

TOP AGENT

MAGAZINE



Silva Mirzoian

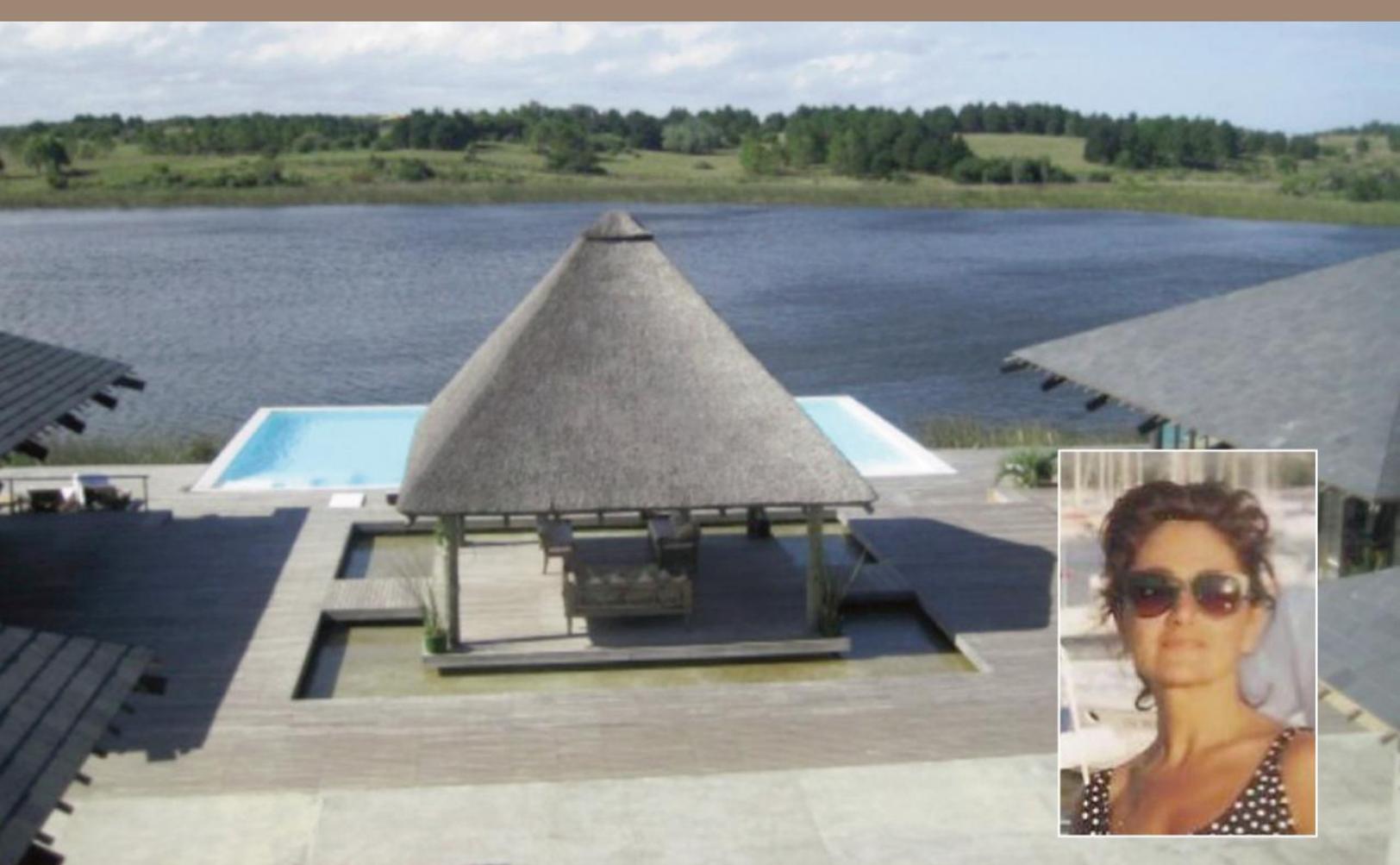


Silva Mirzoian

Agent. Entrepreneur. General Contractor. Author. Empowerer. Motivator. Environmental Activist. Humanitarian. If the phrase “force of nature” ever really applied to anyone, it would have to be Silva Mirzoian of Beverly Hill’s Green Properties International, Inc. During her 26 years in the real estate world, the Baghdad-born, world-traveling Mirzoian has carved out an utterly unique path for herself, and in doing so has found herself riding high at the top of both her game and the industry.

Her current role as President of Green Properties is a comfortable fit for the eclectically talented Mirzoian. One of the fastest growing real estate brokerage firms in the Los Angeles area, Green offers its clients both a range and quality level of service unparalleled even in Beverly Hills, a city

whose very name is synonymous with luxury. “We’re different from other real estate companies,” says Mirzoian, “in that we offer many things others can’t. In addition to helping you buy or sell a property, we also offer Property Management, General Contracting, Home Design & Improvement services.” Specialization is the key, she says, to the topnotch service the company provides its clients. “Each of our agents is well-known and highly experienced in the niche that they are responsible for.” It’s big-picture thinking at Green, where clients experience a level of service unheard of at competing companies, including styling For Selling for properties to increase value. Mirzoian, who is listed in the International Who’s Who of Women, honored in 1995 by the Beverly Hills Chamber of Commerce as The Advocate Business Woman



Force of Nature

of the Year, and was named by The Los Angeles Business Journal in 2008 as “A Leader in the Real Estate Industry,” encourages the agents at Green to look at themselves not as salespeople, but as “Lifestyle Developers.”

Her success belies the fact that the highly accomplished Mirzoian, who entered the real estate world in 1984 at the suggestion of a friend (and while still employed as Production Coordinator for high-profile publications Architectural Digest and Bon Appetit), was initially reluctant to commit to it as a career. However, when her short-lived marriage ended and not being one to believe in sob stories she decided to take her destiny into her own hands.

Despite her initial misgivings, in her first three

months working at the Hollywood Hills office of Fred Sands Realty, she was able to sell over one million dollars, and by year’s end had topped out at over five million in sales. Accorded the company’s coveted Rookie of the Year Award, Mirzoian was able to purchase her first home in Beverly Hills. “No money down,” she laughs. More success and more accolades followed, and Mirzoian soon found herself appointed Associate Manager for first the Sunset Blvd. Office, and in turn the company’s Beverly Hills Branch. By 1997 she was ready to move on, and signed on as Manager for RE/MAX’s Beverly Hills office, where she was responsible for recruiting and training its initial ten-person team. “It was a great time. Most of my time was spent working with celebrities, royalty from overseas. But the thing I enjoyed the most was mentoring and training new



the obstacles are,” she says. Through her 2002 book “Jump Start Your Life: 7 Steps to Waking up from The Sleep-Walking Mode,” and via her website and in-demand world-wide speaking engagements designed to empower attendees to “discover their strengths and then cultivate them. My book and my seminars are about empowerment and motivation.” So too, says Mirzoian, is Green Properties. “For us, it’s all about finding what is unique about your property and celebrating it, and then marketing it that way.”

agents,” Mirzoian says. After ten years of Top Producer status at that office, during which time she had also obtained her General Contractor’s license, she formed her own Property Development company, Mirzo International, Inc., and launched Green Properties (one of the earliest full-service real estate ventures devoted primarily to providing clients with eco-friendly living environments) before recently joining forces with Green. Mirzoian, who says that “real estate gave me wings to fly,” is passionate about helping others in difficult financial or emotional straits find success. “I am living proof that you can transform your life, overcome your challenges, and build your perfect life—no matter what

Mirzoian, a passionate humanitarian who has founded multiple charitable organizations (www.passionsdreams.org, which aims to provide for Los Angeles’ homeless population and www.passionforanimals.org, which seeks to end animal suffering due to overpopulation), knows that within her industry, she is viewed as something of an iconoclast for her refusal to focus solely on financial success to the exclusion of other, more life-affirming interests. Laughing, she shrugs it off: “I am passionate about my work and I enjoy giving back to my community.”

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