

Palisadian-Post  
**REAL ESTATE Q&A**

# Robert Radcliffe



Robert Radcliffe of The Radcliffe Group at Sotheby's International Realty. The Radcliffe Group has been ranked by The Wall Street Journal as one of the top 250 sales teams in the U.S.

Photo: Rich Schmitt/Staff Photographer

## ROBERT RADCLIFFE

### 5 Things I Love About the Palisades

- |                         |  |
|-------------------------|--|
| 1. The trees.           | 4. The proximity to the ocean and mountains. |
| 2. The Village.         | 5. The people.                               |
| 3. The beautiful homes. |  |

sale, which is beneficial. Agents are not necessarily the sole providers of information as they once were and now are more of a guide with assessing the information. Important note: information online via some of the sites can be misleading due to inaccurate data.

**Palisadian-Post:** *Where do you see the business heading in the future?*

Radcliffe: I am excited to see how the Internet will inevitably create changes in how we all do business and in the transfer of information. The good news for us agents is that there is always a need to counsel people in making smart decisions, especially with significantly expensive ones.

**Palisadian-Post:** *What are the top reasons your clients give for wanting to purchase homes in the Palisades?*

Radcliffe: Most of my clients say it's the charm and the small-neighborhood feeling that draws them to the Palisades.

**Palisadian-Post:** *What are some of the things you enjoy about working in the Palisades?*

Radcliffe: The beauty. I am

one of those agents who has most likely knocked on your door (more than once) to inquire if you would like to move. When I am walking the neighborhood I typically pause and take a deep breath of gratitude recognizing how lucky I am to be working in such a beautiful neighborhood.

**Palisadian-Post:** *Are you involved with any charities?*

Giving back is very important to me. I started the first of a series of tennis tournaments held at the Palisades Riviera Country Club benefiting Spinal Muscular Atrophy and Chrysalis. I was also a member of the Butterfly Ball Committee for Chrysalis. I have also co-sponsored a golf tournament held at the Malibu Country Club benefiting Habitat for Humanity and have been a financial contributor and speaker at the Claire Foundation in Santa Monica.

*Robert Radcliffe of The Radcliffe Group at Sotheby's International Realty (roberttradcliffe.com). The Radcliffe Group has been ranked by The Wall Street Journal as one of the top 250 sales teams in the USA. Contact: (310) 255-5454 or rob@roberttradcliffe.com.*

The following interview by Editor-in-Chief Frances Sharpe Robert Radcliffe, a real estate agent with Sotheby's International Realty continues our series of monthly Q & A columns with leading realtors and local real estate professionals.

**Palisadian-Post:** *Tell us about your upbringing. What was your family life like as a child?*

Radcliffe: On the surface, it would have appeared that we were the perfect American family. My father was an attorney who graduated from both UCLA and then USC

with two kids and zero financial support, I learned a strong work-ethic.

**Palisadian-Post:** *What were your favorite hobbies and activities growing up?*

Radcliffe: Sports! I loved playing baseball, football and basketball as a kid. I played football in high school and then I got into surfing while I was in college. I'd also been paying a lot of attention to girls ever since elementary school.

**Palisadian-Post:** *What was your first paid job?*

Radcliffe: My first paying job

so the combination of being young, having no experience and being in the midst of a terrible market made it very difficult to succeed.

An encouraging meeting with my manager who assured me that he thought that I had what it takes to be successful is what kept me going. And I thank God that I did.

**Palisadian-Post:** *What has been your proudest moment as a real estate professional?*

Radcliffe: Said humbly, there have been many. Some of my proudest moments include being recognized with awards, managing

buyers and sellers. The rest of the day is spent overlooking escrows, negotiating deals, networking with agents, previewing properties and meeting with my staff, tracking leads or working on marketing. My workday typically ends at 6 p.m.

**Palisadian-Post:** *How has the real estate business changed in the last 5-10 years?*

Radcliffe: The Internet has made the public more knowledgeable of the inventory of homes for

