

Rodeo Realty Expands in Beverly Hills with New 18,000-Square-Foot Flagship Office at 463 Bedford Drive, Beverly Hills

As much of the real estate industry downsizes offices and moves services online, Rodeo Realty is investing in people, personal service and the workplace.

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-- [Rodeo Realty](#), one of California's largest independently owned real estate brokerages with nearly 1,200 Realtors and 11 offices, is relocating its Beverly Hills office to an 18,000-square-foot, state-of-the-art facility. The build-out of the former Rite Aid store at the prominent corner of Bedford Drive and Little Santa Monica Boulevard is set to begin October 1, 2026.



Syd Leibovitch, President of Rodeo Realty

The move represents much more than a change of address. At a time when many real estate companies are shrinking their physical footprints, encouraging agents and employees to work remotely and increasingly replacing personal interaction with technology, Rodeo Realty is expanding and deliberately moving in the opposite direction. "You can not offer white-glove service to Realtors and their clients without having a great facility and staffing that can assist with the hands-on support, tools, and resources that are needed to achieve the best possible results," said Leibovitch.

"Real estate agents, like other professionals, are more productive when they get up, get dressed, and get to work!" said [Syd Leibovitch](#), owner and president of Rodeo Realty. "Real estate is a business where you have to be ready, available, and prepared. "Even if you have a great home office, there are distractions at home that don't exist when you come into a professional environment surrounded by other people who are working and conducting business."

"I see it firsthand," Leibovitch said. "I know who's coming into our offices and who's working from

home, and in almost every instance, the agents who aren't coming in are making less than when they did. There are one or two exceptions, but the pattern is very clear to me. Working remotely is affecting their income and productivity."

For Leibovitch, the issue is particularly important in real estate, where opportunities and client needs rarely follow a predictable schedule.

"Real estate agents have to be ready all the time," he said. "You have to get up, get dressed, get to work so that you are always prepared to meet a client, show a property, or go on an appointment at a moment's notice. When you are at work, you're in work mode. You are collaborating with others. You are hearing about properties, learning about the latest tools and techniques, interacting with management, and in close contact with marketing, advertising, and tech staff. That way you are always prepared when an opportunity presents itself."

"Of course it's easier to stay home. That's the problem," Leibovitch said. "There are distractions at home, and it's very easy for the line between working and not working to disappear. I believe there's a discipline that comes from getting up every morning, getting dressed and going to work. I've done it my entire career. Even during COVID, I got up and went to my office every day. That's simply how I believe successful businesses are built."

An Office Designed to Make Agents Want to Come to Work

Rodeo Realty's new Beverly Hills office is being designed around that philosophy. The 18,000-square-foot space will include 40 private offices for top-producing Realtors, approximately 50 private Q-Pulse workstations that give agents space and privacy to conduct their business, conference and meeting rooms, and a comfortable lounge and collaborative area for agents who prefer a less formal working environment.

Just as importantly, the office will bring together the extensive support services Rodeo Realty provides its agents, including management, marketing, graphic design, transaction coordination, administrative services and technology support. "That's what white glove service is. Having support staff that you can sit with at any time during the day. You can't get the interaction you need when your support staff is not in the same facility as you are," Leibovitch said.

The location will give Rodeo Realty a highly visible presence at one of Beverly Hills' most recognizable intersections. The first-floor, street-level office will feature prominent corner signage and is located in the same building as a public parking facility, providing convenient access for agents and clients.

Moving From One Iconic Beverly Hills Location to Another

Rodeo Realty is relocating from its longtime Beverly Hills office at 202 N. Canon Drive, another iconic location in the heart of the city.

When Rodeo Realty originally created the Canon Drive office, the company rebuilt and combined four separate spaces into a single office. Although Rodeo Realty flourished at the location, having people spread among different areas and levels does not have the same synergy and makes it

difficult to fully integrate the company's agents, management and extensive support departments.

"You take what is available and make it work. How often do you find a space like a closed down Rite-Aid that's a blank slate where you can design and build exactly what you need for people to be the most productive? This presented a unique opportunity."

The new Bedford Drive location gives Rodeo Realty the opportunity to create a cohesive environment from the ground up, where agents can easily interact with one another and take full advantage of the company's resources.

Technology Should Improve Service - Not Replace It

The investment also reflects Leibovitch's concern about a broader trend that extends far beyond real estate: companies increasingly using technology not simply to make things easier for consumers, but to transfer work traditionally performed by employees directly to the customer.

"Technology is incredible, and we embrace it," Leibovitch said. "But somewhere along the way, companies started using technology to cut staff and save money leaving Real Estate agents and consumers do the work themselves.

You see it in real estate, banking, escrow and almost every industry. It may allow a company to operate with fewer employees, but it leaves the consumer and agent doing the work for themselves. I just bought a property and used an escrow company that had a program where I basically did so much data entry that I basically typed my own escrow instructions. It took me two hours and I am pretty sophisticated.! I see the same thing with banking. How is this good for the consumer? It certainly is not white glove service!"

Leibovitch believes the distinction is particularly important in residential real estate.

"Buying a home may be the largest purchase someone makes in their lifetime, and selling a home may involve the largest asset they own," he said. "Why should that person feel like they're doing all the work themselves? They deserve white-glove service. They deserve someone who meets with them, explains things to them, handles the details and guides them through the process. Our clients shouldn't feel like we've handed them a link and a set of instructions and told them to figure it out. Along with that the agents are also our clients. We can't treat them "

For Leibovitch, technology should be a tool that allows real estate professionals to provide better service - not a mechanism for eliminating the service itself.

"Technology should help an agent provide better service - it shouldn't replace the service," he said. "The goal shouldn't be to see how much work we can push back onto the buyer or seller. The goal should be for our clients to feel that somebody is taking care of them."

That philosophy extends to Rodeo Realty's approach to staffing. While technology can allow

companies to accomplish more with fewer employees, Leibovitch believes efficiency should not come at the expense of the customer experience.

“There’s a temptation in every business to say, ‘If technology lets us eliminate employees, why wouldn’t we?’” Leibovitch said. “But you have to ask the next question: Is that better for the customer? Sometimes it isn’t. Personal service has disappeared from too many businesses, and I don’t want real estate to become one of them.”

A Different Direction for Rodeo Realty

The new Beverly Hills flagship reflects Rodeo Realty’s decision to continue investing in physical offices and in-house personnel while much of the industry moves toward smaller footprints, remote work and centralized online services.

“Real estate is still a people business,” Leibovitch said. “Our agents should be meeting with clients, talking with other agents, exchanging information, learning from each other and having immediate access to management and support. You don’t recreate all of that on a Zoom call.”

The new office is intended to combine modern technology with the personal, hands-on approach on which Rodeo Realty has built its business.

“We’re going to use every technological advantage available to us,” Leibovitch said. “But we’re not going to use technology as an excuse to eliminate personal service. We’re investing in people, we’re investing in offices, and we’re investing in our agents because ultimately we’re investing in the experience our clients receive.”

About Rodeo Realty

Rodeo Realty is an independently owned Southern California real estate brokerage serving Los Angeles and surrounding communities. The company provides its agents with extensive in-house resources, including management, marketing, graphic design, transaction coordination, administrative and technology support, with a focus on providing agents and their clients with comprehensive, personalized service.

I think this now has a clear story beyond simply “Rodeo Realty is moving.” The real news angle is that Rodeo is investing in an 18,000-square-foot office, people and face-to-face service at a time when much of the industry is doing the opposite.

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