

UNITED 

A STAR ALLIANCE MEMBER 

Hemispheres

THREE PERFECT DAYS
OSAKA



THE HEMI Q&A:
RICKY GERVAIS
ON THE WINNING
COMEDY OF LOSERS

A BRITISH DANDY
GETS ON THE
FAST TRACK TO
LOVING NASCAR

COULD BASEBALL
BRAWLS SOON
BE A THING
OF THE PAST?

MEET FLOYD
ZAIGER, THE
GENETICS GENIUS
BEHIND THE PLUOT

M
MAGRINO

Susan Magrino Agency
352 Park Avenue South, 13 FL
New York, NY 10010
212.957.3005
www.smapr.com

CONFESSIONS OF A REAL ESTATE AGENT

Hollywood power broker Josh Altman talks midnight showings, the power of the pocket listing and having Kimye as a client

"There's a joke in the entertainment business that anyone, at any time, can stab you in the back. In the real estate business, it's the same, except we stab you in the front. We very openly do what's necessary to get the listing. I will compete with anyone, even my girlfriend.

"She's an agent too. All we talk about is real estate. Other couples might not understand, and then they might not want to go to dinner with us, because we're always on the phone. But we work other people's hours. I've done showings at midnight because clients wanted to see what the house would be like at bedtime. Or at 5 a.m. so they can hear what it sounds like when the dump trucks drive by.

"I never planned on



working in real estate. After college, I followed my older brother, Matt, to L.A. to work in entertainment. I took a job in the mailroom of a big agency. We were very good about saving, though, so we pooled what we had and bought a house. We made some simple improvements. Then the market picked up and we were like, 'This place looks great, maybe we should try to sell.' And we did. For \$200,000 more than we'd paid three months earlier. I quit

the mailroom that day.

"Matt also gave up his career as a talent agent, and six years ago we started The Altman Brothers. We sell to and for everyone: CEOs, Saudi princes, Kim and Kanye, you name it. I'm known as the master of the pocket listing—properties that aren't advertised. Last year, we hit \$200 million, including the most expensive one-bedroom in the history of California, at \$20 million, which is just insane.

"Famous people always come with an entourage—business managers, attorneys, dog walkers—but it's the businessmen who bring the biggest drama. Those guys approach the negotiation as a game, and if they don't win it, they don't want it. So you'd better be on top of things. You'd better, for example, not walk into a house for a final showing while someone's shooting an adult movie. I did not sell that house."

—ALYSSA GIACCOBE



POOLS: HIS & HERS
An L.A. property recently sold by Altman for \$2,200 a square foot

HAUTE SWEET HAUTE

More and more, the mega-rich aren't content with simply wearing luxury brands



LUXE LIFE
Baccarat
Hotel &
Residences

For some people, a designer wardrobe just won't cut it.

In recent years, luxury brands have been getting into the real estate game. One of New York's newest exclusive addresses, for example, is the Baccarat Hotel & Residences, the second branded property from the French fine crystal firm. Ritz-Carlton Residences at L.A. Live has just unveiled the multimillion-dollar Fendi Casa penthouse, with signature design elements provided by the venerable Italian label. Then there are Palazzo Versace, Bulgari and Armani/Casa—luxury hospitality brands that offer residential options.

"Real estate is about selling and curating a lifestyle," says Mauricio Umansky, the Beverly Hills realtor whose agency currently handles Ritz-Carlton Residences. "We have just the one Fendi, and if it sells we will outfit another one for sure."

The trend shows no signs of slowing down. And why should it? According to Knight Frank, realtor to the super-rich, developers can boost profits by as much as 30 percent by attaching a prestigious name to a property. Bob Posner, whose New York advertising firm represents many luxury brands, sees benefits on the consumer side, too. "Brand enthusiasts," he says, "are naturally attracted to the prestige as well as the perceived financial security."

—BOYD FARROW