

# HAUTE LIVING

ONE  
YEAR  
ANNIVERSARY

\$20.00

SAN FRANCISCO

EXCLUSIVE

## Inside the Legendary Estate of *Joe* Montana



**POWER PLAYERS**  
THE BAY AREA'S  
BIGGEST NAMES IN  
REAL ESTATE

**HAUTEST SLOPES**  
THE BEST OF  
ASPEN, TELLURIDE,  
AND LAKE TAHOE

**HAUTE  
TIMEPIECES**  
AUDEMARS PIGUET,  
CORUM, GIRARD-  
PERREGAUX, &  
RICHARD MILLE

# Janet Schindler

## The Professional

**O**ne of the top 25 agents in all of Sotheby's International Realty, Janet Schindler is the consummate professional. She began her career at Hill & Co., where she was the No. 1 producing agent. Her current portfolio includes properties like the Tiburon View Villa, a \$9.8 million estate offering unsurpassed views of the Golden Gate Bridge and San Francisco Bay. Extremely multi-talented, Janet has also published works on architecture, interior design, and gardening, while her background in law serves to aid in the negotiation process, an added bonus for both buyers and sellers.

**HAUTE LIVING** Where are you from originally?

**JANET SCHINDLER** Los Angeles. I fell in love with San Francisco when I traveled here as a child and dreamed of someday living here.

**HL** How long have you lived in San Francisco? What neighborhood?

**JS** About 25 years—first living in Cow Hollow, then in Pacific Heights, and now in Corona Heights in a secret garden sanctuary.

**HL** When did you first become interested in a career in real estate? What about it sparked your interest?

**JS** As a child, my mother used to drag me to open houses, and I discovered that I love houses. I have always been interested in architecture and interior design. I have a fantastic visual memory, which is extremely helpful in this career. Real estate is a huge instrument of change in people's lives, and it is extremely gratifying to find people a new home or help them sell the old one as they move to the next phase in their lives.

**HL** What was the first big sale that you closed in the luxury market?

**JS** Twenty-five years ago, my first big sale was a \$1 million home in Presidio Heights. Today, you can barely buy a condo in Presidio Heights for the same price!

**HL** Who taught you the tricks of the trade in luxury real estate? What are some of the lessons that you learned?

**JS** There are no tricks, just hard work, attention to detail, and market knowledge. One of earliest lessons I learned is to never push clients into transactions that they may later regret. Other important lessons I have learned is to work only with clients you like, be patient with them, and never be afraid to negotiate on their behalf.

**HL** What would be your dream property to list and why?

**JS** That is a tough question to answer because every house is unique, and I tend to fall in love with every one of my listings. My dream listing is the one I am showing right now.

**HL** What is the secret to succeeding in the San Francisco real estate market?

**JS** Always represent your clients' best interests; you are never more important than they are. Never forget you are a professional who has to earn your clients' confidence 24/7. Always be discreet and responsive, and never sell a home that you wouldn't feel comfortable reselling. At the end of the day, it's what you know, not who you know.

**HL** What is it about the Bay Area that is attractive to those seeking a luxury lifestyle?

**JS** The arts, museums, restaurants, our diversity, and our privileged setting as one of the most beautiful cities in the world are all factors.

**HL** What are some annual cultural/social events that would appeal to *Haute Living* readers?

**JS** Opera, ballet, the symphony, the Black & White Ball, the Fall Antiques Show, and charity events at the numerous museums.

**HL** Where is the first place you would take an out-of-town visitor and why?

**JS** I would drive over the Golden Gate Bridge to the Marin headlands, where the beauty of the city and its landmarks and setting are truly revealed.

**HL** Where are the best luxury shopping venues in San Francisco?

**JS** Union Square, Jackson Square, Sacramento, and Fillmore Streets.

**HL** The last place you went for fine dining?

**JS** Spruce

**HL** You never leave home without...

**JS** My morning swim, my BlackBerry, and a kiss from my husband.

**HL** Your favorite Friday night out?

**JS** Dinner with my husband and maybe a friend or two at a local restaurant, preferably one we can walk to.

**HL** Describe San Francisco in three words:

**JS** The best city!

**HL** If you weren't in real estate sales, you would be...

**JS** A writer or an architect.

**HL** When not selling properties, what is your favorite pastime?

**JS** Writing, gardening, and doing things with my husband and family.

**HL** What is something that people would be surprised to find out about you?

**JS** I was a Summa Cum Laude graduate from Brandeis University, where I majored in philosophy and wrote my thesis on Taoism long before it was fashionable. I almost became an attorney; I attended U.C.L.A. Law School as a Regents' Scholar and discovered I loved contract law. Early in my career, I realized that I love to negotiate and I excel at it. This knowledge has become hugely important in real estate sales.

**HL** What are your predictions for the local market in 2010?

**JS** I really can't make any predictions, but I can say that in this past year, there were 26 Pacific Heights homes that sold for more than \$3 million. On average, they sold for 12 percent less than their original list prices. One sale was down as much as 40 percent and only two sales were slightly over their list prices by less than 3 percent. I am hoping we've seen the bottom in the luxury market.

