

TOP AGENT

MAGAZINE



**RAYNI & BRANDEN
WILLIAMS**



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Ordinary business practices don't suffice for REALTORS® who sell opulent estates in Beverly Hills, Malibu and every upscale point in between. Then again, ordinary people don't sell these opulent estates. Rayni and Branden Williams are no ordinary people. They are living proof that true success must begin with life balance and must incorporate service to others. "To us, success as people has to come first," says Branden. "It's about health, mental clarity and focus. When you bring those things together, they

become synergistic with how you live and work. It has to start with home and how you live." It helps when your partner in both life and work is the Yin to your Yang, says Branden. The two inspire each other to be the best they can be. Together, their partnership provides a luxury real estate panacea for buyers, sellers and other REALTORS® in and around Beverly Hills.

"In a creative state of living there's no such thing as distraction, just inspiration," says Branden. "Success



is about staying inspired, getting rid of the negative things and motivating others.” By extension of this thinking, Branden and Rayni are known for doing anything and everything for their clients.

Case in point: In 2015, Rayni and Branden hired cast and crew to produce a mini-film starring a hilltop home listed at \$33 million. The video, at a cost of more than \$40,000, featured a dramatized scenario in which an actor-husband spends a weekend away while his actor-wife

and her girlfriends enjoy every inch of the property to the fullest, from the gym and infinity-edge pool to the wine bar and movie theater. The film went viral. And it worked. Six months later, the contemporary masterpiece home sold for \$27 million, a noteworthy feat in both market time and purchase price.

Their innovation doesn't stop with their original approaches to serving clients. Branden and Rayni also apply creativity to serving their industry and nurturing relationships



with other agents. Passionate advocates of the real estate code of ethics and teamwork, the couple surrounds themselves with agents who share their philosophies and high standards. “I tell agents that clients may come and go, but your steadfast in this business are your associates and need to be your allies,” says Rayni. The code of ethics exists for many reasons, she adds. Primary among them is that REALTORS® work in a service industry. “The best way to be above-board is to know that real estate is a cumulative, long journey and that every interaction

you have is going to factor into your individual success.”

Another unique offering of Williams & Williams that brings value not only to clients but to other professionals is that they are supported by a strong network of providers Rayni and Branden have grown to trust during their decade in real estate, their unique, end-to-end concierge service for exclusive clients removes the guesswork from home improvements and repairs. “People request painters, cabinet makers, contractors, architects and so forth,”



says Rayni. “We refer out millions of dollars in business to our trusted vendors to make sure our clients are taken care of.”

By no surprise, Rayni and Branden continually earn praise for going above and beyond. But while service to clients and the industry remain priorities, even more important to the Rayni and Branden is service to the world. “You can’t keep what you have if you don’t give it back,” says Branden. At the most basic level, with every single transaction they close, they give back financially to community causes.

“The greatest honor ever for me was when I received the Altruist of the

Year Award for my charity work,” says Rayni. “People can be successful and make money and have a leading role in business, but it’s only meaningful if you give back.” The couple shares time by supporting causes including the Clare Foundation, the Jewish Big Brothers and Big Sisters Foundation and the Zimmer Children’s Museum, where Rayni sits on the board of directors. Her excitement about it is so great that anyone who hears her talk about the Zimmer Museum might forget she co-leads a luxury real estate empire. She’s a woman who freely admits she enjoys talking about real estate in her free time, but when discussing all the Zimmer Museum is doing for children, she’s all about



early childhood education, empowerment of youth and assistance for marginalized children.

To keep up with their multifaceted endeavors in addition to raising their young daughter, both Rayni and Branden rely on the amazing support team behind them. “They push Branden and me out and keep us in line. I don’t even attempt to book my schedule. They have me completely teed-up. I just look at my calendar and go out from appointment to appointment.” Branden jokes that improvisation

plays a part in his day-to-day success. “As long as I’m here, I’m always available to anyone who needs me.” Rayni and Branden both agree, however, that to uphold the lives they lead requires laser focus on their values of caring for themselves and others. “That focus is what built our business; it’s what builds our personal life; and it’s what enhances our life with our child.” By tending to their personal lives, surrounding themselves with amazing people and always doing the right thing by clients and other agents, success falls into place.

To learn more about Rayni and Branden Williams of Williams & Williams Estates, visit <https://www.thewilliamsestates.com>, Email: Rayni@TheWilliamsEstates.com or call: 310.691.5935.