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## PROPERTY CONFIDENTIAL WHO'S BUYING SELLING AND MOVING ON

# SLICE OF NEW YORK ON THE GLITTER STRIP

### ALEX TILBURY

DOLLY Lenz, the doyenne of high profile mega deals, is coming to the Gold Coast.

*The Economist* magazine described Lenz as the top real-estate agent in a city that is obsessed by real estate to the point of derangement.

"This will be my first visit to Queensland and I am looking forward to touring your beautiful homes and talking about my favourite subject, real estate," Ms Lenz said from New York.

"The primary thing it takes to succeed is grit and perseverance. During my career I've been told 'no' more times than I'd care to count. But I never let it stop me from achieving my goals. For me, the word 'no' is not an ending but a challenge to turn a 'no' into a 'yes'. And I love challenges."

In 2013 Ms Lenz left her vice-chairmanship at real estate agency Prudential Douglas Elliman to create her own firm, Dolly Lenz Real Estate.

She has many high-profile clients including captains of industry, hedge fund managers, heads of state, foreign high-net worth individuals and celebrities.

Her clients have included Donald Trump, Leonardo DiCaprio,

Sean "Diddy" Combs, Billy Joel, Mariah Carey, Barbra Streisand, and Deepak Chopra.

But her most favourite client is media tycoon Rupert Murdoch.

"We both share a passion for real estate and we are workaholics, so we get along well," she said.

Her reputation for being "Jaws", a real killer, is admired by her clients. "In the rough and tumble world that is New York real estate confrontation is sometimes necessary and clients appreciate that I always have their back," she said.

Her advice to real estate agents is to allocate at least 30 per cent of your time towards generating new business. This will carry you through the down periods when markets are slow and there's not much happening.

"I have fabulous people who work with me and it's my job to keep deal-flow coming their way, and so I pitch constantly," she said.

Ms Lenz said she had many affluent Australian clients but declined to name names.

"I am very fortunate to work with quite a few billionaire clients with roots in Australia who are looking for unique properties worldwide."

During her last trip to Australia, Ms Lenz was struck by the collegial nature of players in the industry, as opposed to the US where aggressive competition is the norm.

"The brokers I have met in Australia are so open and inviting and I was amazed by the friendliness and respect they exhibited toward one another. I can't wait to get to Queensland," she said.

Lenz will deliver a keynote address at the REIQ real estate conference on October 8-9 at the Gold Coast.

Like many extraordinary achievers, she began her career early.

Born Idaliz Camino, Ms Lenz bought her

first apartment on Park Ave in the Murray Hill suburb of Manhattan when she was only 18.

Her first job selling real estate was with Sotheby's International Realty before she was poached by real estate powerhouse agency Douglas Elliman.

She won the company's top agent award eight years running, an award that is based on gross commission income. In 2011, she stopped competing for the award so others could have a crack at it.

In 2012, the company created the Stratosphere Award, designed to recognise a new level of super-agent with super-sized commissions.

Lenz remains the only recipient of the award.

She says the key to her success is relationships.

"I have always strived to achieve long-term relation-



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ships, where appropriate, with my clients by representing them to a very high standard," she said. "No one deal is worth losing the confidence and respect of a client. I live by that."

**I HAVE ALWAYS STRIVED TO ACHIEVE LONG-TERM RELATIONSHIPS ... WITH MY CLIENTS BY REPRESENTING THEM TO A HIGH STANDARD**





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