

# Following an international agent around the

# WORLD

by KATHARINE ANGELO

**T**HIS INTERNATIONAL AGENT IS NOT a gun-toting 007; instead he's a real-estate agent that specializes in worldwide luxury properties. The name is not Bond, James Bond, but Moesser, Greg Moesser, Vice President of the Private Estates division of Rodeo Realty in Beverly Hills, and he's a man that's doing something different. Today almost every real-estate company advertises international marketing, but many companies define that as just having a few affiliated international property websites. Agent Greg Moesser's business model is much more hands-on, bringing on-the-spot knowledge to the worldwide properties he represents. In a recent conversation, Greg revealed his undercover secrets to taking his luxury real-estate business to a global level.

**BAM:** How long have you specialized in international marketing?

**GREG MOESSER:** It began about seven years ago when I had two inquiries from my website, one was from a European buyer and the other was a vacation rental request from the Middle East. After specializing in the luxury market domestically, I found that many clients, instead of just moving locally, are often moving between global cosmopolitan cities. The number of foreign buyers in our market has also risen steadily in the last few years. This is even more true today with the weaker dollar and the recently devalued world property markets, such as Spain, Ireland and Dubai, just to name a few.

Now I have inquires every month from all over the world on my website [www.LAClassicEstates.com](http://www.LAClassicEstates.com).

**BAM:** Why do you think you have been so successful in this exclusive niche?

**GM:** The difference is personal networking and connections. Agents and buyers want to work with someone they know and trust. You can't achieve that by just marketing a property on a



CHALON, ONE OF MOESSER'S LUXURY PROPERTIES.

bunch of global websites. When an agent from New York, San Francisco, London, Dubai or Paris has a client for Los Angeles, they will call me first, because I have an established personal relationship. My approach takes a lot more effort and planning, but it gets results. It's also a great advantage to my seller clients, as they get the benefit of both an extensive local and international market representation.

**BAM:** Where have you been already this year?

**GM:** In January I attended the International Luxury Real summit conference in Rome, Italy. This is a worldwide group of top agents, owners and presidents of leading firms that meet annually to discuss global property trends and strategies to market luxury properties. In March I attended the

MIPIM conference in Cannes, France. The agenda included meetings with top agents, buyers and investors, foreign ministers and even the American ambassador. I was also in Punta Del Este, Uruguay performing some property research for a client.

**BAM:** What is the Private Estates division?

**GM:** The Private Estates division at Rodeo Realty specializes in representing multi-million-dollar properties in Southern California's premier luxury markets. Our specialists are able to provide the highest level of expertise, professionalism, personal attention and discretion that is simply not available at large companies or franchises. Our international database is second to none, including our Luxury Real Estate affiliation with luxury agent specialists in over 60 countries worldwide.

**BAM:** What's currently your most interesting property?

**GM:** I just did a price evaluation on an extraordinary pre-war, French-style estate in Hancock Park that was featured in one of the first issues of Architectural Digest and should be coming on the market soon. I'm also excited about my latest international project. I've been selected as the exclusive U.S. agent for the Residenza Del Lago Azure in Lake Como, Italy. This is a rare new luxury development of 28 villas and apartments and should be completed by early next year. **BAM**



INTERNATIONAL REAL-ESTATE AGENT GREG MOESSER

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