


TOP AGENT

MAGAZINE

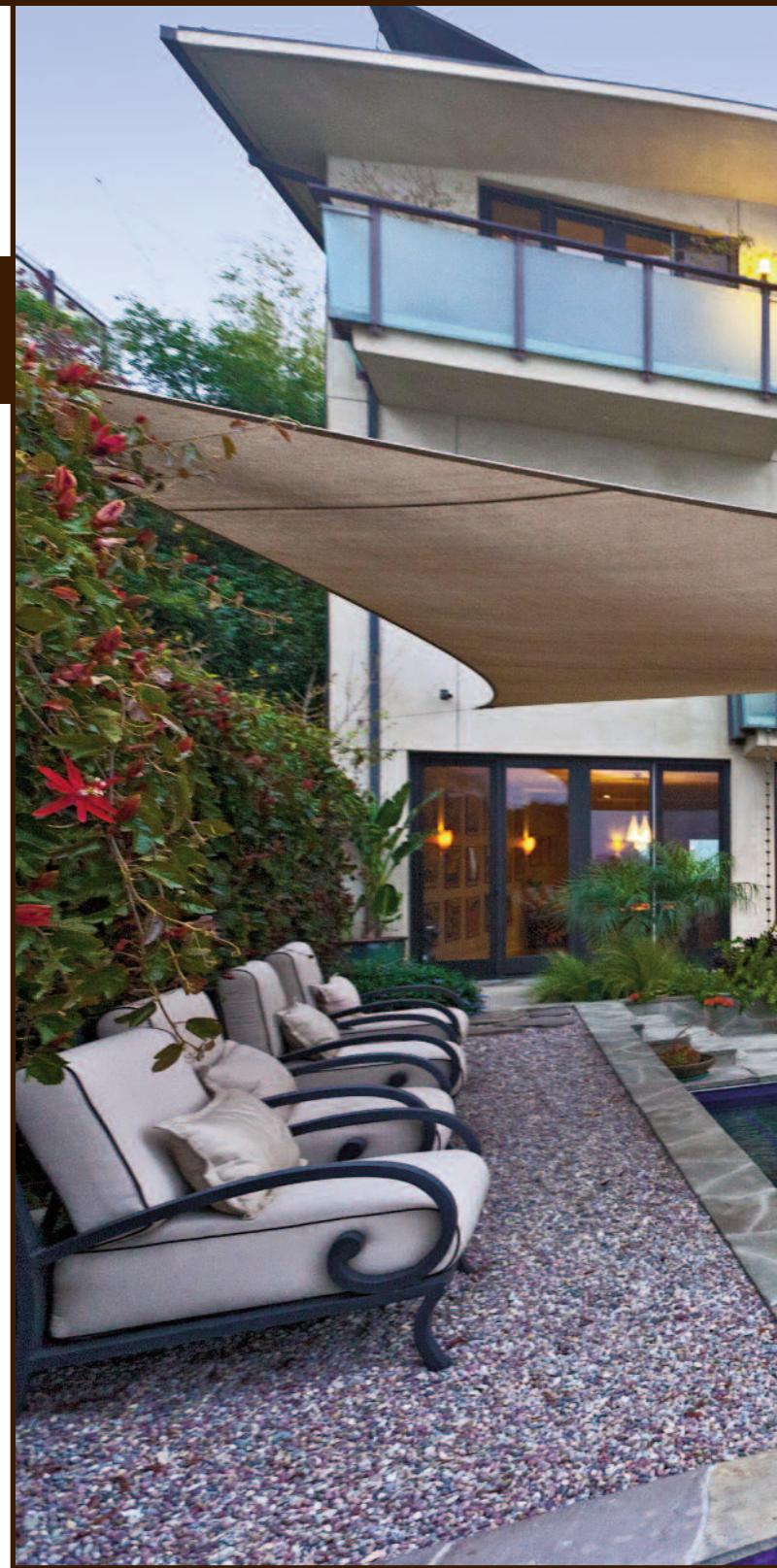
A professional headshot of Stephen J. Apelian, a man with short dark hair, smiling warmly. He is wearing a dark navy blue suit jacket, a white dress shirt, and a red tie with a subtle grid pattern. The background is a soft-focus green, suggesting an outdoor setting with foliage.

Stephen J. Apelian
Coldwell Banker's
Rookie of the Year 2011

Stephen J. Apelian

You might say he's a "deal junkie," to use Stephen J. Apelian's own words. A REALTOR® with Coldwell Banker Previews, Beverly Hills—the company's #1 team in Southern California—Stephen had flipped 12 of his own houses before he ever got his real estate license. In his first year in the business, in 2011, Coldwell Banker named him Rookie of the Year.

It's no surprise Stephen hit the ground running. He was born and raised in Los Angeles to a father who was a contractor, developer and builder. Always under his dad's thumb, Stephen grew up loving architecture, design and building. In the mid 1990s, working as a set decorator, he knew a real estate boom was on the horizon and invested in the first of his dozen houses. By 2009 the market had fallen apart. Not only could he not find a job, he



also lost a tremendous amount of money on his assets. His real estate agent suggested he get his license, so in late 2010 he did.

It was the best decision he could



have made. He loves going into the luxury properties that are his niche and making sure each side in the deal is happy. “I get a rush when my clients think that the other side may not agree to their terms and then

they find out that they did. I love being the conduit that makes that happen,” he says.

Finding clients came naturally at first. Having lived in Los Angeles

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all his life, he had developed a large social sphere, and many of his friends were ready to buy their first houses.

Now he uses social media and mailers to attract new clients, but he also credits his “two fabulous partners,” one of whom has been in the business 42 years. “Because of the name she has built, we get cold calls all the time.”

Modesty aside, with Stephen’s background in construction and designation as a Certified Luxury Home Marketing Specialist (CLHMS), he knows how to make clients feel safe when they’re buying a home. “When you inspect a house, there will always be issues,” he says. “I make

people feel that repairs aren’t that big of an issue and that under the right terms, anything can be remedied. Buying or selling is an emotional experience. Because I’ve done it myself so many times, I can get into mind of my clients. It’s a psychological process, and understanding it really makes a difference in the transaction running smoothly.”

Clients keep coming back, too. Stephen sends out lots of email blasts, and mailers during the holidays. When appropriate, he calls past clients to ask if they’re still happy with their house. “It’s a good opportunity to see if they’re ready to upgrade,” he says.

Believing everyone should have a



roof over his or her head, Stephen has worked with Habitat for Humanity in the past. And because he believes everyone should be able to eat, he has done work with the Los Angeles Mission.

What pleases him most is spending time with his family. He's also an avid golfer and snowboarder, and to satisfy his enduring love of building,

he has a shop in his garage where he makes furniture and sculpts metal.

He may not be able to build his business in that garage, but his passion will certainly translate to real estate over the next 12 months, where he intends to make more and more and more deals and continue to make his clients' real estate dreams come true.

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For more information about Stephen J. Apelian
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