

# EXECUTIVE AGENT<sup>TM</sup>

MAGAZINE

**NICK  
ROSHDIEH**

*Executive Agent of the Month*



Pacific

**Sotheby's**  
INTERNATIONAL REALTY



# NICK ROSHDIEH GROUP

Written by Haley Freeman - Photography by Michelle Fairless

**D**iscriminating buyers from around the world trust Nick Roshdieh and the Nick Roshdieh Group at Pacific Sotheby's International Realty to guide them home to Southern California's most affluent coastal communities. With more than a decade of expertise in this exclusive marketplace, Nick has successfully closed more than 700 transactions with 95 percent selling for an average of 97 percent of their listing price.

From childhood, Nick had a passion for the architecture of fine homes and hotels. He says, "I had a burning desire to know and understand it. That was the initial spark for my career, and I think it was my destiny to end up doing what I do."

Nick chose to build his own brand alongside the prestigious Sotheby's name, known everywhere as a leading

purveyor of luxury goods spanning priceless art, cars, jewelry and homes. "In addition to the bigger pool of clientele that fit our luxury market, Sotheby's has bar none the best global marketing."

Nick and his team are masters at leveraging the power of Sotheby's' distinctive brand to market luxury properties to buyers at every point on the compass. It begins with developing a comprehensive buyer profile for each unique property. "Based on that, we build local, national and global campaigns designed to reach the buyer profile for that specific listing. By doing so, we're able to make sure the property shows up in front of the right buyers, saving everyone valuable time. Sotheby's also has different divisions that separate properties into specialties like beachfront, equestrian and golf course communities that help us to be hyper-focused on the right buyers."





In addition to the international presence that Sotheby's exerts online, Nick and his team are always implementing new technologies that boost their effectiveness in marketing luxury listings. "We are always reinventing ourselves," he says. "I make sure our team stands on the very edge of the artificial intelligence world, and we're huge on videos and social media. We have to up the ante every few months, and as new technology comes out, we learn and deploy it."

Once Nick brings a buyer and seller together, he is skilled at negotiating terms that satisfy both parties. "Negotiations are equally important, and I always aim for a win-win deal. It's an art, in that the knowledge has to be there to put together a deal that makes everybody happy. It means being able to articulate why a property is worth what it is so the buyer sees and understands its value for themselves. A smooth and successful close of escrow requires that everybody is on board."

# SERVICE WITH DISTINCTION

Nick and his team have facilitated seamless transactions with elite clientele from locations spanning Australia, Brazil, Bahrain, Canada, China, Dubai, England, Iran, Russia, Saudi Arabia, Sweden and Taiwan. Meeting the needs and expectations of people from diverse backgrounds requires planning, sensitivity and tact. “It’s important to be able to understand diverse cultures and what they’re used to in terms of customs and business style so that we can demonstrate how things work here and then bridge the gap. Each country has their own ways of negotiating, so we need to know that culture and understand their negotiation style. I spend time studying about each culture, interviewing multiple agents from those cultures and working with them to have live experience. I see myself as the conduit to put the parties together so that everyone’s objectives are met. It takes patience and having a strategic plan that is also transparent.”

Respect for others is a hallmark of Nick’s service, and he maintains transparency by being available and communicating with clients from beginning to end. “I treat every transaction as if it were my own, and I’m always explaining things up front. That way, people are aware of what is happening and there are no surprises.”

While technology figures prominently in the team’s business model, they never lose sight of the fact that real estate is people-centric. “The industry is constantly changing, and we are always willing to learn new tools and strategies. But at the same time, we strive to keep an old-school level of service. Our team’s goal is to be a hybrid of both. Technology makes us more effective, but it can never replace the personal service an agent provides during such an important transaction.”





More than 100 clients have taken time to express their 5-star praise for Nick and his team on Zillow. A client who has worked with Nick for more than 10 years said: "He helped us purchase our first home and ever since then we have come to Nick for all of our real estate needs. He not only goes above and beyond to make sure the process of home buying is a smooth transition, but he also keeps you informed and in the loop every step of the way. Nick is a true professional and a power negotiator. He not only is our real estate agent, but has become a great friend. Thank you, Nick, for always treating us like family and putting our best interest before anything else."

Another shared: "Nick took great care of everything throughout the whole process of selling my mom's house with a caring, understanding, professional attitude. Any situation that came up, his response was, 'I'll take care of it,' and he did! Definitely will use his expertise in the field again."

Nick lives each day by design so he can bring the best version of himself to all his endeavors. He and his wife, Fatima, have two daughters, Aneese and Briella. These three ladies are his motivation to keep improving and succeeding. "My wife is my best friend, and when I'm not

working, I love spending my time with my family. I listen to self-development audio books for about a half hour every day, as well as go to retreats. My goal is always to be more evolved as a person, and doing that raises the bar for me at every level and makes me a better husband, father, professional and human being."

Nick donates 10 percent of each sale to his seller's charity of choice at close of escrow, and he and Fatima contribute to more than 70 charitable organizations each year. After losing his mother to violent crime, Nick is especially passionate about giving to organizations that support crime victims. "I'm a big believer in helping others in need. I feel that God has blessed me, and it's my duty to pass a small amount on to other people if I can. The best part of my day is when I know I've helped someone."

When it comes to connecting people with the grandeur of Orange County's extraordinary coastal lifestyle, there is no one who does it with greater skill, consideration or panache than Nick Roshdieh. From beach cottages to sand castles, he is making dreams come true!

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**Nick Roshdieh**

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