

# THE SECRET TO L.A.'S MOST COVETED ADDRESSES

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



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

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**Where are the hidden gems of Beverly Hills?** Where's driving luxury sales on the Westside? One of the most influential real estate teams today, Joyce Rey and Stacy Gottula, want to share their market knowledge on L.A.'s elite neighborhoods.

"This seller's market all over the Westside is 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-coast 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 80,000 square-foot space, the home represents a building 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."

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Still looking for a Westside listing? **Joyce Rey** They can be reached at [Joyce@JoyceRey.com](mailto:Joyce@JoyceRey.com) or [310-285-7529](tel:310-285-7529) **Stacy Gottula** They can be reached at [Stacy@StacyGottula.com](mailto:Stacy@StacyGottula.com) or [310-385-2029](tel:310-385-2029) [www.JoyceRey.com](http://www.JoyceRey.com) [www.StacyGottula.com](http://www.StacyGottula.com)

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