

LOS ANGELES EDITION

TOP AGENT

MAGAZINE

ADDING
VALUE TO
LISTINGS

Business Growth Hack:
**ABSORB YOUR
CLIENTS' STRESS!**

*Are You A
VALUE-ADDED
AGENT?*

COVER STORY

**BEN
SALEM**



Top Agent Ben Salem is the Director of the sports & entertainment division at Rodeo Realty, where he serves throughout Beverly Hills and the surrounding areas.

You could say Ben Salem lives and breathes real estate. After graduating high school, he decided to jump in and learn the industry from the ground up, gaining experience with everything from demolition to ground up construction. Finally, he attained his license. “I started out young with few connections,” he says. “So I made a plan to knock on 800 doors per month and build my client base from scratch.”

Quickly, Ben rose to the top of the market, at one point handling hundreds of properties each year. But now, after decades of experience, he has turned his focus on high net worth clients and sharpened his practice to serve no more than ten at a time. Today, Ben is the Director of the sports & entertainment division at Rodeo Realty, where he serves throughout Beverly Hills and the surrounding areas. Specializing in



luxury real estate, he caters his workflow and team to an exclusive clientele in the entertainment industry, as well as business executives.

When listing a property, Ben provides his clients with white glove treatment while prioritizing confidentiality at all times. After helping his sellers ready their home for the market, he proceeds to share it with his own private network, zeroing in on the perfect buyer based on their net worth and lifestyle. Meanwhile, his photography and marketing materials are guaranteed to showcase a house while maintaining the privacy of its seller. “Over the years, I’ve been able to build strong

relationships with celebrities, talent managers and business managers from around the world,” he says. “They know they can trust me to ensure their privacy and anonymity while still maximizing the value of their home.”

Elsewhere, Ben is an equally valuable resource to his buyers, providing his insight and lifetime of real estate experience to ensure they make strong purchasing decisions. Colloquially known as “The Deal Maker,” he possesses an acute attention to detail to spot the fatal flaws in a property that most buyers might overlook. “My job is to find out what’s wrong with an investment, so my buyers understand exactly



what they're getting into," he says. "In my opinion, you make money when you buy, not when you sell. If the initial investment isn't rock solid, it won't pay off in the long run."

Ben, having built and rehabbed dozens of houses, also provides a one-stop-shop to his

clients, connecting them with professional partners who can assist with making alterations or improvements on their homes. For his ongoing service, he has earned an outstanding reputation around California, with the entirety of his volume coming from either repeat clients or referrals.



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Ben’s work philosophy stems from the old adage of providing premium service because he actually cares about his clients. His clientele is a testimony to his work ethic and attention to detail. Some think he’s a mind reader, but he denies any psychic abilities; instead, he just pays close attention to when his clients speak and hears what they’re not saying as well as what they are saying! As the consummate people person, Ben is finely tuned in to his clients

in a way that makes them feel that when he’s with them, they’re all that matter. His focus and keen interest in seeing satisfied clients keeps him alert to signals they’re sending—verbally and non-verbally. His honest and blunt approach are refreshing and sought after!

Outside of his career, Ben, once a competitive snowboarder, enjoys chasing the snow throughout Park City or Canada. “I’m all about



adrenaline,” he says. “That’s why I love negotiations; I get that same rush when fighting for my clients.”

Going forward, Ben has a clear vision for his business. While he certainly has room to grow, he is also content with the personalized

service he offers his unique client base. “I prefer to work with a small number of people who I click with and strongly care about,” he says. “There’s nothing better than building that relationship and applying everything I’ve learned to get my clients what they need—whether they’re buying or selling.”



To learn more about Ben Salem
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