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Real Estate Profile

Boyd Jeffery

by Jennifer Evans

Boyd Jeffery is still coming down from the high he felt last week during the opening celebration of his new company, William Shaw Real Estate Services, in which nearly 100 people showed up to eat burgers and discuss local real estate. "It was amazing to have that many people show up and express their support," Jeffery said. "It was just a good-karma party."

Jeffery said that his company, William Shaw, a family name of Jeffery's, is best described as a one-stop shop, an umbrella of services that include real estate sales and advice, as well as investment and development opportunities.

"William Shaw is about giving people advice and helping them develop a plan so they are not so afraid of what is happening with the current market. If they have a one- or two- or even five- or 10-year plan, their anxiety level goes down tremendously," Jeffery said. "Right now that is what people need, they need to be informed and have a plan so they feel comfortable. I am not in a position where I need to convince a client to buy or sell if it is not the right time for them. I would rather give them advice that will benefit them for the long run, because I want them to be my clients for years to come."

Following his grand opening party

June 16 at an eatery in downtown Manhattan Beach, Jeffery said he has already had a positive response from his clients.

"I have several meetings set up with people who just need some advice. My goal will be to find out what they need and what is best for their family in the coming months or years," he said, adding that the current market isn't necessarily about making money. "This market isn't about buying and then selling again in two years. It's about helping the client figure out if it is a good time to buy and if it is, then the goal is about finding a place that they will want to stay in for a while."

An active Realtor since 1997, Jeffery had more than \$180 million in sales from about 1997 until about 2005 when he decided to slow down and start a family. In 2007, he became acquainted with Dave Odle, a well-known local developer and builder, who took Jeffery under his wing. "Dave has such a good reputation for high-quality homes and I was really fortunate to be associated with his work," Jeffery said.

Later he developed a working relationship with builder Gary Hyatt, who specializes in building homes in the sand section of Manhattan Beach. The two of them recently completed a project located on Marine Street and while other Realtors represented both buyers, both buyers attended the opening party for Jeffery's new company. "This

just tells me how much support I have and happy the people were with the property they purchased," Jeffery said. "We develop our properties with a higher quality. We use seamless windows, stone flooring, steel roof, glass garage doors, and materials and upgrades that cost more and that are a higher quality. Because of this, I may not make as much money in the short term, but for me it's not about the short term, it is about building a positive reputation that people can trust."

His Web site, www.WSrealestate.com, is an interactive Web site that posts daily blogs and articles relating to the real estate market. It also explains the differences in marketing approaches for each of the beach cities.

"There is so much information out there and I think that is what is so scary because you don't know what to believe," he said. "I try to post four articles each week regarding the real estate and economy from four different publications, and then I write a blog about my reaction to the articles and I encourage people to post their thoughts. I want to create an open forum in which people can voice their opinion and perhaps have their questions or concerns answered."

However, Jeffery said people shouldn't expect him to predict the future in any of his blogs or advice. "I would be a fool to act like I absolutely knew what was going to



Boyd Jeffery

happen in the future," he said. "But what I can do for a client is look at where they have been, where they are now and where they need to be in the future. I think that although this market feels uncertain, there are still a lot of opportunities out there for people and there are going to be a lot of people who will regret it if they don't take advantage of this market. It's just a matter of feeling comfortable, and doing what is right for you and your family's future."