

TOP AGENT MAGAZINE



MARY ANN OSBORN

An agent who represents developers gains the most unique view of a property's intricate details. For Mary Ann Osborn, the amalgamation of her property knowledge combined with her deep-rooted relationships in Los Angeles area real estate over three decades has established her among

the country's premier, new-construction luxury REALTORS®. Having reached more than \$1 billion in sales over the past eight years, in late 2016 Mary Ann was welcomed into the exclusive Haute Living Real Estate Network, a partnership of Haute Media Group that features one luxury real estate agent in each prominent market across the world.

As Century City specialist, Mary Ann represented The Century, a recently sold-out, 42-story masterpiece designed by Robert A.M. Stern Architects and developed by The Related Companies. The Century represents Related's West Coast entry into the turnkey, luxury high-rise living, incorporating lifestyle amenities such as a private screening room, bar lounge, private dining room, Pilates and Yoga studios, spa, outdoor dining rooms, library, and an Equinox designed fitness center. Mary Ann also worked with Related, the country's largest luxury builder, when they built 158 units on Ocean Avenue in Santa Monica, which sold in 18 months achieving the highest price-per-square foot on Ocean Avenue. After completing new home sales for Related, she accepted the position of Managing Director of Sales and Marketing for the new Century Plaza Residences, which will include 341 residences currently being built in Century City.

"I'm not a typical resale agent, *per se*," says Mary Ann. "New homes sales brokers are different in that we are there from concept to completion including branding; strategic positioning; demographic research; pre-sales; product absorption and release; floor plan concepts; cobranding opportunities; public relations; customer outreach and retention; and working with attorneys to prepare BRE documents."

She provides a level of service and knowledge not seen in resale. "I can talk about the bones of the building, the vision, the infrastructure, the design schematics," engendering confidence in the buyer, she says. Moreover, buyers follow her from building-to-building as they purchase new properties, knowing she will take care of them. Given her involvement with the contract process, when buyers' agent puts a residence under contract with clients, they essen-

tially leave them in her hands to ensure a seamless close, given her intimate knowledge of the BRE documents.

Mary Ann derives joy from imparting her passion for luxury homes to her clients. "We become friends; I have to ask so many questions and learn so much about them. It's important to listen to what works and how they would live in the home." Equally valuable is Mary Ann's ability to read between the lines. "They often find something they didn't even know they needed or wanted!" Mary Ann nurtures these client and broker relationships, keeping them informed of goings-on in their communities such as new developments and value updates. "I sell our future value as well," says Mary Ann, who unobtrusively makes herself as a vital source of information. Discretion is paramount. "We sell to celebrities and high-net-worth individuals, and I'm very protective of anyone who comes in," says Mary Ann. She neither confirms nor denies whether a certain individual has visited a project she represents.

Because she works for the developers, Mary Ann's approach to marketing properties spans a wide range of luxury publications and is supported by in-house marketing, PR, web and interior design. "We of course use the MLS, but we're in the LA Times, the Wall Street Journal, The Financial Times, Vanity Fair, Variety, Architectural Digest and Travel & Leisure," she explains. "We also collaborate with the high-end yacht dealers and jet companies for co-branding events with them, art dealers, jewelry and car dealerships."

Mary Ann knows that luxury new-construction will remain her niche. "At some point I may open my own sales and marketing company so developers could hire us as opposed to keeping us in-house," she says. She also plans to get even more involved in community outreach. "It's funny how life takes you places you don't think you're going to go. You have to take advantage of opportunities when they come knocking, not be afraid to take risks, and keep learning."



To learn more about Mary Ann Osborn,
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