

# AS SEEN IN Southbay magazine

REAL ESTATE & MORTGAGE



## SERENE SULPOR & BARRY SULPOR

### STRAND HILL PROPERTIES

Realtors Serene and Barry Sulpor have more than 30 years of experience working in real estate. Originally from Chicago, the two met in college in Los Angeles and moved to Manhattan Beach shortly after their daughters were born.

Serene has a master's degree in negotiation, which is beneficial to clients during a transaction. Barry brings a strong marketing background to real estate sales after previously working at leading Silicon Valley companies and has extensive experience in online and print media marketing.

### WHAT'S YOUR #1 TOOL FOR MARKETING YOUR BUSINESS?

**Barry:** "Referrals from clients, friends and neighbors are our main pipeline for new listings and buyer opportunities. In addition, homeowners 55 and older often contact us to take advantage of the property tax relief benefits available through California Proposition 60/90,

which is often a deciding factor that enables a homeowner to make a change."

**Serene:** "We also have a network of investors and builders who look to us to find homeowners who want to sell in an all-cash 'as-is' purchase of their older homes. These homes are later renovated or built out for resale. We have two brand new Manhattan Beach homes coming on the market soon as a result of these relationships. Whatever the particular goals are in selling or buying a home, clients tell us they like working with us because we truly listen and care about their needs."

### WHY DO YOU BRAND YOURSELVES AS "THE MATCHMAKERS"?

"We truly feel a Realtor is not a salesperson; they are a matchmaker. We match sellers and buyers worldwide and introduce people to homes until they fall in love with one. We take pride in doing that every day."

### WHAT TRENDS IN 2024 DO YOU FORESEE FOR THE REAL ESTATE MARKET IN SOUTHERN CALIFORNIA?

**Barry:** "Reporters for The Los Angeles Times and other media often contact us for our opinion on real estate trends in the South Bay. We tell them after years of home prices surging in the beach cities, it's now beginning to reflect a more conventional market as a result of rising interest rates, among other factors."

**Serene:** "There is still a limited supply of homes for sale in most beach city neighborhoods, so it remains an excellent market for sellers. And buyers are flocking to the South Bay because of our award-winning schools, beach lifestyle and the other amenities families want in a community. These factors create a positive and sustainable real estate market for everyone."