



Rory Barish The Broker

With a New York accent to rival Rudy Giuliani's and legs as long as Christy Turlington's, A-list realtor Rory Barish—once a model for *Seventeen*, Coca-Cola, and Tampax—has earned a reputation as a pack leader in Hollywood's real estate race. Barish juggles clients such as George Clooney, Reese Witherspoon, and Christina Aguilera, and although she isn't saying who the divas are, she does allow that the thick skin she earned during a teenage struggle with severe scoliosis comes in handy. Nowadays Barish keeps her back in line by training as a competitive triathlete, swimming freestyle the two miles from Manhattan Beach Pier to Hermosa Beach—a way to relax after handling creative types. "Some of the pop stars will say, 'I'm at my best at 4 A.M.; will anyone show to me then?'" Her response: "Well, maybe if we find another pop star who wants to move, but I'm certainly not getting up at that time."—DEANNA KIZIS

Don't be afraid to talk straight, however important the client. I had a young major star who would talk only through others. I finally said, "Is there some reason why you can't talk to me? I'm right here." And she started speaking to me.

Women are better at closing a deal. A woman will say, "There are more important things than fighting over the damn refrigerator"; men dig in their heels.

Dress for your client. If I'm going out with a young star, I don't think they're going to relate to me in a conservative business suit.

Never be afraid to reveal your age. I'm 48 and proud of it. My life has been hard, and I'm glad I've made it this far.

If I'm in a tight spot, I never bluff. I always admit that I don't know the answer to a question. Never be embarrassed to say, "I don't know, but I'll find out."

Your partner has to understand that if you're in the middle of a big negotiation, you can't always be home in time for dinner.