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(Bel Air, Calif.) This year, 2011, marks Rodeo Realty's 25th anniversary. The company is one of California's largest independently owned residential real estate firms, with 11 offices and more than 1,000 agents in Los Angeles and Ventura Counties.

Syd Leibovitch, founder and owner, studied economics and banking in college. He got into real estate at the age of 23 when he and a former college roommate were looking to make a little extra money during the summer.

After passing the California real estate licensing exam, he went on to sell four houses over the course of three weeks. By the time he was 25-years-old he was a top selling agent in the Los Angeles area. He eventually opened Paramount Properties out of his garage in 1986 and later renamed the company Rodeo Realty.

From the beginning, Leibovitch's mission was to give agents the support they need to succeed.

To accomplish this goal, Rodeo Realty's corporate center offers in-house advertising services, print shop, public relations and extensive online marketing services. Affiliate companies include: Encore Escrow, L.A. Mortgage, Inc., and Progressive Title. The firm also operates its own real estate school.

Leibovitch continues to be a hands-on business owner who makes himself accessible to agents.

In 2011 Rodeo Realty opened a new office on the Sunset Strip in West Hollywood, ranked as the 4th largest firm in L.A. County -according to the Los Angeles Business Journal, and is placing the finishing touches on a new 13,000 square foot office on Canon Drive in Beverly Hills. The company's sales volume for 2010 was approx. \$1.8 billion.

Rodeo Realty, Inc. was founded in 1986 by president and broker, Syd Leibovitch. Today it is one of the largest single-owner residential real estate companies in California. It has 11 offices throughout Los Angeles and Ventura Counties, and more than 1,000 agents.