

LOCAL STORIES

Meet Tami Pardee | CEO & Founder,

December 14, 2020 • [Leave a reply](#)

We had the good fortune of connecting with Tami Pardee and we've shared our conversation below.

Hi Tami, every day, we talk about how much execution matters, but we think ideas matter as well. How did you come up with the idea for your business?

It's interesting; I think great entrepreneurial ideas actually come from within and finding flow. When I was flipping and then selling houses I realized that I didn't like what the real estate agents were doing. I decided that I should go into the business myself, but I had no experience selling houses. My prior career was in production – managing the production of television shows. I looked at the process of buying and selling a home exactly like a tv show: it has a beginning or a pre-production, a production, and a post-production or the closing/escrow process. It is most smoothly run as a production team as opposed to one person. That's how I came up with the idea to run my business as a team – all working together to provide the best service possible to clients. The listing agent acts as the producer and oversees the entire process but along the way, they tap into different specialized departments – just like a production company. The two industries are both actually very similar!





Can you give our readers an introduction to your business? Maybe you can share a bit about what you do and what sets you apart from others?

I always say that we want people "to star in the lives that they love." That is what has gotten me here – by putting the dreams and goals of my clients first. I think it's important to give my clients the best advice based on experience, instinct and knowledge of the market. A lot of people come to us confused and our job is to listen and determine how we can best help. It wasn't easy to get where I am today – it has been a ride – a great one. I've created beautiful relationships and had a lot of fun doing it. One valuable lesson I've learned along the way is to get out of your own way and to focus on the support of our clients while still being true to yourself. What has kept me motivated over the years is also the concept of a home. It is a place where you hold space for yourself, where others can go to feel safe, where you commune with those you love. I love helping people find that for themselves. That's really the biggest thing for me and why I do what I do.



If you had a friend visiting you, what are some of the local spots you'd want to take them around to?

There is no better way to start your day than at the beach! At 6AM I would get up and walk down to the driftwood lifeguard stand where we'd dance and then take a long walk down to the channel with our toes in the sand. Afterwards I would head to Killer Cafe in Marina del Rey to get my signature breakfast sandwich – eggs, no cheese on an english muffin with extra crispy hashbrowns! Assuming it is Saturday, we would go to the Farmer's Market for some amazing fresh veggies and flowers. Up next I'd pop into StudioMDR for a pilates class! Afterwards, my friend and I would head down to Abbot Kinney for a bit of shopping and lunch at Plant Food + Wine – in their charming back courtyard. We'd spend time wandering around Abbot Kinney as well as Main Street, stopping for a kombucha at Butcher's Daughter. Winding down, we'd watch the sunset on the beach and head over to Sushi Enya for their Tiger Crunch Roll. After dinner we would spend the night relaxing in my backyard, underneath all of my hanging lanterns!



Shoutout is all about shouting out others who you feel deserve additional recognition and exposure. Who would you like to shoutout?

A group I'd love to give a shout out to is Harvest Home. I think they are one of the most incredible organizations in Los Angeles. They offer pregnant, at-risk women a safe place to nest, have their babies and then raise them there for the first six months. I think that is a very pivotal time for new mothers. Harvest Home is a grounded, beautiful place and they do such incredible work. It's truly my favorite non-profit.

Website: www.haltonpardee.com

Instagram: haltonpardee

Linkedin: <https://www.linkedin.com/in/tamipardee/>

Twitter: <https://twitter.com/haltonpardee?lang=en>

Facebook: <https://www.facebook.com/HaltonPardee/>

Yelp: <https://www.yelp.com/biz/halton-pardee-partners-venice-2>

Youtube: https://www.youtube.com/channel/UCEjOsPM9NKPi9L18_jj-vMg

Nominate Someone: ShoutoutLA is built on recommendations and shoutouts from the community; it's how we uncover hidden gems, so if you or someone you know deserves recognition please let us know [here](#).
