

REAL ESTATE

Nourmand & Associates' Rochelle Maize: Luxury Woman to Watch 2021

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Rochelle Maize

By A LUXURY DAILY COLUMNIST

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Rochelle Maize, executive director luxury estates, **Nourmand & Associates**, Beverly Hills, CA

"I absolutely love living and working in Beverly Hills with the ultra-high-net-worth clientele"

What do you most like about your job?

I love that I am able to blend both the right and left sides of my brain with my job as a real estate wealth advisor with Nourmand & Associates.

One minute I'm determining the value of a multimillion-dollar estate, and the next minute I'm developing the most creative over-the-top marketing plan to launch a new luxury listing. This keeps me really balanced and of course always challenged.

I also absolutely love living and working in Beverly Hills with the ultra-high-net-worth clientele, which enables me to view some of the world's most unique properties. I love my job.

What is the biggest challenge in your work?

Figuring out the most creative way to market my luxury real estate listings to make them stand out from the crowd.

I always try and stay ahead of the curve and think outside of the box in marketing. This requires continuous reading and education on the social media front.

My days can be very unpredictable and packed with various challenges that require lots of creative problem solving. I have to be ready for anything.

How have you adapted to the new order of things with the public health crisis?

COVID-19 has definitely brought challenges in selling high-end luxury real estate. Because of this, our industry rules have changed dramatically.

We have lost the ability to host public open houses and launch parties, which has definitely taken the steam out of bringing new properties onto the market.

Technology is at the forefront of that transformation. Thanks to technology, particularly VR [virtual reality], we are able to continue to maintain our business virtually.

Those clients who cannot go out in public are able to view listings remotely through virtual reality. This way we can communicate, serve and listen to our client's wants and needs more effectively.

What is your work priority for 2021?

In business, to build my brand and to focus on my clients' needs and keep them happy.

I would also like to mentor more agents to help inspire and empower them

In my personal life, my priority is to work smarter so I can spend more time with my fabulous family and friends.

What is your proudest achievement in luxury?

I have been extremely fortunate to be part of many successes over the years and would love to share a few here.

My proudest achievement is my growth over the last five years in luxury real estate, working with Nourmand & Associates, to one of the top agents in the country and number one in Beverly Hills.

My absolute proudest achievement by far was taking a huge risk by pitching a potential client with an over-the-top idea that I had no idea if I could ever pull off. It was a make-or-break it pitch, and I knew it was going to be a home run or a big loss.

The idea was pitching the client to transition his very unique 8,000-square-foot penthouse into an Instagrammable Museum, so to speak.

The client was blown away, loved the idea, and the "The Insta-Penthouse" was born. It ended up being a huge marketing success and I represented both buyer and seller in this \$15 million transaction.

How do you see luxury evolving in 2021?

Luxury in the ultra-high-end real estate marketplace has always been highlighted with the amenities.

I believe in 2021, the amenities will be geared more to home "at-home" experiences. Multiple home offices, expansive wellness retreats, golf and sports simulators, Zoom rooms, juice bars, fruit and vegetable gardens, sports courts list goes on.

In business, my focus has and will always be on my clients.

In this age of social media, information and the way we receive it changes rapidly.

I believe we will be leveraging technology even more in the luxury real estate sector and I will continue to stay ahead of the curve.

For clients, the continued growth to access all real estate information remotely will remain at the forefront of my priorities. This convenience is paramount.

[Please click here to see the entire Luxury Women to Watch 2021 list](#)