

The Secret to L.A.'s Most Coveted Addresses

JOYCE REY AND STACY GOTTULA TEAM, COLDWELL BANKER PREVIEWS INTERNATIONAL BEVERLY HILLS, CA

Where are the hidden gems of Beverly Hills?

What's driving luxury sales on the Westside? One of the most influential real estate teams today, Joyce Rey and Stacy Gottula, wants to share their insider knowledge on L.A.'s elite neighborhoods.

"It's a seller's market all over the Westside right now," said Rey. "Sales volume has increased tremendously over the last year in the \$5 million+ category. One of the hottest neighborhoods is the Trousdale section of Beverly Hills, where the Mid-Century architecture and city-to-ocean views are such sought-after commodities. Demand is also robust for new construction — particularly among international buyers."

Rey should know. Her team recently set a record for the highest sale ever in the Beverly Hills "Flats" — a newly built Georgian listed at \$24,995,000. Envisioned by local builders who commissioned an interior designer to style the entire 18,000-square-foot space, the home represents a budding trend in Beverly Hills: new residences that are not just staged, but elaborately designed with art and furnishings.

"The trend continues to drive the upper end of the luxury market," said Gottula. "Ultra affluent buyers value their time. They not only want a home that is completely custom, but also completely ready to move in — right down to the art on the walls. More and more buyers, especially international buyers, are demanding it. They love the idea of being able to move right in, needing nothing more than a toothbrush."

Both Rey and Gottula continue to set records and manage high profile real estate transactions for the city's rich and famous. This year, they were named to Variety's Showbiz Real Estate Elite. Haute Living also honored Rey among its "100 Most Influential People." Headquartered in Beverly Hills, Rey and Gottula have consistently been ranked among Coldwell Banker's top 10 teams internationally.

Still dreaming of a Westside lifestyle? **Joyce Rey** or **Stacy Gottula** are your guides to luxury living. They can be reached at **Joyce@JoyceRey.com** or **Stacy@StacyGottula.com**, or call **310.285.7529**. **www.JoyceRey.com** **www.StacyGottula.com**



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