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REAL ESTATE

JON GRAUMAN + LAUREN HICE

THE AGENCY

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The Los Angeles real estate market has long broken industry records, from highest sale price to most notable residents. Jon Grauman and Lauren Hice of The Agency have had a direct hand in this success, with Grauman having recently developed a luxury estate that sold for \$24 million—a new regional record. The duo has become known for their hardworking, detailed and honest approach to real estate, a reputation that makes them a perfect fit for their high-end clientele. Grauman and Hice have both spent the bulk of their lives in real estate, which has harmoniously combined their passion for beautiful spaces and their love for representing and selling luxury homes. “Our infatuation with design, architecture and development is what motivates us and drives us forward,” Grauman says.



1. This is the house that Jon developed and sold for \$24 million, a record-breaking sale for the area.

2. Brady, aka “The Boo.” She is the love of our lives.

3. So much wine, so little time. We are big wine lovers, particularly Napa Cabernets. We love discovering boutique, cult wineries.

“The word success is defined by its author: for us, it means achievement.”

Describe the philosophy behind your firm.

Our philosophy is simple: “redefining real estate.” We challenge the status quo and we are leading the charge to do things better. We’re committed to disrupting the industry and shattering the mold of bland, stereotypical real estate companies.

Who has most influenced your work?

Each other. We were initially uncertain about becoming partners, but it has turned out to be the best decision we ever made. Jon is masterful at negotiating difficult deals and Lauren is an expert at running a large support staff and navigating the escrow process.

What is a unique characteristic about your market?

We sell the best of the best to some of the most affluent and wealthy individuals on the planet. No sale is ever the same, which makes our business interesting and exciting.

What do you like most about your job?

The gratification of helping our clients achieve the purchase or sale of their home. This job is not for the faint of heart. The challenge is steep, the journey is long, but the finish line makes it all worthwhile. We’re also tremendously thankful for the lifelong relationships that we form with our clients.

What is one thing your clients would be shocked to know about you?

Jon used to be a rave promoter and later toured with the likes of Guns N’ Roses and Ozzy Ozbourne. He is also related to the founder of Grauman’s Chinese Theatre. His family has a rich history in the entertainment industry.

What are your favorite hobbies?

Traveling, food and wine are big passions of ours. We recently took a trip to Spain, France and Greece, where we had the pleasure of dining at some of the finest three-star Michelin restaurants in the world.

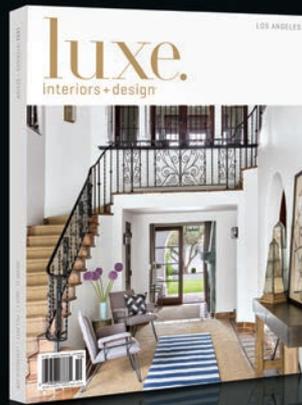


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