugh before Mr. Wonder explained how he gauged the size of rooms based on acoustics. “It’s amazing to have the opportunity to work with such icons. You have a chance to talk about business and about life,” said Rory.

On another occasion Rory was showing Melissa Etheridge’s house to another musician, Joe Walsh, the lead guitarist for The Eagles. Mr. Walsh asked if he could come back with a friend. The next day, Rory was left nearly speechless when the friend who stepped out of the car was Ringo Starr.

The Shevins’ sphere of influence spans beyond its celebrity clientele and the bounds of the West Valley. Brokers from outside the area regularly contact the brothers to help relocate their clients. “We’ve got a flow of people who used to live in Beverly Hills, Bel Air and other Westside neighborhoods, but when they start their families they head out this way,” said Rory. Those who choose to relocate from the Los Angeles Basin to the West Valley turn to the local experts.

“To be successful in this business you have to get out there and become an expert in an area,” said Rory. “You have to work hard...and continue to work harder. You can’t dabble; it requires a full commitment.” And a full commitment is what clients know they’ll get from this team of Brokers who

continue to work full time, in any market condition. The Shevins state that they currently have the best inventory of quality listings they’ve ever had. Their high-end listings, plus their motivated sellers, equals phenomenal properties, selling at value prices.

Whether clients boast celebrity status or not, the Shevins make themselves available to everyone they represent, seven days per week. “You can’t represent clients like ours and not be available,” said Rory. Admittedly, striking the balance between work life and personal life is tough. Fortunately, both brothers have the family support that helps them through.

“Our goal is to make everybody happy,” said Rory. “At the end of a transaction, when our client is happy, we’re happy. We know we’ve done our job. That’s because we treat our clients like we’d treat our own family. We help our clients feel comfortable and secure, letting them know we’ll be there to handle all aspects of the sale for them.” Marc and Rory are two extremely dedicated and professional real estate brokers who have developed a proven method of high quality, personalized service for numerous clients. Their commitment to ethical business practices, putting their clients’ interests first, and building cooperative relationships with fellow agents, will continue to allow them to be the best agents they can be in the community in which they serve. Marc and Rory will continue to grow their business, helping clients fulfill their own ‘California Dream.’

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