

Realty Firm Looks to Raise Its Profile on the Westside

REAL ESTATE: Rodeo opens Sunset Strip office, relocates Beverly Hills headquarters

By [Howard Fine](#)

Monday, February 7, 2011

High-end residential real estate brokerage Rodeo Realty Inc. is on a bold, countercyclical expansion drive in western Los Angeles, adding scores of agents, opening offices and moving its flagship Beverly Hills office to larger digs.

Last month, Rodeo Realty opened its first office on the Sunset Strip, in the 9200 Sunset Blvd. offices formerly occupied by rival Sotheby's International Realty Affiliates LLC, which moved to a nearby building. Rodeo Realty hopes to have 100 agents there by midyear.

In March, Rodeo Realty is set to move out of its headquarters at 266 N. Beverly Drive and head one block east to the 202 N. Canon Drive building that was once home to the William Morris Agency. The new space is 13,000 square feet, more than double the space of the current headquarters, which will allow the company to add roughly 80 agents to the 130 already there.

Syd Leibovitch, Rodeo Realty founder and president, said he also plans to open another branch in Brentwood later this year. It's all part of a drive to turn the firm into the top luxury home broker on L.A.'s Westside.

Leibovitch said that rising sales volume of Westside luxury homes is one reason for the expansion. Many wealthy homeowners, stung by years of recession, were finally forced to sell, while foreign investment has increasingly poured into the area.

"We had our best year ever last year, both in the number of transactions and total sales volume," Leibovitch said.

But the main reason, he said, is an abundant supply of agents, either cut by competitors or eager to work for a smaller independent brokerage.

"My company's expansion is the result of other companies imploding," he said.

Leibovitch's goal is to make Rodeo Realty the next John Douglas or Fred Sands, two local residential real estate brokerages that dominated the Westside and parts of the San Fernando Valley until they were bought out more than a decade ago.

