

REAL ESTATE

Nourmand & Associates' Myra Nourmand: Luxury Woman to Watch 2023

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Myra Nourmand

By LUXURY DAILY NEWS SERVICE

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 25 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:

Myra Nourmand
Principal

Nourmand & Associates

Beverly Hills, CA

"In a soft market, the brokers who truly know the business are the ones who are going to shine"

What do you like most about your job?

There is always something new around the corner. Every phone call is an opportunity to meet someone new and work with them.

What is the biggest challenge in your work?

There is never enough time. Everybody gets 24 hours and you have to be organized and focused to fit in all the showings, marketing, advertising and socializing.

What is your work priority for 2023?

To continue to stay in touch with all my previous clients and friends. To continue on the same path.

I am so blessed, I cannot complain. Business is always good and I want to find a way to continue serving the people I have worked for in the past 35-plus years.

What is your proudest achievement in luxury?

I have sold some of the most iconic homes and represented some of the most amazing clientele.

How do you see luxury evolving in 2023?

I think there is going to be a correction in the market. It is already starting.

I sell more in the worst market because that's when agents are really able to hone in on their skills.

In a soft market, the brokers who truly know the business are the ones who are going to shine.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)

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