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HAUTE LIVING

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EXCLUSIVE

Inside the
Legendary
Estate
of
Joe
Montana

POWER PLAYERS
THE BAY AREA'S
BIGGEST NAMES IN
REAL ESTATE

HAUTEST SLOPES
THE BEST OF
ASPEN, TELLURIDE,
AND LAKE TAHOE

**HAUTE
TIMEPIECES**
AUDEMARS PIGUET,
CORUM, GIRARD
PERREGAUX, &
RICHARD MILLE

REAL ESTATE



Olivia Hsu Decker



*Mary and Peter
Gallison*



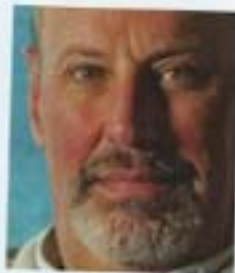
Betty Buschman



Jim Arbed

Power Players

BY STEPHANIE WILSON
THESE UNSTOPPABLE AGENTS CONTINUE TO DOMINATE THE BAY AREA'S LUXURY REAL ESTATE MARKET. HERE, THEY SHARE THE SECRETS TO THEIR LASTING SUCCESS.



Mike Canning



Janet Schindler



*Owen Giddings and
Tom Arbed*



*Tracy and Mark
McLaughlin*



Betty Brachman

The Producer

With more than \$425 million sold in the last decade, Betty Brachman and the Brachman Group, part of the Sotheby's International Realty network, are leaders in the San Francisco luxury real estate industry. When not engaging in real estate transactions, you can find Betty working for the betterment of her community, whether through the beautification of homes that she is personally redesigning, or serving on the boards of local philanthropies.

HAUTE LIVING Where are you from originally?

BETTY BRACHMAN "A twinkle in my Daddy's eye," as we used to say. I came to San Francisco with a flower in my hair and never looked back.

HL How long have you lived in San Francisco? What neighborhood?

BB Since 1970. I recently moved to the South Beach/Downtown area after 30 years on Russian Hill and love my new location.

HL When did you first become interested in a career in real estate? What about it sparked your interest?

BB. I always loved spending time at open houses and decided to pursue my passion. The combination of property and personalities was a perfect fit for me, and getting paid to do what you love is the best.

HL What was the first big sale that you closed in the luxury market?

BB An enormous full-floor co-op in a class A building. In the mid-80s, co-op transactions were all-cash. You would sit in the basement of the building with the buyers and the property manager and literally exchange a cashier's check for the stock certificate and proprietary lease. It was thrilling.

HL Who taught you the tricks of the trade in luxury real estate? What are some of the lessons that you learned?

BB Unfortunately there were no mentors. I had to blaze my own trail. I was still pretty green when I moved to a new high-powered office in 1983. By the end of the first year, I was in the top-producer arena and have been there ever since.

HL What would be your dream property to list and why?

BB I sell big, beautiful properties with giant views. A good view can double the value of the home. There is nothing sexier than floor-to-ceiling glass framing an unobstructed view of this dynamic city.

HL What is the secret to succeeding in the San Francisco real estate market?

BB Relationships are very important. You cannot afford to burn any bridges, so you had better learn to love even the most arrogant colleague. This goes for agents, lenders, escrow officers, and difficult clients as well. The goal is to facilitate your clients' real estate needs while letting them feel good about their transaction. Set your ego aside and work for the success of the transaction. Deep breathing helps.

HL What is it about the Bay Area that is attractive to those seeking a luxury lifestyle?

BB We have the best climate, unsurpassable beauty, a renowned cultural enclave including opera, symphony, ballet, world-class museums, cutting-edge industries, and creative, interesting citizens in addition to the diverse architecture and neighborhoods, spread over seven hills within 49 square miles.

HL What are some annual cultural/social events that would appeal to *Haute Living* readers?

BB The Fall Antique Show, and of course the opening of the ballet, symphony and opera. For less formal events there is always barrel tasting in the Wine Country, or my favorite: a back-stage pass to the Blues Festival if you can get it.

HL Where is the first place you would take an out-of-town visitor and why?

BB I'd probably take a visitor to the Ferry Building after a nice walk around the Embarcadero. Avoid the busy Saturday morning, since every day is Farmers Market day. It is like Mother Nature's art gallery on display.

HL Where are the best luxury shopping venues in San Francisco?

BB The Martini Bar at Emporio Armani is a great way to begin.

HL The last place you went for fine dining?

BB The Big Four, a great place to take clients or meet friends. And of course the locals know about the Chicken Pot Pie at the bar. For lunch you cannot beat the North Beach Restaurant.

HL You never leave home without...

BB My dog, Jimmy Chew. He is chief security officer for the Brachman Group and moonlights as my personal trainer.

HL Your favorite Friday night out?

BB My favorite Friday night is probably dinner in a local restaurant with a friend in either San Francisco or Glen Ellen, my home away from home.

HL Describe San Francisco in three words:

BB The ultimate lifestyle.

HL If you weren't in real estate sales, you would be...

BB I would be renovating houses with green technology. I am just completing a house in Glen Ellen in Sonoma County that will be state of the art. The Bay Area is on the cutting edge of the green movement, and it presents a tremendous opportunity. If not doing renovations, I'd be teaching yoga.

HL When not selling properties, what is your favorite pastime?

BB Yoga has been my passion for the last 20 years. It keeps me centered and focused and relatively calm. I remember one particularly stressful negotiation that was a multiple-offer situation. We were on pins and needles waiting to hear the seller's decision. The tension was so thick you could cut it with a knife. I decided to stand on my head until the phone rang. We got the deal.

HL What is something that people would be surprised to find out about you?

BB Inside this kind-hearted woman is a vicious Scrabble player. I do not play often because I am so competitive. When I do, I try to restrain myself unless my opponent knows that ai and qoph are words.

HL What are your predictions for the local market in 2010?

BB Buyers are beginning to realize that the sky is not falling, not in San Francisco anyway. There is so much wealth in the Bay Area, and the demand for great properties does not go away. Right now there is pent-up demand with all the buyers that have been sitting on the sidelines waiting to see what happens.