

HOMES & ESTATES
JOYCE REY PROFILE
ROGER GRODY

Joyce Rey, of Coldwell Banker Previews International, is one of the most prominent luxury agents on Los Angeles's glamorous Westside, and her clients include Hollywood celebrities and Fortune 500 CEOs. In 1979, she was the first broker in America to specialize exclusively in \$1 million-plus properties and was the nation's highest-generating agent in 1990.

Beverly Hills-based Joyce holds a masters degree from the University of Southern California. While married to actor Alejandro Rey she became fascinated by real estate, but now admits, "It's not as easy as it looked." Joyce's positive attitude transcends market conditions and she insists, "Matching the right buyer to the right property is always a thrill." Her many passions—opera, travel and hands-on assistance to non-profits like UNICEF and St. Joseph's Center for the homeless—provide balance and fulfillment in Joyce's life.

Among the landmark properties represented by Joyce during her career are Pickfair, the legendary estate of Mary Pickford and Douglas Fairbanks, and silent star Harold Lloyd's mansion. She currently represents the magnificent Fleur de Lys in Holmby Hills, offered at \$125 million.