

# TOP AGENT

MAGAZINE



Nicki LaPorta  
& Karen Crystal

# Artfully Uniting Extraordinary Properties with Extraordinary Lives

Legendary commercial real estate mogul and football Hall of Fame quarterback, Roger Staubach, once said, “There are no traffic jams along the extra mile.” The fact is that there are few individuals that can rise to the challenge of service above and beyond what is expected. Despite the demands of traveling the extra mile, accomplished real estate agents Nicki LaPorta and Karen Crystal operate their business at that level on a daily basis. In fact, despite working for the most discerning clients and

with the most exclusive high end properties—going above and beyond is second nature to the highly motivated agents. Refined, discreet and savvy, the incredible rapport and synergy that these two top producers share contributes to the outstanding quality of service provided to each and every client.

“Nicki and Karen are unbelievable,” raves Larry Hahn, loyal client and entrepreneur. “They are some of the most honest and trustworthy agents I have ever encountered. In the course of a year, they assisted me with several transactions. Each of those transactions was handled with integrity and the utmost professionalism. I am pleased to say that Nicki and Karen are not only fantastic real estate agents, but I consider them great friends as well.”

As a top producing team for renowned luxury brokerage Ewing & Associates Sotheby’s International Realty, where Karen is a Manager and Nicki is an Assistant Manager, the two agents have become skilled at leveraging the Sotheby’s brand vision: “artfully uniting extraordinary properties with extraordinary lives.” “Not only do we excel in servicing high end properties, but we are also local area specialists with a lot of knowledge of the surrounding communities. We both grew up in the San Fernando Valley in Sherman Oaks and know both the Conejo and San Fernando Valley areas as well as Southern California quite well,” share Nicki and Karen.

The in depth knowledge of the local market allows them to intimately understand the property values and trends in order to aggressively negotiate the best values for their clients, whether



2500 White Stallion Road  
Listed at: \$29,900,000  
[www.2500whitestallion.com](http://www.2500whitestallion.com)  
[www.whitestallionestate.com](http://www.whitestallionestate.com)

they are buyers or sellers. Negotiating is something the pair takes very seriously. Their vast knowledge alone is an asset to their clients who trust them with one of the biggest investments of their lives. “You can’t put a price tag on experience,” says Karen. “We don’t just pick a number and simply fight over the figure with the other agent. We analyze all the details and work with experts, such as great mortgage lenders and a real estate attorney, to come up with the facts in order to negotiate the best outcome.”



Frank Fardad, President of Global Wide Media, witnessed the extent of the two agents’ skills and has nothing but accolades for the pair. “I highly recommend Nicki LaPorta and Karen Crystal to anyone that is looking for professional real estate experts. I have purchased several properties with Nicki and Karen and the experience has been superb. Their passion to meet their client’s needs coupled with their knowledge makes them the only choice for me!”

From first time homebuyers to the most sophisticated of property owners and celebrities, Nicki and Karen are skilled in handling all manner of transactions with a wide variety of clientele. The vast reach of the Sotheby’s network allows clients’ properties to be viewed by a global audience. The team’s distinct and extraordinary portfolio of listings includes several local multi-million dollar properties as well as international properties. Their international listings include a breathtaking property on the exotic island of Fiji called Lomalagi, whose name very fittingly means “heaven” in the native language. The team utilizes Sotheby’s unique internet partnership to generate maximum exposure on all their property listings. We are able to combine interactive community blogs and print media to expose our properties to a targeted market never before utilized in real estate sales. We also use the power of email marketing & our in-house design staff creates

property specific interactive marketing pieces to attract buyers on both a local and global level. The company is also an Eco Friendly-Green Company, a fact that we are very proud of!”

In the arena of marketing, Nicki and Karen are always on the forefront of new and creative techniques to gain exposure. In keeping with their practice of working with experts, they employ professional writers and photographers to take care of the details assuring that their marketing materials reflect the class and glamour of their gorgeous high end properties. As a result, each property they list from equestrian to beach front is always showcased in the most breathtaking manner in print, online and even on national television networks. The team’s listing at 2500 White Stallion Road listed for \$29.9M in Hidden Valley was featured on ABC’s “Beautiful Homes and Great Estates” and also on NBC’s “Open House.”

Regardless of the type of transaction, the one unifying quality of the Nicki and Karen’s brand of stellar customer service is the fact that each client is treated with an extreme level of individual service that is second to none. In fact, Nicki and Karen take great pleasure in spoiling their clients and making them feel like they are their only clients. The result is unforgettable service that turns prospective customers into clients for life.



- Deborah Cravero - Personal Assistant
- Liz Hotz - Transaction Coordinator
- Patrick McMinn - Professional Writer
- Jeff Elson - Professional Photographer
- Kyle Gulock - Web Assistant

prospecting and putting together our business plans, that is the side of the business I am not into, but I am the one who usually makes first contact with a client and brings up possible problems in a transaction.”

Despite their personality differences, these two top producers both share a passion for service and a solid work ethic as well as an attitude that always focuses on the positive in any situation. To this end, their support staff is integral to running a smooth transaction—in particular, the pair’s assistant, Deborah Cravero. “Deb is motivating and positive. She is extremely diligent and she knows how to handle our personalities,” says Nicki. “She also shares the same work ethic we do. Even if it means that an e-mail has to go out at eleven o’clock at night and cannot wait until the morning, Deb is on top of it,” adds Karen.

When it comes to their precious free time away from their careers, Nicki spends much of her time with her family. She enjoys the warm company of her husband Danny and her kids and stays close to home. While also dedicated to her family, Karen loves to travel and is a woman of the world. In fact, Nicki joked that acquiring their listing in Fiji was just an excuse for Karen to travel to Fiji. “Whenever we need time with our families, we do not hesitate to support each other. We know we can count on each other like sisters would,” say Nicki and Karen.

While Nicki and Karen have designs to grow their team by adding more support staff, they agree that maintaining their hands on approach and focus on customer service is more important. These two passionate, driven agents look forward to many more years traveling on the “extra mile,” and uniting many more extraordinary properties with extraordinary lives.

**Nicki LaPorta & Karen Crystal**

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**Sotheby’s International Realty**

**[www.NickiandKaren.com](http://www.NickiandKaren.com)**

Successful mystery author and ecstatic client, Harley Jane Kozak, shares her experience with the two professional agents, “Nicki and Karen started out as my REALTORS® and ended up my friends. I love the house they found me, love the price I paid and even loved the process of getting the mortgage, the inspections, and actually moving in—all of which they walked me through like I was their most important client, even if I knew I wasn’t. My only regret is that our house-hunting days together are over.”

The two successful women share that the process of providing exemplary customer service is very much a team effort. At first glance, one would think that Nicki and Karen are real estate’s “odd couple,” but when they decided to work together, it was love at first listing. The two are polar opposites when it comes to personality. Yet, it is clear that because of the respect that they have for each other these two women are more than just business partners - they are also fast friends who can candidly speak of each other’s strengths.

“Nicki’s strength is integrity,” says Karen fondly of her business partner. “Often, we are dealing with a client’s biggest asset and trust is important. Our clients love her directness and honesty. Her ability to remember the details is phenomenal! She is also great flying by the seat of her pants when it comes to problem solving. She has absolutely no fear!”

In contrast, Nicki points out that Karen is the more meticulous of the two. “When we met at the first listing we handled together, Karen must have had a file on the listing that was several inches thick. I was in awe of her ability to organize the details,” Nicki laughs. “While Karen is great at social networking,