

BUSINESS

THE

WORLDWIDE

MOST REMARKABLE LEADERS IN REAL ESTATE TO FOLLOW IN 2023

Arunabh Dastidar

GUIDING WITH VISION, INSPIRING CHANGE



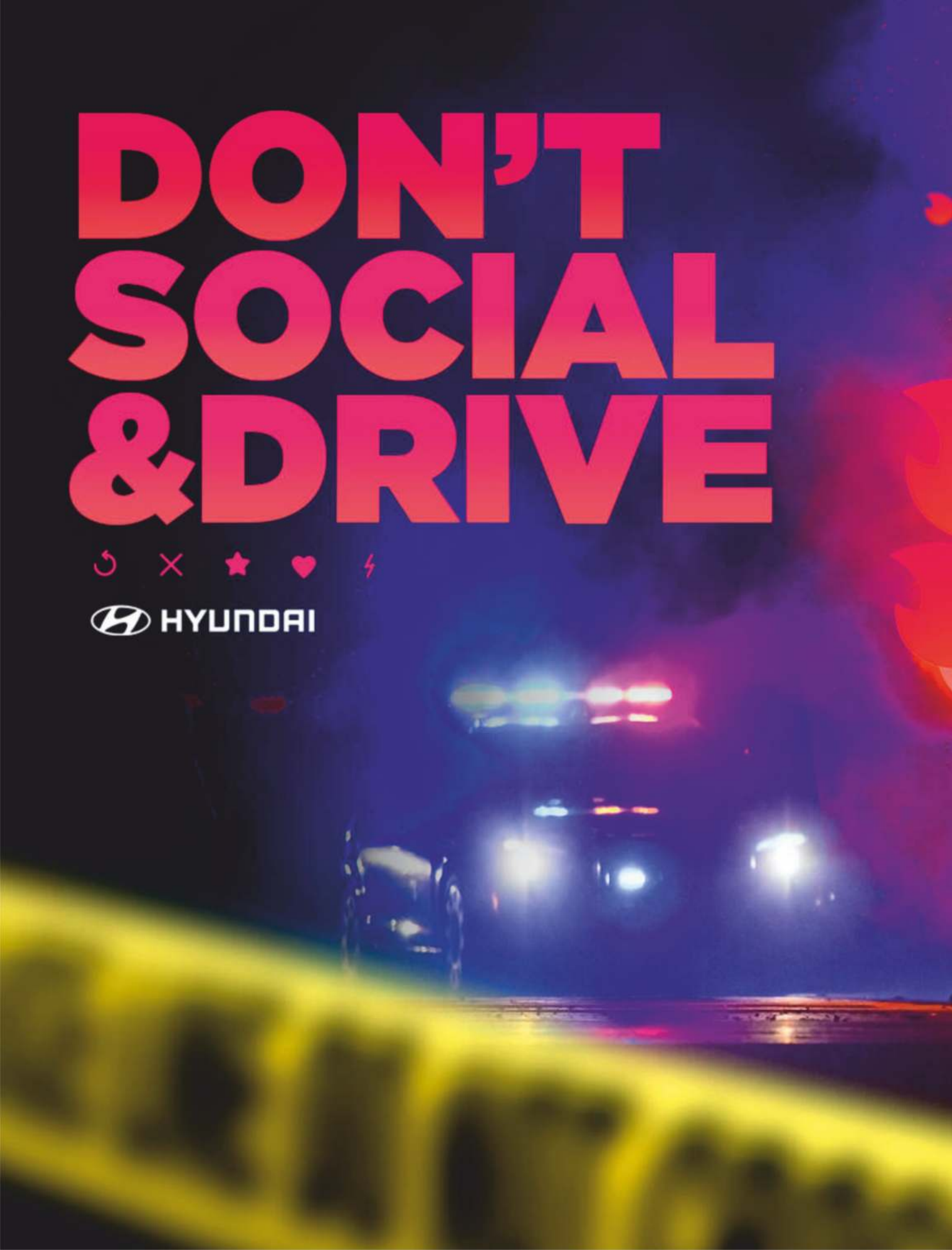
CO-FOUNDER

HUGO

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Editor's Note

The real estate market in 2023 is undergoing a dramatic transformation driven by technological advancements and economic shifts. However, RealSage has emerged as a thriving entity under the exceptional leadership of Mr. Arunabh Dastidar. He has been recognized as one of the most remarkable leaders in real estate to follow in 2023.

Mr. Dastidar's ability to anticipate market shifts and embrace technological advancements has enabled RealSage to adapt to this dynamic environment. His strategic decision-making and forward-thinking mindset have led to the development of innovative products and services that cater to emerging market needs.

Our featured cover story takes a closer look at Mr. Dastidar's entrepreneurial journey with RealSage, which was born out of a deeply personal realization. It aspires to revolutionize the entire industry with insights derived from Artificial Intelligence (AI). Discover more about what RealSage has in store for the future of real estate.

In addition to Mr. Dastidar's remarkable journey, don't miss our other featured profiles as well, including Alexis Head, CEO & Founder of Polo House Privé; Binitha Dalal, Founder of Mt K Kapital; Elle Osborne, Founder of EO Estate Agents; Kirby Scofield, Owner of Scofield Realty, Inc.; and Tom Rossiter, CEO of Resas.

Life



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THIS CHRISTMAS,
STAYING HOME
IS A THING.



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Until we meet again.



**Founding Partner
Formula 1 DHL
Turkish Grand Prix 2020**





COVER STORY



Arunabh Dastidar

GUIDING WITH VISION,
INSPIRING CHANGE



Mr. ♦

Arunabh Dastidar, a visionary leader in the industry. Being the Co-founder, he has been the cornerstone of Realsage's remarkable journey toward success. With a deep understanding of the ever-evolving industry landscape, he has consistently charted a course that combines innovation with practicality.

By anticipating market shifts and technological advancements, Mr. Dastidar has enabled Realsage to not only adapt but also thrive in dynamic environments. His strategic decision-making has led to the development of groundbreaking products and services that address emerging needs in the market.

In a rapidly changing business landscape, his forward-looking mindset has allowed Realsage to pivot when necessary while staying true to its core values. His ability to balance short-term objectives with long-term vision ensures that the company remains adaptable and resilient. With a track record of turning challenges into opportunities, he has proven himself to be a true leader who inspires those around him to reach greater heights. Under Mr. Dastidar's guidance, RealSage not only envisions the future but actively shapes it, making a lasting impact on the industry and the lives it touches.

Let's have a glance at RealSage.



Redefining Real Estate with RealSage

RealSage isn't just another PropTech company; it represents its vision to equip real estate asset owners and operators with insights from Artificial Intelligence (AI). Daily decision-making poses distinctive challenges for rental managers.

RealSage aims to revolutionize this aspect for the entire industry and for future entrants. Its mission is simple: to transform this decision-making process in the real estate sector. The aim is to simplify and expedite the review, assessment, and processes across portfolios, ushering the industry into a new era of productivity and growth.

The company doesn't just focus on the surface like many others; it delves deep into data. They gather and analyze



data to provide actionable insights. Mr. Dastidar, the Co-founder, says, “Our unique approach, backed by a robust IP strategy, ensures that our solutions remain unparalleled in the market. RealSage is where cutting-edge technology meets real-world real estate challenges.”

The RealSage Team brings together extensive experience in real estate (from companies like JLL, Cushman & Wakefield, and Greybook), banking, and technology (with backgrounds in Goldman Sachs, RBC, and Zomato). This collective expertise is channeled into shaping the company's endeavors.

The Man Behind the Curtains

Mr. Dastidar, an engineer who kindled his love for coding during his early teenage years, even crafting his first C#

program at just twelve, possesses an inherent passion for crafting and an unyielding determination to confront challenges head-on. Progressing to the present, he has traversed a dynamic career path across various roles in the industry.

His contributions have encompassed elevating real estate and infrastructure project outcomes through technological infusion, conceiving innovative platforms, integrating data science into conventional decision-making processes, and nurturing emerging startups. His immersion into the North American market was solidified with an MBA, with a specialized focus on real estate, from Schulich.

A substantial part of Mr. Dastidar's career has been spent as an asset manager who harnesses technology, coupled with his certification as a PMP®-qualified management



consultant. Throughout this journey, he has adeptly helmed multiple teams, orchestrating projects valued at up to \$5 billion. His forte lies in synergizing efforts with top-tier teams and leaving an indelible mark on iconic projects spanning six countries—a tally that continues to grow.

The Tech-Powered Visionary

Mr. Dastidar embarked on his entrepreneurial journey with RealSage driven by a deeply personal realization. Positioned on the opposite side of the table, he found himself immersed in a significant \$130 million deal. However, as he navigated through the process of making crucial decisions, his Excel sheets crashed unexpectedly. This moment served as a turning point. Just this simple thing made him understand a lot.

Despite the enormity and importance of the deal, it became clear to him that the real estate sector's decision-making processes were anchored in outdated tools and methodologies. This realization highlighted a pressing need for transformation within the industry.

"The real estate sector, which shapes so much of our daily experiences, deserved better."

The challenge of infusing modern technology into a foundational yet conventional sector proved irresistible. Thus, Realsage was conceived with a mission to usher in a much-needed tech-driven revolution in real estate decision-making.

Journey of Learning and Innovation

"Continuous learning is key."

Mr. Dastidar diligently maintains a commitment to staying updated on the latest advancements, a practice he upholds as a personal tenet. As a self-proclaimed enthusiast for gadgets and all things tech, he takes genuine pleasure in exploring the forefront of technological trends. When not immersed in work, his pursuits include immersing himself in market research and delving into the intricacies of machine learning and human psychology.

Active engagement with industry peers, regular attendance at global conferences, and active participation in both tech and real estate forums constitute integral aspects of his routine. In addition to these activities, Mr. Dastidar dedicates time to reading extensively, ensuring he remains well-versed in the most recent literature, journals, articles, and publications within the PropTech realm.





Among his diverse interests, speculative fiction holds a special place. He adeptly draws parallels between imagined future worlds and the evolving real estate landscape. This fusion of hands-on interaction and scholarly pursuit keeps Mr. Dastidar consistently positioned at the vanguard of advancements in his field.

His motivation for maintaining this continuous learning cycle is set by the belief that technology, particularly the ascent of AI, is poised to redefine the real estate domain. He says, “From predictive analytics to automation, the tech will make processes efficient, decisions data-driven, and customer experiences seamless. The future of real estate is a harmonious blend of human expertise and tech-driven insights.”

RealSage's Adaptive Industry Evolution

The pandemic served as a catalyst for RealSage, reinforcing the company's dedication to flexibility and adaptability. With a seamless transition to remote operations, it embraced not only the practical changes but also fostered a significant emphasis on the well-being and mental health of its team.

Through a discerning realization of the advantages derived from both physical collaboration and remote autonomy, RealSage seamlessly transitioned into a hybrid workplace paradigm. This strategic evolution yielded a twofold outcome.

It amplified both productivity and the company's overarching perspective. Moreover, its focal point expanded from the exclusive pursuit of 'work delivery' to a more comprehensive commitment to nurturing a state of 'holistic employee well-being.'

Turning Challenges into Transformation

Every new business venture faces its own set of difficulties and problems. RealSage is no different. It had to deal with its fair share of challenges as it started out. These challenges are like tests that a company has to pass to prove how strong and determined it is. It had to overcome obstacles that were not easy, especially because it was trying to change things in an old-fashioned industry. The company had to show that its ideas and solutions were not just good on paper, but could also work in the real world. This meant breaking away from the usual ways of doing things in the real estate world. It was like trying to push through a heavy barrier that was stopping new ideas from coming in.

Instead of seeing these challenges as something bad, Mr. Dastidar looked at them as chances to learn and grow. Each challenge was like an invitation to come up with new and better ways of doing things. He adds, “We had to figure out how to be creative and practical at the same time. It wasn't always easy, but each time we faced a problem, we found a way to solve it and become even better.”

However, it did not face these challenges alone. There were people who believed in what they were doing from the start. These early supporters helped shape the company by sharing their thoughts and opinions. Their input was like a guide that showed RealSage how to improve.

When looking back, it's clear that the journey wasn't only about succeeding but also about showing how well it could handle tough situations. RealSage proved that it could take on challenges, learn from them, and come out even stronger.

Unwavering Team Spirit

RealSage's essence revolves around nurturing a culture in





which purpose harmonizes with passion. Each member of the RealSage team comprehends that their involvement goes beyond mere product development; they are actively contributing to a revolutionary transformation of an entire industry.

Mr. Dastidar says, “I prioritize transparent communication, ensuring that everyone, regardless of their role, has a clear picture of our objectives and the progress we're making. Celebrating small wins, acknowledging efforts, and ensuring that each success, no matter how minor, is recognized plays a crucial role.”

This ensures a unified focus and a shared sense of direction. He believes that such instances of appreciation and collective celebration are pivotal in sustaining the team's enthusiasm, maintaining alignment, fostering motivation, and cultivating a deep connection to the company's overarching mission.

A Step Forward

“I envision RealSage at the forefront of a seismic shift in the real estate industry.”

Mr. Dastidar's vision is resolute: to instigate a paradigm shift in the decision-making landscape of the real estate sector. He believes that RealSage will become the top platform for this as the industry keeps changing. With the use of smart AI and data-driven insights, the company is set to transform traditional decision-making processes into agile, informed, and impactful choices.

He says, “My association with RealSage will always be as its guiding force, ensuring that we remain true to our mission, innovating relentlessly, and driving the industry towards a more data-informed future.” Mr. Dastidar's work is like a light that shows the way for RealSage to make big changes and help the real estate world become better with data and smart choices.

Parting Message from

Mr. Dastidar

*Stay curious, stay resilient.
Every challenge is an
opportunity in disguise.
Surround yourself with a
passionate team, remain
customer-centric, and
never lose sight of your core
vision. Remember,
innovation isn't just about
technology; it's about
solving real-world
problems in novel ways.*





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TRENDS
WE PIONEER
THEM



ALE

ALIXIS HEAD

CEO & FOUNDER | POLO HOUSE PRIVÉ

I have been in the luxury industry for over 15 years and my fascination for the polo comes from many years ago being a polo lovers and my great respect for horses.

Polo House Prive, is the first global networking platform by Invitation Only, where the world of Polo meets in one single place from North and South America, Europe, Asia and the Middle East.

Aimed at professional Polo players, amateurs, patrons, those who want to know more about this exclusive sport and aficionados around the globe. Polo House Prive will provide the best of the world of Polo through its innovative network, offering its members exclusive access to lifestyle content, tailor-made experiences, unique events and our Polo Global Tour.

Philanthropy is embedded into the Polo House Prive philosophy. We are committed to promoting the sport of polo and supporting different related charities around the world through our platform, events, clubs, members, and Giving Back Gala Dinner is our emblematic event that will happen every year in Argentina during Palermo Open and in UK during Summer with unique live streaming and silence auctions experiences.





The concept of our private club was born when I saw the need to have a lifestyle service that would offer added value to those who already play and to create training programs through professionals to attract new people in to the sport. It is one of the few sports that the all family can play.

That is why I set myself two goals for 2022 which I hope to achieve together with our Polo House Privé team and our allies around the world.

The first is to be able to attract children globally to learn in a fun way through the electric wheels that helps them to have more balance and helps them to give security when they get on the horse and with this to be able to lead them by the hand to what the future of Polo Champions grows and the second goal is to be able to create a women's circuit training them from the beginning and make them part of our global tour so that they have the experience of interacting with other women from other countries and grow their network.

What are the products/services you offer to your customers?

Our members are the heart of Polo House Prive, along with the premium attention they receive through our qualified team to meet any of their requests. Our interest goes beyond just fulfilling their wishes, since we know their tastes and preferences in detail and we take care of their safety and security.

They will access the most relevant content, sports news, and social and global event information through our combined website, digital magazine, TV channel, newsletter, and social media. We create the perfect platform where our members will physically and digitally interact with each other, and our corporate partners will have a seamless interface to showcase their products and services.

LUXURY ATELIER EXPERIENCES

To indulge our members, we have

created several unique experiences in collaboration with our partners and brands in the luxury world, where they will be able to witness the launch of collections, products, and services.

Our members will relish delicious culinary adventures in magical places at the hand of our international guest chefs, and enjoy, for example, the famous "Farm-to-Table" movement. As for PHP LUXURY ATELIER all our members are special, we strive to offer a wide range of customized activities such as wellness sessions with renowned trainers, private activities in PHP luxury toys (private jets and luxury yachts globally), exclusive events or meetings for any occasion, to name a few.

CONCIERGE

Our Concierge service is characterized by high customer satisfaction. WE PROVIDE PERSONALIZED ATTENTION and stunning itineraries and are committed to the safety and health of our members. The traditional

services of this area are out of the ordinary since we specialize in Polo and its lifestyle.

True luxury today is having time to enjoy life experiences through warm and impeccable service. That is our mission.

BESPOKE TRAVEL

We reinvent THE TAILOR-MADE CONCEPT in each experience with unique trips, made to measure and adapted to each of our clients through our Bespoke Travel area. Our team has first-hand knowledge of every destination we recommend; we are experts in making the best of each occasion by providing an impeccable service.

We create a new way of enjoying travel, from honeymoon packages to trips with family and friends, and getaways to exciting sports events. At all times we offer private experiences, luxury accommodation, and personalized service.

Polo lovers will delight in premiere polo destinations where they can sign up for clinics taught by professionals and participate in games with globally recognized players. Our destination is more than a place; it is a way of savoring every detail through amazing moments.

REAL ESTATE & DEVELOPMENT POLO HOUSE PRIVE REAL

ESTATE is dedicated to giving our members; By Invitation – Only an exclusive and high-value insight into property and real estate business opportunities around the world. We will ensure that we only represent luxurious and valued potential properties, with expected high return on investments opportunities from conceptual pre-launch to ready-built

projects. Our main commitment is to create value for our members and be their eyes in an increasingly crowded marketplace.

It is our responsibility and pleasure to provide a concierge service to those interested in travelling to see selected projects. Our team of global brokers will receive them and help facilitate transactions while providing a world-class experience from land to turnkey projects.

We are always looking forward to building a pillar of trust to financially safeguard our members' and clients' investments by offering only trusted and proven estates and business opportunities standing for future generations.

REAL ESTATE INVESTMENTS

Through its extensive global network, POLO HOUSE PRIVE offers a consultancy service for the planning, design, and delivery of polo & a large variety of developments around the world. We are already engaged in initial discussions with developments in North America, Spain, Saudi Arabia, and the UAE (Dubai & Abu Dhabi). Our experienced teams are best-in-class advisors and fully understand the complexity of lifestyle-luxury projects and the overall logistical implications involved in international realty transactions of the polo-related world and other high-end industries.

Modern developers look to seamlessly blend globally recognized brands with a high level of amenities to keep client engagement. Let us serve you and be your advisors at the forefront of this exciting investment trend.

What are challenges/obstacles you faced along the way?

At the beginning of the project, the polo community wondered what a

woman does creating a Polo platform without knowing how to play this sport? They saw that this platform not only gave added value to those who already play but also promote the sport to people are interested in learning more and grow the community with kids, laddies and men around the globe and adding services that they can use and facilitate their travels and add experience outside of polo in other sports an unique events with philanthropic side as well as grow their social, business and sports network in a private club that offers exclusivity and care for the Integrity of the members was when they agreed to know more about who I was and my trajectory within this market niche.

Another challenge I experienced is that throughout creating this platform I lost people very dear to me and who were very important to Polo House Prive, but as a spiritual person I know that they are accompanying me every step of the way.

But in another sense I have been very fortunate to have a great team and meet very valuable people along the way who have joined Polo House Prive such as Jose Moscoso, an Argentine Polo Player who has had many successes adding Malcolm Borwick, Rebecca Walters, Loli Bunge, Jose Eduardo kalil, among many others and this has helped him given the solidity from the side as far as Polo is concerned.

I can definitely say that Polo House Prive is and will continue to be a great success because I have found in this community very genuine people who have opened the doors of their trust to our company as well as Polo Associations such as Argentina, one of the most important in the world and that we seek to expand our horizons hand in hand as life allows us and with other countries too.



As a woman, how important do you think it is to find a balance between your life at home and the one at work?

This is the most dear wish for all of us who are entrepreneurs, it is definitely a must but you have to practice it every day.

For me the balance comes first internally from there everything starts! When I manage to control the thoughts that then win over us the desire that everything is urgent and suddenly you stop and say, what is really more important than me? It is when you take that time for yourself and cultivate your spirit, your soul, your mind, your body and there you enter the true balance. The rest must be a consequence of what I just said.

It is important to identify when it is work and passion because many of us make the mistake of saying that we are passionate about what we do and our passion becomes our day and night,

when we least think all the time we are working and we lose balance.

Finding balance not only does make you healthier, your life also has a better quality with you and your love ones. My phrase that although I say it a lot I have to practice it more is, put your head where your body is! I hope this phrase works for you.

We live in a world that is dominated by masculinity. What is your advice to women entrepreneurs across the world?

I can recommend what works for me and that I have not had any problem with dominated masculinity men and I share it with great pleasure, although I believe that we already live in a more globalized world and with more gender equality, but I know that there will always be a man who does not like that the woman shines more than them, but here you already enter issues of insecurity and that is another subject.

I recommend that they always be themselves, that they never want to impress a man and show that they know more than they do, they must be treated with respect and never persuade that they are a threat on the contrary that they know that they come to add.

This will make them not feel threatened at any time, because in reality although we are the most emotional women and they are more mental, we come to complement each other and when the men who still have their dominated attitude see that we women are not interested in competing above a gender, you will earn the respect of them and some times of the same women with whom you work or socialize, because many times the worst enemy of a woman can be another woman.

So when you walk feel and be confident we are here to share our talents to the world and to give and receive respect.



SMART HOMES

ENGINEERING
&
CONSULTANT
SERVICES



Our **Services**

- Architectural Design
- Structural Design
- Exterior Design
- Quantity Surveying
- Issuance of Building Permit
- Engineering Supervision



About **Us**

Was established in May 2008 to provide architectural and consultancy services. Since then, the company has shown a tremendous development by building its reputation in the architectural design, development and implementation.



YOUR
CONVENIENCE
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LIVE LIKE
A LOCAL

IN ANY COUNTRY
YOU TRAVEL TO

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Binitha Dalal

My journey started in 2008 when the Lehman crisis hit the world. I joined Rustomjee a company set up by 3 very inspiring first generation entrepreneurs who are family to me. I truly believe that if we want to improve the future of our country we need to strengthen the education system as that is base on which the youth of today are built. The youth of today is the future of tomorrow. With that in mind I began pursuing to work on the Rustomjee Business School and worked to set up the first batch of the Business School. Post my stint in education I joined the real estate business at the best time anyone can ask for 2008 when the world went through the Global Financial Crisis. True learnings are when one goes through the toughest times in life and that's how one graduates from the University of Hardknocks. The Global Financial Crisis has been an event which truly shaped me to be the person I am today. In every adversity comes an opportunity to excel its how one looks at those times and what one does to overcome that truly makes you.

I started in operations in 2008 assisting my uncle and our promoter director Mr. Chandresh Mehta who has literally taught me everything I know about the real estate sector. My foundation of all technical understanding flows from him. From how to imagine the end product on a piece of barren land to assessing a project from concept to

completion is the skill I learnt from him.

The financial crisis brought about the importance of cashflows and money management in business. This was a catalyst for me and my biggest learning which I worked on to develop my niche in finance. From then to now I have raised more than 1.5bn \$ for the group as well as forged key tie ups with Keppell and a Singapore based developer and IKEA for the world's first fully furnished IKEA homes. In 60+ years of IKEA's existence we are truly humbled to have built the world's first fully furnished IKEA homes.

I truly believe that one should give back more than what one gets and towards that during the Covid pandemic I worked with my friends on Indiashield an app which was a helpline for patients across the country which worked on providing support to more than 40000 patients across the country. It was a 24X7 helpline which was supported by more than 400 volunteers who supported patients who contacted the platform to seek help on medicines, beds, oxygen cylinders and all aspects of services needed towards

the treatment of COVID. The platform is still active and still gets some hits for people who need support in these times.

I also serve on the CREDAI (Confederation of Real Estate Developers' Associations of India) National and CREDAI MCHI managing committees and I am the Banking convener for CREDAI National.

What are the products/services you offer to your customers?

We are just 25+ years young as an organization that creates landmark development across the Mumbai Metropolitan Region. We pride ourselves on our design philosophy and we truly believe that real estate is not just 4 walls and a roof above it is a space where we all have the most fondest memories of our life. Whether we sleep or we work or we go for leisure all of these activities are done in some or the other form of real estate. Real Estate is something that survives for centuries on the face of this earth and that's what makes being a part of this industry and in a way having the power of shaping history both special

and something which comes with immense responsibility. As a group we have delivered more than 1.85mn sq ft till date comprising of residential, commercial and retail assets and we are geared to deliver approx. 2.0 mn sq ft in the next 5 years.

What according to you are the most important qualities of a successful entrepreneur?

It's like the spiderman movie "With great power comes great responsibility", being an entrepreneur comes with more responsibility than power as you responsible for the well-being of the people who join you in your journey. You have to be there even if no one else shows up every day to fulfil what you have endeavoured to begin. You have to have the courage and acumen to hold all the falls and accredit all the successes to your team. Thus the most important qualities that an entrepreneur should have is, humility, humbleness, razor sharp focus and calmness of a saint to listen, process and then react to all that is happening around them. An entrepreneur has to be able to control all emotions in every phase of their life. Whether it is happiness, sadness, anger or excitement there has to be immense control to ensure one has balance at all points in time. They say your team is an extension of your behaviour thus at all times as an entrepreneur one has to be grounded and balanced so that the team embodies the same in their behaviour as well as their interactions with your internal and external customers. This to me is the most key traits of an entrepreneur.

As entrepreneur's we are entrusted with the responsibility of creating a vision and an atmosphere for the teams to implement the vision alongwith us, it is of utmost importance that we create alongwith businesses, teams and an atmosphere for the teams to achieve and excel.

Kindly mention some of the notable recognitions and accreditations received by your organisation.

We have received more than 100 awards across the years however some of the key awards are as follows: Best Redevelopment Project of the year: Rustomjee Seasons from CIA World Magazine.

Realty Developer of the Decade: Boman Irani from CEO Forum. Luxury project of the year Rustomjee Elements from Zee Business Women Achiever of the Year: Binitha Dalal ET Now.

Realty Plus 40 under 40 in real estate: Binitha Dalal

The Covid-19 pandemic has changed the global economy, what do you think your market will look like post-pandemic?

The post pandemic market is going to be a game changer for all businesses, right from the way we eat to the way we work everything has changed and has readapted to the new normal. I see immense opportunity for growth and for innovation in the years to come and there will be a huge change in the way we conduct our businesses. I truly believe every change brings in positive outcomes if one has their ears to the ground and can be agile enough to adapt and that journey is one that excites me a lot.

Environmental friendly ways of working are going to be at the forefront of all we do going forward and climate change is going to play a huge role towards this. If we don't protect the atmosphere we live in it will work in ways to push back our goals thus we all will need to realign our businesses in times to come to make them more environmental friendly and sustainable.

Where do you see your organisation in the years to come?

Rustomjee is known for its trustworthiness of delivering what we promise and I see ourselves further strengthening the same in the Real Estate Sector. Our designs and liveability of homes are the key reasons our customers chose us and we see ourselves exceling in the same. We have had the good fortune of being one of the pioneers in society redevelopments in the country and are fortunate to have the trust of multiple societies in this endeavour. We also see ourselves strengthening our partnerships with Keppelland our partners for MMR as well as progressing more in the commercial/office development space.

We are also exploring businesses in the financial services sector. I truly believe finance is the fuel on which growth is achieved and we are looking at capitalising on that.

Despite innumerable efforts, gender equality is still a big issue in the modern world. What is your advice to women entrepreneurs who are looking for opportunities?

I see gender equality challenges fading away with times to come. Traditionally women have been put down and not given an equal chance to excel, that image and thought process needs to change. Today I am happy to see most women are leading the key organizations and governments across the world and I see this further increasing as women have finally realized that they do not need anyone's permission or admission to excel in their dreams. I will also accredit a lot of leaders who have pushed women to excel in all that they do. We all need a little push in our pursuit of excellence and whether it is men or women we are in this together to uplift each other. It is a level playing field and as humans both men and women need to work together to bring about this change.



A black and white portrait of a woman with long, dark, wavy hair, smiling warmly at the camera. She has a few freckles on her face. The background is a soft, out-of-focus grey.

Founder
EO Estate Agents

ELLE OSBORNE

I've been an estate agent for many years. After finishing school and going to the University of Roehampton, I got a part-time job at a very well-known London estate agent. Whilst I was there I really got to see how I could make a difference to people's lives, and the line between those early encounters, and my starting EO Estate Agents has been clear since that point. What really resonated with me in that part-time job was how I could really help people, and it's the people that I love still. Of course, going in to houses, speaking to developers, being able to speak about the latest trends in the property market are all interesting parts of my job, but the satisfaction of being able to make a real, measurable difference to someone's life was the driving force for me.

After leaving university and working full-time as a Lettings Consultant for 18 months, I then moved to another company as their first hire in their New Homes Team, initially as New Homes Consultant before moving up into an Assistant Manager role and achieving the top sales in the company for four consecutive years. From there, I moved again to become the Regional Land and New Homes Manager: London and South of England, at a well-known national estate agency.

What I learned through these career moves was that the high-street model of estate agency was at odds with my personal ethos; whilst you are dealing with between 15 and 50 vendors and landlords, you don't have time to fully engage with their life situation, you don't have capacity to really listen to them, and if you're not listening to them carefully you can easily lose sight of the fact that this is a huge part of people's lives. I wanted to be able to have the time to get to know each of my clients personally, to find out what motivates them and how best I could serve them. The character of the company had been around for a long time, and finally setting up my own agency helped bring in to reality what had been my driving force professionally for a long time.





EO Estate Agents always put their clients at the heart of everything that we do. Whether we are selling or letting your property, you can be sure to always have access to the person who valued your home, rather than being passed from one person to the next. We take on fewer properties in order to ensure that our level of service can remain strong throughout all of the steps of the transaction and so that you can have as much access to us as you need.

I started the company in February 2020, just before the pandemic really took hold in the UK. It's no understatement to say that this was probably the most challenging time in the recent past to start and build up a company. Of course, face to face meetings were not permissible for the first part of the lockdown, so I had to rely heavily on calls, zooms and emails. The thing which I believe helped me throughout this period was being as realistic and empathetic with clients as possible. It was a challenging time for everyone, but the reasons people move house have remained the same throughout the pandemic; they need more space or they require less space.

The pandemic hasn't made the fundamentals of this reasoning change. We've remained personable, and the three sales agents (myself included) retain our own individual personality, rather than being taken over by the brand. This uniqueness helps build and retain our different market areas as they necessarily require a slightly different approach.

My primary focus in the business at the moment is to ensure that I am bringing properties to market and that I am selling them and progressing the sales from valuation all the way through to completion. In addition to this, I am helping others introduce properties to the market and helping them to increase their sales and lettings portfolios. Our clients and commitment to customer service are at the centre of everything we do, and my colleagues and co-workers are all committed to the same goals also.

Our focus on customer satisfaction has recently gained us the British Property Awards 2021 Gold Winner for Estate Agency in SW16, which we have been so proud to have been awarded, and it is a real reflection of the hard work and effort we put in to ensuring that our customers feel supported and valued throughout their property transaction.

Our company has grown in the last 18 months also, with one full-time administrator, two sales associates and a Land and New Homes Director. It's an extremely exciting time and we are looking forward to the company going from strength to strength in the coming years.

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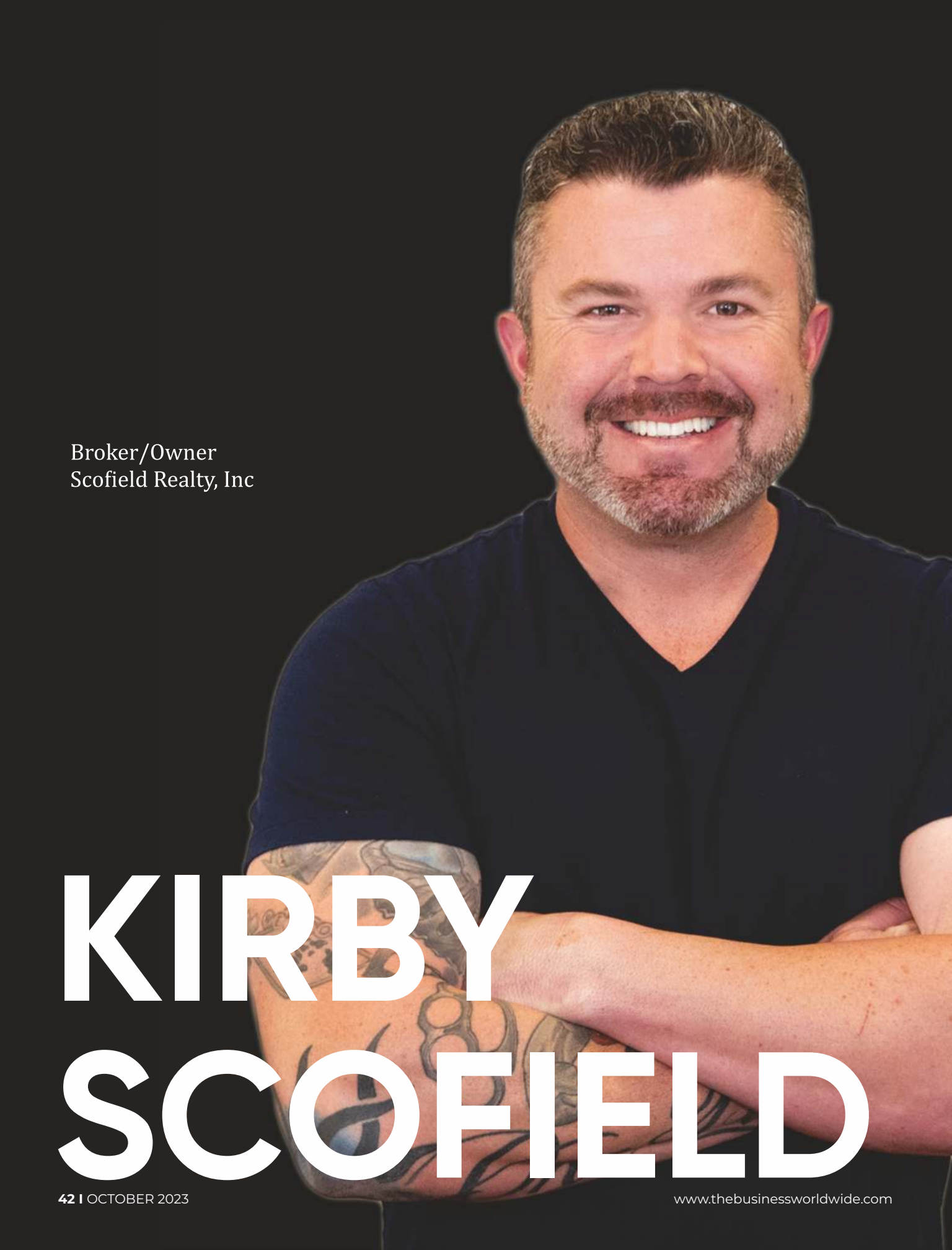


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MORE TIME DRINKING.
LESS TIME THINKING.

A portrait of Kirby Scofield, a man with a beard and mustache, smiling. He is wearing a dark blue V-neck shirt. His arms are crossed, and he has visible tattoos on his forearms. The background is dark.

Broker/Owner
Scofield Realty, Inc

KIRBY SCOFIELD



Photography by : Lilya & Albert, Chernogorov

Kirby Scofield is a born entrepreneur. While he has had many successes in his life, he has also had many failures. Yet, his willingness to never stay down, to take chances, pivot, and put himself out there is exactly why he has been able to build such a successful brokerage as Scofield Realty.

Kirby has been building businesses since he was a kid growing up in northern California. He started at 11-years-old, pushing a lawn mower door to door and gaining clients. One of his clients was a top guy at Intel, so, instead of paying for lawn service, Kirby convinced him to teach him how to build computers.

By 12-years-old, Kirby had obtained his first business license to sell computers, and by 16, he was selling computers to the school district. By age 20 he had built 10 different companies, which included running a Bulletin Board Service (BBS), an internet-like service predating the Internet where he made money off subscribers.

"I was very very busy in my younger years - constantly switching cars and jobs a couple weeks at a time and then upgrading. I've had probably 75 jobs and I'm on my 95th car," Kirby says.

Kirby moved to southern California at 21-years-of-age, where he went to work at Citibank and met his friend and business associate, Aaron Lopez, who is now the Listing Manager and Compliance Manager for Scofield Realty. When Aaron decided to move back home to Las Vegas, Kirby threw caution to the wind, transferred jobs, and ended up sleeping on Aaron's mom's couch for four months while he got on his feet.

After six months at Citibank, Kirby went to New York Life and became a fully licensed insurance agent. He was doing pretty well until 2008 hit and the economy collapsed, forcing him into foreclosure and divorce.

"I was in a 'Not-Kirby' kind of state. I was depressed and my prior business was failing, due to where the market, and mainly, my head, was at. By 2010, I was turning 30 and said 'f*ck this, Kirby is back'. I changed careers, let the past go, and charged on," he explains.



Kirby went into real estate in 2010 and three years later he won Las Vegas REALTORS® YPN 40 under 40 that same year and established Scofield Realty. Then, in 2015, they decided to try and open a real estate office in San Diego. “We call it our Three-Year-Airbnb,” Kirby explains. “I was flying back to Vegas sometimes twice a week. We were averaging \$15 million a year in California and \$35 million in Las Vegas. It wasn't panning out in California and Vegas was booming, so we decided to move back and focus fully on Vegas.”

Although Kirby's California dream never fully materialized, he was determined to make Scofield Realty Nevada the best it could be. Focusing on agent growth, Kirby set up a scholarship program in 2020, where they began recruiting and putting people through real estate school to join the brokerage afterwards. Conducting 10-15 interviews a week, they currently have 55 in school now, and roughly 10 have passed and have become part of the team.

Scofield Realty saw a 90% increase in production in 2020 and is already seeing a 135% in 2021. Now that COVID restrictions have ended, Kirby says their whole focus is on the community. They hired a full-time media crew in January 2021 and will be spotlighting local businesses weekly and putting together monthly events.

“Our whole team wants to build ourselves in our community. It means a lot to everyone that we can now do it again.”

In addition to building out his team and focusing on agent growth this year, Kirby is looking forward to traveling again. He plans to go to Dublin and Italy, and try to make it to Hawaii at least twice a year. Few things keep Kirby's attention like sports and cars, so you'd be hard pressed to not find him watching a Broncos, Padres, or Vegas Golden Knights game. He also has a show-worthy c10 and is building a '74 bug, with aspirations of a new venture of a classic car shop Kirby's Classic's.

“We only have one life,” Kirby emphasizes. “It's important to keep the vibe, work hard, and enjoy the moments. Never think it's over. You can always pivot, shift, and excel no matter where you find yourself.”

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CEO of RESAAS

Enlighten us about the outset of your entrepreneurial journey. Also what made you choose the Real Estate sector?

RESAAS began after I moved to Vancouver, Canada from England. Through making new connections with people from the area, I found myself chatting to a group of real estate agents. Their passion for their industry, and how they communicated, was infectious.. We would discuss market trends, upcoming open houses, off-market listings, referral requirements, and more. The conversations prompted us to ask: what if agents could do this on a global scale? For instance, what if agents in Vancouver could reach agents all the way over in Miami, or London, or Sydney? The knowledge sharing and referrals that could be conducted across the world would help agents succeed, and in turn the wider real estate industry. This is where the idea for RESAAS came from.

Tell us about RESAAS and how it stands different from competitors.

Fast forward to today. RESAAS is a global SAAS

platform where real estate and technology come together. Real estate agents use it to give their listings more exposure, and to do referral business on a global scale, regardless of which brokerage they belong to. Unlike most real estate websites, RESAAS generates highly qualified referrals directly from other agents, rather than just cold consumer leads. RESAAS is the only platform offering agent-to-agent networking and referrals at a global scale and across brokerages.

Share with us the challenges and opportunities that you had to face on path to success.

Every challenge can be an opportunity. I'm incredibly proud of our team at RESAAS for seizing opportunities whenever they arise - and in the real estate industry they arise a lot. Recent examples include; providing American real estate agents with a way to post their listings directly to Zillow during a recent MLS outage ; creating RESAAS Commercial, a version of RESAAS specific to the commercial real estate sector; and developing the industry's first AML and KYC compliant payment system, enabling agents to get their referral fees paid in hours, not weeks. All

TOM ROSSITER



of these advancements fell outside of our main product, but are now very successful additions to it.

The pandemic has changed everything around us. What is one change that has impacted how you work?

In terms of our team, we were lucky. The whole idea of RESAAS is that we connect people all over the world. This is no different to the mentality in our team, we are completely remote. What did change was the way agents do business. The pandemic forced more agents to take advantage of online networking and business exchange, therefore leveraging RESAAS to remain connected. Since COVID, we have continued to see subscriptions increase as this online, modern networking and referral exchange moves past the early adopters and becomes a business staple.

How do you see technology changing the way the real estate sector works?

Great question. The possibilities are endless. To sum

it up, I would say technology will bring more transparency to the industry, making it more efficient, accessible and data-driven. Online transactions and instant real estate payments thanks to RESAAS Pay removes the dependency on commission checks that can take weeks. Most recently, RESAAS has brought the benefits of Artificial Intelligence (A.I.) to the real estate industry. The power of A.I., if used in a meaningful way, will bring untold efficiencies to how real estate agents operate.

How do you see the future of your firm and your association with it?

RESAAS continues to grow at a significant pace. We have many more announcements and additions planned to continue helping the real estate industry in the ways it needs most. I'm excited to share what the future hold for RESAAS.

The logo for RESAAS is displayed in a bold, sans-serif font. The word "RESAAS" is split into two colors: "RES" is bright yellow and "AAS" is white. A small registered trademark symbol (®) is located at the end of the word. The logo is centered within a dark gray rectangular background.

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