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# TOP AGENT

MAGAZINE



Mauricio  
Umansky



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Though many talk of innovation in the real estate world, few have succeeded in breaking the mold. In Los Angeles, however, The Agency offers a new vision for the luxury market. Under the guidance of CEO Mauricio Umansky and partner Billy Rose, the company is re-defining the very concept of service, creating a long-term, full-service relationship with the client that extends over a lifetime.

The Agency brings together twenty-five elite agents with decades of experience between them into an atmosphere, not of cutthroat competition, as is often the case in high-end brokerages, but

instead into a collaborative environment in which each agent can flourish and the company as a whole can benefit from the collective talents of its team. “We want our agents to share our values, be open to change and to be ethical, innovative people,” says Umansky. “Most importantly, we want people to enjoy coming to work.” In this environment the team often feels more like family than co-workers, with each member invested wholly in both the clients and the company.

The company’s outlook has naturally attracted the top talent in the area, and each of the agents selected for The Agency are at the very top of their



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game. “We’ve never had to recruit,” says Umansky. “Everyone we have selected to work with us has come knocking on our door. They are the crème-de la-crème.” Billy Rose was the top agent for Prudential when he left to help form The Agency and Umansky himself was ranked #1 in Southern California and #7 nationwide for 2011 by The Wall Street Journal. With a powerful combination of talents and an innovative structure, The Agency amassed over \$900 million in listings in its first four months and is on the rise.

This high-end talent is well positioned to meet the needs of their elite clientele. To this end, The

Agency has put into play a unique approach to service. Not only does each team member act as an agent for the buying and selling of Los Angeles’ most sought after properties, but this team can also assist clients with anything they may need through the company’s concierge program. “We’re trying to change real estate from selling properties to selling a lifestyle. We can give our clients a total customer service experience and meet all of their needs in one company,” explains Umansky. “In our business we have had the privilege to meet leaders from every industry. From these connections we’re able to provide our clients with whatever they



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may need from a personal chef, tickets to the Lakers, or reservations at the coolest night club, all of these elements are part of this lifestyle.”

The Agency’s full-service perspective creates a client relationship that extends well beyond the initial transaction. As part of their continued connection to their clients, The Agency includes vacation rentals in their listings. “We’d like to take vacation rentals out of the hands of travel agents and back into real estate where we feel they belong,” says Umansky. “We have high profile clients from all over the world. These clients want to stay in the most exclusive locations and with our contacts we can find them a place anywhere they want to go, from a house on Lake Cuomo to an estate in Punta del Este Uruguay.”

Umansky is expanding this network of contact and connections even further. “We are being

proactive in the international market and setting up referral networks with elite brokers all over the world,” he explains. “We are currently looking at the Pacific Rim, particularly China, Japan, Indonesia and South Korea. We’re identifying the people we’d like to work with and hope to open new brokerages in these areas that follow our format.” In exporting The Agency’s concept it is Umansky’s aim to keep the same boutique feel in each new location and to maintain the same collaborative, service minded culture within each office while including local experts and top agents.

Umansky and Rose hope their model becomes the paradigm for the luxury market that can mark a new era in real estate. With an eye toward the future, this team is driving real change in the industry and has raised the bar for agents and brokers alike.

To learn more about Mauricio Umansky and The Agency  
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