

EVENTS


How Gary Gold and Tami Pardee win — and keep — luxury clients

'If you try to act like a friend, and all you want to do is sell homes, that's sleazy,' Gary Gold told an in-person audience at Inman Connect Las Vegas



Gary Gold and Tami Pardee talk about selling toward your value proposition at Luxury Connect Las Vegas Monday. Image by: AJ Canaria of MoxiWorks.

BY **MATT CARTER**

October 26, 2021 

- 
- 
- 
- 

Inman events are the best way to connect, learn and grow. Join us this week, Oct. 26-28, for [Inman Connect Las Vegas](#), in-person or virtually. Then, continue to

Attend ICNY to make 2022 your best year ever! Today's the last day to register before prices go up.

RESERVE MY SPOT

their value proposition to clients.

But despite having achieved notable success, both Gold and Pardee continue to hone their approach to winning — and keeping — clients.

Judging by some of the stories they shared with fellow brokers and agents attending Luxury Connect Las Vegas Monday, neither have lost their competitive drive.

Whether it's responding immediately to inquiries that come in at odd hours, or taking your shoes off if that's the custom when entering a client's home, both will go to great lengths to win listings.

Inman Connect



Secure your tickets now for in-person & digital events!



Make 2022 your most successful year yet



WATCH: Compass CEO Robert Reffkin in conversation with Brad Inman



WATCH: Brad Inman urges agents to embrace the future

But the good news for anyone who dreams of having similar success is that you don't have to sell your soul. If there's one thing both Gold and Pardee agree on, it's that you should always be yourself.

For about the first 15 years he was in the business, Gold said, "I thought a salesman was sleazy, somebody who pulls wool over somebody's eyes."



Gary Gold

“If you try to act like a friend, and all you want to do is sell homes, that’s sleazy,” Gold said. “When someone is trying to act like your buddy, people call bullshit on that.”

Today, he said, “I’m not uptight anymore working with people, no matter who they are.” When a client who once might have seemed intimidating gets into his car, he can disarm them by saying, “I gotta warn you, I’m an expensive guy to spend an afternoon with.”

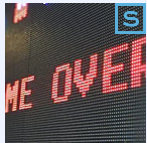
Trending



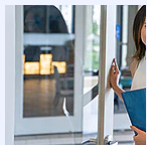
Zillow to shut down iBuying program Zillow Offers



Keller Williams is launching a real estate school



Zillow Offers collapse is proof of the Zestimate's inaccuracy



SPONSORED CONTENT

The secrets to build a long-lasting real estate career



SPONSORED CONTENT

Top markets to ski into a sound investment

[Read More](#)

Pardee’s long-term clients do sometimes come to see her as a friend, to the point that she’s been the first person a client calls when someone dies, gets divorced or has a baby that’s sick.

Gold acknowledges that, “You have to market yourself to get your name out there.” But he warns that, “If you’re working on how you can create an authentic brand, it’s not authentic.”

More importantly than your marketing is “who you are and what you do,” Gold said. “You are one of 2 million agents out there. All of us are unnecessary unless we’re doing something extraordinary.”

You are your brand

That’s a sentiment Pardee can agree with.

“Find out what charges you up as a human being, and that’s your brand,” she said. “I think that everything comes from love.”

Read Next



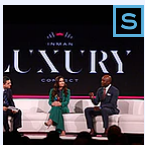
Luxury Connect: Tami Pardee on how to put luxury clients at ease



'History repeats itself:' Ryan Serhant warns of an impending luxury slump



Meditation rooms & 'show showers': What luxury buyers want right now



Luxury leaders agree: digital marketing rests on authenticity

SPONSORED CONTENT

WATCH: Are we in a housing bubble?

Featured Inman Insider Webinars

Turn the Off-Market ON

[Watch now](#)

5 Important Real Estate Trends that will Shape Your Business

[Watch now](#)

The total transaction with Skyslope

[Watch now](#)

At Pardee Properties, “We have this saying in our office — we ‘GAAL them,’ ” Pardee said — meaning each client is treated with gratitude, acceptance, acknowledgement and love.

Tami Pardee

their behalf.

Which is not to say that clients don’t appreciate Pardee’s skills as a tough negotiator — in part, she said, because she is careful to make sure they see the work she does on

“When I’m out with a client, I’m creating value for them,” she said. “I fight for them, and I talk them through everything.”

If she thinks the cost of a request for repairs is a little high, for example, she’ll offer to get another quote.

When she’s competing for listings, “It’s not just, ‘Here’s my marketing,’ but, ‘Here’s what we’re going to do when we get multiple offers.’ ”

things that she can relate on.

“If they’re very conservative, I’m not going to go to a listing presentation in a rockstar outfit. But if they’re a rockstar, I will,” she said. “If they’re sitting a certain way, I’ll sit that way. I will repeat things back to them, I will take off my shoes,” if that’s the custom in her prospect’s home.

That kind of attention to her clients has helped Pardee build a business that’s about 70-percent repeat and referral business, she said.

Gold attributes much of his success to persistence.

Old school outreach

Although Gold says he does “quite a bit of social media,” he’s also a proponent of making phone calls, texting, and emailing. Which tool to use can depend on the client, and at what stage of the process he’s in with them, he said.

“My very best client, I tried to reach him on the phone 20 times,” with no luck. “I started emailing, and texting at different times of the day. I finally connected with a text at the right time of day, and he called me. Then he only wanted to talk on the phone, until we got to the deal, and all he wanted to do was email.”

Gold said there have been times he tried to reach prospects hundreds of times before connecting.

When he does get a prospect’s attention, “I never trip on people,” he said. “I always act like (the time they responded) was the first time I tried to reach them.”

Pardee is also big on the using the phone.

“At our company we have a 20 minute callback rule,” she said. “Usually I just pick up the phone” rather than letting it go to voicemail. “People say, ‘I can’t

me back.”

Gold said he’s won business from “two stone cold world-famous celebrities just by responding at 1 a.m., because they were on a plane or in another country” when they reached out to him. “The average person gets an inquiry at 1 a.m., they respond the next morning. I’m talking to them in real time.”

In high-end luxury real estate, it’s important to be open to working with other agents, Gold said.

“When I was up for the Playboy Mansion, I didn’t think I was the person they’d pick — I didn’t have the track record,” he recalled.

“The board met, and they all wanted to work with [Mauricio Umansky](#),” founder and CEO of The Agency. “They were blown away by his presentation. I said, ‘When it comes to presentation, there’s nobody better than The Agency and Mauricio.’ ”

But Gold said he ultimately ended up co-listing the Playboy Mansion by presenting statistics showing the success that his brokerage, [Hilton & Hyland](#), had selling properties valued at \$20 million or more. The team, which also included Hilton & Hyland agent Drew Fenton, [sold the property for \\$100 million](#) in 2016.

More recently, Gold said he collaborated with eight other agents on the [\\$150 million sale](#) of the Chartwell Estate.

“Four of us did the majority of the work,” he said. “Often I do negotiations and contracts. That time I also did the website and filming” of promotional videos.

“I do agree with bringing other people in,” when the situation calls for it, Pardee said.

“She referred me to a rock star — Stephen Stills,” Gold revealed.

Hide Comments

COMMENTS

0 Comments

Sort by **Oldest**



Add a comment...

Facebook Comments Plugin

Sign up for Inman’s Morning Headlines

What you need to know to start your day with all the latest industry developments

gary@soldbygold.net

Sign me up

By submitting your email address, you agree to receive marketing emails from Inman.

Inman

- About
- Contact
- Support
- Advertise
- Sponsor Connect
- Careers
- Code of Conduct
- Privacy

Products

- Select
- Inman Events
- Inman Handbooks
- Connect New York Connect Video
- Connect Las Vegas Email Newsletters
- Luxury Connect
- Connect Now

Community

Facebook Groups Contributor Program

- Coast to Coast
- Agent to Agent
- Broker to Broker
- Vendor to Vendor
- Image Submissions
- Awards
- Inman Innovators
- Inman 101
- Inman Influencers

