

3
of the Most

Influential People in Luxury Real Estate

BY CAMILLA MCLAUGHLIN

When Unique Homes started in 1971, the luxury market was a gossamer-thin slice of overall real estate. Today, luxury covers a broad range of property types from traditional estates to upscale urban lofts. Price points for luxury also cover a broader range, with prices of more than \$10 million not uncommon. And almost every area has at least a few homes considered to be upscale. All of which makes luxury one of real estate's most vibrant niche markets.

For the third installment of Unique Homes' anniversary celebration of all things 35, we highlight the most influential in luxury real estate. The list was developed by our publisher and editors with

input from leaders within the luxury real estate industry. Making such a list was easy. The challenge was limiting it to 35; luxury's bright lights easily exceed 100.

Some on the list are top brokers. Others are developers, consultants, entrepreneurs and publishers. All are visionaries and innovators who have made an indelible imprint on luxury residences, how they are sold and how we live in them. A few are relative newcomers, but many have worked in the industry for decades. Join us in celebrating luxury's most influential.

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BERNANKE

Few in Washington have as much sway as the chairman of the Federal Reserve. Low interest rates, steady consumer confidence, Wall



Ben S. Bernanke
Chairman
The Federal
Reserve
Washington, D.C.

Streeters feeling flush thanks to bonuses, Silicon Valley entrepreneurs seeing a return in equity—all of these flowed in part from the policies made by the Federal Reserve and all contributed to the real estate boom of the last decade. When he took office, Ben Bernanke, Alan Greenspan's successor, vowed to continue the mission of fighting inflation, fostering economic growth and nurturing a healthy jobs climate—all of which bode well for real estate.

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BOEDDEKER

To say that Ronald Boeddeker is a man of vision is an understatement. When he flew across the barren flats west of Las Vegas in the



Ronald Boeddeker
Chairman
Transcontinental
Properties, Inc.
Santa Barbara, Calif.

Lake Las Vegas, the fruition of Boeddeker's vision, is a new paradigm in luxury resort real estate.

mid-1980s, Boeddeker didn't see arid desert scrub; his vision was a modern-day Mediterranean village set against a mountain backdrop and centered around a 320-acre lake with 10 miles of shoreline—no small accomplishment in today's regulatory climate. Still 10 years from completion,

BOOMSMA

Paul Boomsma presides over the recently launched Luxury Portfolio for Leading Real Estate Companies of the World. He's getting



Paul Boomsma
Executive Vice
President
Luxury Portfolio
Chicago, Ill.

award-winning advertising (including the first full-page real estate ad in the *Wall Street Journal*), and pioneering consumer satisfaction programs as national marketing director for GMAC.

rave reviews about the look of luxury's newest player. Boomsma made his mark by giving companies cutting-edge marketing tools and strategies to become No. 1 in their marketplace. Past accomplishments include branding Koenig & Strey as Chicago's premier luxury brokerage,

BORDEN

Building on experience garnered from helping New England's major families make decisions about their holdings, LandVest,



Robert Borden
President
LandVest, Inc.
Boston, Mass.

of sophisticated, targeted marketing. The LandVest Web site is one of the few that allows visitors to search by interest or specialty such as equestrian, island, country estate, pond, lake or waterfront locations.

under Robert Borden, has blossomed into a multifaceted company equally expert at valuing special properties, determining optimal land use, marketing timberlands and planning for family lands. At the heart is a thorough understanding of each property and the use

CHASE

No list would be complete without this Tahoe broker, who always has been a bit ahead of the rest. In the mid-1990s, when a



Shari Chase
Founder, CEO,
President
Chase International
Lake Tahoe, Nev.

about, Chase does. In 1997 she opened a London office, which facilitates European purchases for American and international clients.

\$10 million or \$12 million residence was considered the ultra high end, Shari Chase had landmark sales of \$30 million and \$50 million—a record that would stand for years. Known for high-profile properties and clients, her firm continues as one of luxury's pace setters. What others talk

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CHOI

Dubbed “real estate’s \$100 million woman,” Patricia Choi is actually a \$200 million woman. She earns her place as one of luxury’s



Patricia Choi
President
Choi International
Honolulu, Hawaii

most influential by leading luxury sales in dollar volume in Honolulu for the last 10 years. In 2005, her sales exceeded \$200 million and included Honolulu’s biggest residential sale (\$19.8 million) since 1991.

Multi-lingual agents, a legal background and a reputation for discreet representation of high net worth

clients have made Choi International a consistent top performer in Hawaii, nationally and internationally.

COUGHLIN

As president and CEO of Christie’s Great Estates, Kay Coughlin heads the largest, and one of the first, international networks of real



Kay Coughlin
CEO, President
Christie’s Great
Estates
Santa Fe, N.M.

estate companies dedicated to the marketing and sale of important properties. The network comprises 650 real estate offices and approximately 20,000 sales associates in 25 countries. Each firm is selected for affiliation through a careful screening process that includes meeting stringent professional standards and

demonstrating proven records of success in handling distinctive properties. The combined annual sales volume of all affiliated real estate companies is approximately \$100 billion.

DANLEY

No one else sells more luxury real estate in Arizona than Walt Danley, who has been in the top 1 percent of Realtors in the nation



Walt Danley
President
The Walt Danley
Group,
Coldwell Banker
Scottsdale, Ariz.

every year since 1978. For the last three years, Danley also has been Coldwell Banker’s No. 1 agent in Arizona and was No. 8 worldwide in 2005. Danley’s record is based on excellent service and thorough marketing plans. The secret to his success? A top-flight team of real estate and other professionals, hand-picked over the years.

In fact, Danley was one of the first to perfect the team approach as the secret to blue-ribbon service.

DELANEY

During the Depression, the founder of Previews used new technology—movies—to bring estates to potential buyers around the



Sharon Delaney
Vice President
Coldwell Banker
Previews
International
Parsippany, N.J.

country. Acquired by Coldwell Banker in 1980, Previews also was one of the first to identify and research the special needs of affluent clients and estate homes. Under Sharon Delaney, Previews has been rebranded to underscore its agents’ commitment to personalized service. Low key and personable, Delaney exemplifies this

quality. Under her tenure, Previews once again will break new ground with the launch of a national luxury Web site.

GAMES

No area says luxury more than Southern California, and no company—particularly in San Diego—represents upscale real estate



Steve Games
CEO, President
Prudential
California Realty
San Diego, Calif.

more than Prudential California Realty, founded by Steve Games and his partner, Nyda Jones Church. One of the top five residential brokerages in the country, the firm has more than \$28 billion in annual sales and 80 offices from San Diego to San Luis Obispo. A Puerto Vallarta division positions this

forward-thinking company to introduce American and Canadian buyers to this fast-growing market.

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GIDDINGS

Malin Giddings' sales records are almost as legendary as her status as one of the most well-known real estate professionals in San Francisco. For more than 25 years her focus has been luxury real estate. In 2004, she was the No. 1 agent in Northern California and No. 2 worldwide for Coldwell Banker Residential Brokerage. Sales in 2005 were \$130 million. She is one of 12 founding members of the Premier Estate Group, an international strategic alliance of some of the world's top luxury real estate professionals.



Malin Giddings
Realtor
TRI Coldwell Banker
San Francisco, Calif.

GOOD

With a vision informed by 27 years in franchised and independent organizations, Michael Good knows where real estate is headed and he wants to make sure Sotheby's affiliates lead the way. Since taking the helm in 2004, he's introduced an array of technological, marketing and networking tools, building a network that guarantees white glove service worldwide. In the industry, he is recognized as a leader in strategic growth. Under his tenure as COO, NRT grew from 350 offices to more than 950 in more than 30 major metropolitan areas across the nation.



Michael R. Good
President, CEO
Sotheby's
International Realty
Affiliates, Inc.
Parsippany, N.J.

HERMAN

Luxury's (and New York's) quintessential success story, Dottie Herman has gone from being a mid-Long Island real estate broker to



Dottie Herman
CEO
Prudential Douglas
Elliman
New York, N.Y.

one of the most powerful and influential people in real estate. Along the way, with partner Howard Lorber, she acquired Manhattan's largest brokerage and turned it into one of New York's fastest growing and most successful. Under Herman's leadership, along with a team of superstars including Dolly Lenz,

Prudential Douglas Elliman has become a \$10 billion business and was on course to hit \$12 billion in 2005.

INMAN

Probably no one has facilitated the flow of information about real estate more than Brad Inman. In 1983, he started Inman News, an independent news organization dedicated solely to real estate. Ten years ago, he launched Real Estate Connect as a way to connect innovation, new technology and entrepreneurs with the best in real estate. The next page was turned in 2005 with the launch of Inman Stories—using video magazines to highlight everything from practitioners to properties. This next-generation tool promises to have its biggest impact in the luxury arena.



Brad Inman
Founder, Publisher
Inman News
San Francisco, Calif.

JUSTO

Catering to South Florida's ultra wealthy, Carlos Justo, who appeared on TLC's "Super Agents," really is a super agent. Often, a helicopter is his preferred mode of transit because, like all super agents, he does whatever is necessary to deliver optimal service, whether it is presenting a property most favorably or orienting buyers to an area. His flamboyant nature may make headlines, but he is deadly serious about the business of real estate. The secret to his success? The ability to ensure that every client contact is consistently excellent.



Carlos Justo
Co-founder, Realtor
SOL Sotheby's
International Realty
Miami, Fla.

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KNAPP

A true visionary, Alain Pinel's founder, Paul Hulme, zeroed in on the under-served luxury market and raised eyebrows by branding his company and giving every agent a computer. Larry Knapp, a director of the National Association of Realtors, continues the trailblazing tradition of the Bay area trendsetter.



Larry Knapp
President
Alain Pinel Realtors
San Francisco, Calif.

Today, Alain Pinel has the highest volume of sales per agent in the country and ranks in the top 10 by sales volume. His company reflects the entrepreneurial spirit that luxury agents embody.

LIEBMAN

Shortly after joining the firm as a broker in 1985, Pam Liebman was named director of the company's first downtown office, which



Pam Liebman
President, CEO
The Corcoran Group
New York, N.Y.

led to a partnership in the corporation in 1990. As founding partner of a division that works with developers to strategically market new properties, she grew that branch into an entity that produced \$1 billion in sales and redefined the way The Corcoran Group does business. Under her leadership since 2000, Corcoran has acquired brokerages in the Hamptons and Palm Beach as well as Citi Habitats.

LOSH

Easily considered the voice of luxury, John Brian Losh created one of the first invitation-only networks devoted to luxury: Who's Who



John Brian Losh
Chairman, CEO
LuxuryRealEstate.com
Seattle, Wash.

in Luxury Real Estate, followed by LuxuryRealEstate.com. Cutting across brand and company lines, Losh selects agents based on their track records and expertise with million-dollar residential properties worldwide. Today, LuxuryRealEstate.com is the most viewed luxury real estate portal on the Web, with more than 45

million hits per month and listings in 64 countries. Losh is also the chairman/CEO of Ewing and Clark, Seattle's oldest brokerage firm.

MCKINNEY

"Daredevil developer" and "real estate rock czar" are only two of the monikers bestowed upon Frank McKinney, a true maverick who is



Frank McKinney
Developer
Frank McKinney & Company
Delray Beach, Fla.

building the world's most expensive spec house, a \$125 million-plus, 70,000-square-foot mansion. Risk is no stranger to McKinney, whose every project shatters records for speculative, high-end real estate. Just off a multi-city promotion for his second book, McKinney devotes 30 percent of his time to philanthropic causes, including the Caring

House Project Fund, which builds self-sufficient villages for orphaned children in impoverished countries.

MCMONIGLE

Outside of Orange County, the name of this California superstar might not be recognizable, but John McMonigle is fast becoming a legend



John McMonigle
Realtor
The McMonigle Group, Coldwell Banker
Newport Beach, Calif.

in luxury real estate. Recently acclaimed as the top producing agent in the nation for NRT, Coldwell Banker's parent company, McMonigle and his team sold more than \$201 million of residential real estate in 2004 with a total of more than \$600 million in the past five years. Known for impeccable customer service, McMonigle's savvy

networking extends his influence well beyond his home base.

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MOORE-MOORE

Laurie Moore-Moore has 30 years experience in residential real estate, including founding REAL Trends, but this author, speaker, manager and consultant's passion is teaching agents how to be luxury experts, something she did for almost a decade for franchise organizations including RE/MAX, CENTURY 21 and Coldwell Banker. Now this firebrand has created an educational platform for luxury agents and a designation, Certified Luxury Home Marketing Specialist. Scarcely three years old, the Institute now has almost 5,000 members on five continents.



Laurie Moore-Moore
 Founder, President
 The Institute for
 Luxury Home
 Marketing
 Dallas, Texas

NICKLAUS

One of the few whose name actually represents a luxury brand, Jack Nicklaus used to symbolize great golf. Now the name stands for great golf courses. In fact, one quarter of the top 100 courses are Nicklaus-designed. Not only did Nicklaus revolutionize course design, but he also sparked a trend in luxury resort real estate. Now, at least one course designed by a big name is de rigueur for resort communities. The bigger the name, the bigger the cachet—but the name Nicklaus is always platinum.



Jack Nicklaus
 Golfer/Golf Course
 Designer
 Nicklaus Design
 Palm Beach, Fla.

PALMER

Appointed NRT's marketing guru in 2003, Jeff Palmer used his brand-building expertise to bring cohesion to the regional and diverse



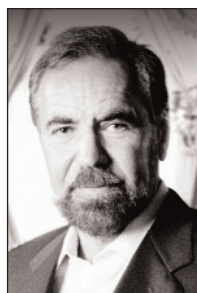
Jeff Palmer
 Senior Vice
 President Marketing
 NRT, Inc.
 Parsippany, N.J.

marketing of NRT Previews affiliates, which are primarily located in the top 30 metro areas. Working almost on a one-to-one basis, he also has elevated the expertise of all the marketing people in the organization. Luxury buyers and sellers soon should see innovative technology and strategies, perhaps

unmatched in the industry, that promise new ways to expose properties and bring more information to buyers.

PEREZ

Nowhere has luxury changed day-to-day life more than in cities, thanks in part to Jorge Perez, who has been at the forefront of urban



Jorge Perez
 Chairman, CEO
 The Related Group
 of Florida
 Miami, Fla.

evolution in cities such as Miami, West Palm Beach and Ft. Lauderdale. His inspired architecture, luxury towers and visionary mixed-use centers redefined South Florida's skyline. Beginning with affordable housing in the late 1970s, he created ever higher standards of quality. Now, with Las Ramblas, Perez

and The Related Group, the largest Latino-owned business in the U.S., will add their unique imprint to upscale urban living in Las Vegas.

PURVEY

Described as "one of the most talented marketing professionals in the real estate industry," Purvey has a number of luxury firsts



Wendy Purvey
 Senior Vice
 President Marketing
 Sotheby's
 International Realty
 Affiliates, Inc.
 Parsippany, N.J.

attached to her name. Her credits include the creation of Florida's first statewide publication for upscale homes (for Arvida Real Estate). At Sotheby's she built one of the first Web sites keyed as much to lifestyle interests as it is to the homes that facilitate that lifestyle. She's also brought a new look to Sotheby's affiliates with consistent marketing

that is equally applicable regionally and locally as it is to mass audiences.

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REY

Beverly Hills brings luxury to new heights, and it could be said that for much of its ascent, Joyce Rey has been at the helm. Rey



Joyce Rey
Executive Director,
Previews
Coldwell Banker
Beverly Hills, Calif.

has been setting precedents for high-end sales locally and nationally since she founded Rodeo Realty, the first company to exclusively represent \$1 million-plus homes. Her track record, which includes some of the highest-priced transactions in Beverly Hills and Bel Air, is only exceeded by her long list of accolades. As a director of the Estates Division, she continues to create standards of excellence for the crème de la crème.

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RICHARDS

Surrounded by picturesque lakes with 7 1/2 miles of shoreline and 10-plus miles of protected waterways, Isleworth was developed



Lisa Richards
President,
Managing Broker
Isleworth Realty
Windemere, Fla.

before it was trendy. A purchase by Tavistock Group in 1993 enhanced the commitment to excellence. Today, Isleworth remains the premier golf community that others strive to emulate.

in 1984 by an investor group headed by golf legend Arnold Palmer with the goal of being Palmer's (and everyone else's) dream golf community, even a number of professionals call it home. With concierge, property services and full security, the community had a lifestyle focus long

ROSS

Ranked 12th in the country in 2002 by the National Association of Realtors, it is with good reason international clients call Audrey



Audrey Ross
Senior Vice
President
EWM Realtors
Coral Gables, Fla.

Ross "Miami's woman at the top." Opening her own firm in 1984, Ross presided over the explosion of Miami's upscale properties as the city changed from a seaside resort to an international hub. Esslinger Wooten Maxwell's top agent for five years and a Regent with LuxuryRealEstate.com, Ross continues to reign as one of luxury's movers and shakers.

SAUNDERS

Michael Saunders proves that independents can play with the big boys. Twenty-five years ago, when she founded her company, her focus on



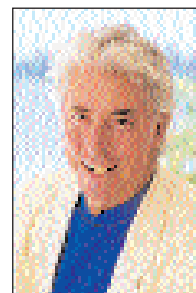
Michael Saunders
Founder, CEO,
President
Michael Saunders &
Company
Sarasota, Fla.

Leading Real Estate Companies of the World, Saunders will have the opportunity to apply her vision and spirited leadership nationally.

fine waterfront properties was revolutionary. Today, her name is synonymous with luxury on Florida's Gulf Coast. One of the top 100 independent brokers in the country, Michael Sanders & Company is the leading independent in Florida and ranks among the 500 best female-owned companies in America. As chairman of

SCHOLZ

With an international roster of affluent clients, John Scholz makes dreams a reality. With UpDown Court, the most important private



John B. Scholz
Architect
John B. Scholz
Architect, Inc.
Scottsdale, Ariz.

craftsmanship and classic architecture. All of Scholz's homes make a statement, yet they are equally functional and livable.

residence to be built in England in 200 years, he is also making architectural history. Sheltered on 58 acres outside of London, the \$127 million estate is a 21st century interpretation of the great houses of England. Distinctly modern features such as the infinity edge pool adjacent to the third-floor master suite are married with impeccable

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SCOTT

Twice named one of the 25 most influential people in real estate, J. Lennox Scott is the third generation to lead this family-owned



J. Lennox Scott
Chairman, CEO
John L. Scott Real Estate
Bellevue, Wash.

regional powerhouse. Grossing more than \$16 billion in sales with more than 60,000 transactions last year, it is the fifth-largest real estate company in the country and the ninth most productive. The company has been distinguished as one of the most innovative in the nation and one secret to its success has been using technology to empower its more than 4,500 agents.

SIEGEL

Long before it was trendy, Sotheby's understood that luxury real estate is as much about lifestyle as it is location, doing what



Stuart Siegel
Senior Vice President, NRT, Inc.
President, CEO, Sotheby's International Realty, Inc.
Parsippany, N.J.

others now strive to achieve. After 25 years with the company, including 14 as president and CEO, Stuart Siegel has made the Sotheby's name as synonymous with luxury real estate as it is with fine art, expanding the firm's operations in the U.S. and Europe. One of the first to apply the rules of luxury products to real estate, Sotheby's created an

infrastructure geared to global service.

TRUMP

No name suggests luxury real estate quite like Donald Trump, the first to create a personal luxury brand, associating a face and a name



Donald Trump
Chairman, President
The Trump Organization
New York, N.Y.

with upscale real estate. His enterprises also have helped steer the winds of luxury, especially in Manhattan, where Trump buildings and Trump himself have made a significant contribution to the rebirth of many areas. Trump continues to push the envelope, reinventing luxury with vertical towers sprouting

internationally, new levels of opulence at the estates at Trump National Golf Clubs, and the most-expensive residential listing in America.

WEINER

Turnberry residences are as much about lifestyle as luxury. Founder Don Soffer inspired luxury's hottest trend—the private club



Bruce Weiner
President,
Residential Development
Turnberry Associates
Aventura, Fla.

lifestyle—decades ago with Turnberry Isle in Aventura, which bundled upscale high-rises with private club amenities and social privileges. The addition of concierge services and inventive, ultra-elegant residences (sometimes in excess of 6,000 square feet), expanded the vision. New buildings are being developed in Florida, Nevada and Virginia.

Also coming are the Residences at Atlantis on Paradise Island in the Bahamas and the Ocean Club at the Fontainebleau in Miami Beach.

WILLKIE

Brown Harris Stevens has been a leading brokerage in New York since its founding in 1873. Under Hall Willkie, it remains one of



Hall Willkie
President
Brown Harris Stevens
New York, N.Y.

luxury's powerhouses, having the second-highest number of properties in Ultimate Homes. Absolute commitment to discretion; a well-educated, well-traveled, experienced team; a database of more than 10,000 Manhattan apartment listings; and a shared vision are the foundation for this

success. Also, having a company that manages 175 of Manhattan's finest high-end buildings provides unparalleled knowledge of board requirements and idiosyncrasies.