

# TOP AGENT

magazine



DERMOT  
OBRIEN



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After graduating with an MBA Degree from the Kellogg Graduate School of Management at Northwestern University, Dermot OBrien began a successful career in product development and management consulting before launching his own Internet business in 1997. Unfortunately, when the dotcom bubble burst, OBrien's business was one of the casualties. He and his wife decided they would make a fresh start on Florida's stunning southeast coast, but first they had to sell their Long Island home.

After having no success with several top local REALTORS®, OBrien took on the task of selling the property himself and successfully sold it in less than 3 months, close to the list price. "I just applied basic marketing ideas when it came to selling my house and I went from having no interest, to ending up in a bidding war. After we moved to Florida, I knew I

wanted to be independent and control my own destiny, so I decided to give real estate a shot."

In 2004, OBrien became interested in the exclusive enclave of Singer Island and convinced the developer of a condominium project on the island to take him on as a sales associate. "That was a really big break for me. Not only did I get real training as a REALTOR® from a great sales manager, I saw firsthand how I could use my background in marketing and business to set myself apart in the business."

OBrien's business savvy was instrumental in convincing the developer to turn the project into a Wellness Living Resort. "I was able to not only get the developer on board, but because I really believed in what I was doing, it made me a great salesperson. I developed a non-pushy sales style  
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## ISLANDS REALTY

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and considered myself more of a real estate consultant (and still do to this day). I don't force my clients into anything. I'm very laid back and the higher end client finds that especially appealing." OBrien's hard work and his unique approach to sales paid off and he was awarded the **International Property Award For the Amrit Resort in 2006.**

But that same year, real estate sales had slowed and OBrien's position as a sales associate was in limbo after his company decided to hire an outside sales team. Rather than let his fate be decided for him, OBrien left and used his considerable talents and knowledge about the market to help people successfully sell their high end Singer Island Luxury Sky Homes in an incredibly depressed market. In one of the worst real estate years in recent memory, OBrien had over 9 million dollars in sales while the developer who let him go sold nothing.

Although the market had crashed, OBrien remained determined to succeed and gambled that a lot of REALTORS® would be leaving the business. "I used whatever extra money I had to advertise. I knew it was my chance to really stand out."

In 2008, OBrien returned to Illustrated Properties. His decision to advertise and focus on the niche market of Singer Island paid off. He was a Platinum Award winning top producing agent in 2008, 2009 and 2010.

In August of 2010, OBrien founded **Islands Realty**, setting up an office in the Marriot Resort Hotel on Singer Island. With OBrien's focus on providing concierge style service and a dedication to innovative marketing and cutting edge technology, Islands Realty has quickly become one of the premiere niche agencies in the area.

A photograph of a modern balcony with a glass railing overlooking a clear blue ocean. In the foreground, there is a dark patterned armchair and a matching ottoman. The sky is a clear, bright blue.

*"The opportunities I've had in America have been amazing and a lot of that has to do with the people I've been lucky enough to meet and work with."*

It should come as no surprise with his background that OBrien places a high priority on offering comprehensive marketing of every property he lists. All of OBrien's listings appear on his own multiple websites that are responsive to any device a potential buyer may be using. Through the use of SEO consultants and cutting edge software, OBrien has managed to get all of his sites top Google rankings. All properties appear on the top real estate websites in the world including The DuPont Registry, Unique Homes and The Wall Street Journal. OBrien is also a proud member of FIABCI (The International Real Estate Federation) and The Institute for Luxury Home Marketing.

But it's OBrien and his remarkable talents that are perhaps the most unique advantage he offers his clients. The combination of his 25 years of experience in all facets of business, his tenacity and his incredible ease with clients has enabled him to stand out from the pack and become one of

the more respected REALTORS® working in the region. "I love what I do. I love the challenges. I love constantly meeting new people and hearing their stories. The opportunities I've had in America have been amazing and a lot of that has to do with the people I've been lucky enough to meet and work with."

OBrien had \$36 million in sales in 2013, \$9 million in 2007, \$7.5 million in 2008, \$11 million in 2009, \$17.5 million in 2010, \$9 million in 2011, \$22 million in 2012 and over \$25 million in closed and pending sales to date in 2013 (85% of all these sales have taken place on Singer Island). He is also the recipient of the 2012 Ritz Carlton Residences Power Broker Award.



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