

# TOP AGENT

MAGAZINE



CAROLINE  
FLECK



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## CAROLINE FLECK

Dedicated. Honest. Tough. These three characteristics drive Caroline Fleck in every deal she makes. Always putting the needs of her clients first, Caroline is known for her strategic planning abilities. Her open lines of communications with both clients and business associates enable her to create an atmosphere of excitement and comfort throughout every step of the process. At the end of the day, nothing is more rewarding to Caroline than seeing a happy client and knowing she's discovered their dream property and negotiated the best deal possible.

"I'm committed to my clients," said Caroline. "For me, business is personal, especially this business. I handle every aspect of my deals—if a client signs up with me, they get me. I think it's vital to provide my clients with the knowledge, expertise and skills I have cultivated throughout my life."

Caroline grew up in England, in a 17th-century house her family lovingly renovated. She has always loved architecture and interior design and knew one day she would be a force in that industry.

As soon as Caroline moved to the U.S. and rented a house, her innate sense for real estate was activated. When the owner of the rental called to inform her that he would soon put the house on the market, Caroline decided to cease the opportunity to purchase this charming contemporary she had been residing in for the past year. She started negotiating with the owner, who then engaged the two agents who were originally involved. But Caroline's savvy instincts kept her working directly with the owner, and soon she closed the deal. "I quite liked the process," she recently commented. "I discovered a natural ability to work a deal and I enjoyed negotiating."

Soon after purchasing her new home, she and her husband decided to start their family. Within a few years, Caroline was joyfully raising two beautiful girls. An engaged and loving mother, Caroline still felt the pull to get back in to the game and make a career of real estate. Once her eldest began school, in 2010, she got her license and the rest is history.

Now in her eighth year, Caroline serves the Los Angeles area, including Beverly Hills, Hollywood Hills, Bel Air, Brentwood, the Palisades, Santa

Monica and Malibu, as well as Sherman Oaks, Studio City, Toluca Lake and Encino in the San Fernando Valley. She covers such a diverse range of locations and properties because her clientele are often out-of-town and international buyers. Having a solid knowledge of L.A.'s key areas enables her to advise clients on which communities have had the most growth and potential—while staying within each client's budget.

Certified as a Global Luxury Specialist, Caroline is a member of the Coldwell Banker International Presidents Circle, which puts her in the top 5 percent of agents internationally. Because she gets results, repeat and referral clients account for 100 percent of her business. Caroline's clients trust her, and even after the deal is closed many of the friendships remain.

For listings, she begins with staging and professional photography, including drone photography if the property calls for it. Then she makes a video and 3-D walking tour, posting them on Youtube and social media. Her listings go on hundreds of websites locally and internationally. Understanding that you get the best price in the first few weeks on the market, Caroline designs promotional material with the intent to secure as many inquiries as possible as soon as the house opens for sale. She supplements online resources with full-color print brochures distributed in local neighborhoods, and e-mail blasts to over 8,000 agents in L.A. She also places ads in the broker caravan book, local newspapers and other magazines, depending on the house. Finally, she holds broker and public open houses, both on the weekends and often twilight showings, so that the property is open for viewing when potential buyers are available.

A strong proponent of giving back to her beloved community, Caroline supports the Kevin Cordasco Foundation: Something Yellow, for childhood cancer, and volunteers with her family at animal rescue shelters. On her rare time off she can always be found outside, either skiing, hiking or traveling with her family. In fact, it was L.A.'s wonderful weather that beckoned Caroline to "sunny California."

As Caroline moves forward, she plans to streamline her business behind the scenes while remaining steadfastly dedicated to her one-on-one relationships with clients.



For more information about Caroline Fleck  
of Coldwell Banker Residential Brokerage, Beverly Hills, California,  
visit [FleckRealEstate.com](http://FleckRealEstate.com), call (310) 508-5979 or email [caroline@FleckRealEstate.com](mailto:caroline@FleckRealEstate.com).  
[facebook.com/FleckRealEstate](https://facebook.com/FleckRealEstate)