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It's in the genes

Real estate agents and offspring working together

BY DAN MEARNS

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When it comes to real estate, the apple sometimes doesn't fall very far from the tree. Of course, the same could be said of any career path. Many children brought up in an environment where they can observe and absorb their parents' skills may eventually enter the same industry.

Real estate is unique, however, in that each agent has to make his or her own way, accepting the challenges and hard work their parents face every day.

The Telchins: From duo to trio

Steve and Barbara Telchin of Niskayuna, N.Y., were enjoying successful careers as a dentist and teacher, respectively, in 1997, when they began looking for a second home in South Florida.

They visited a highly regarded golf and country club community named Ibis in West Palm Beach and, within two months, retired from dentistry and teaching and became full-time residents.

Eager to share the Ibis experience with others, Barbara Telchin got her real estate license in 2001.

"She started doing so well that she created a whole new career for herself," said the Telchins' son Eric. "Seeing that, my Dad suddenly grew bored with playing golf every day, got his real estate license and joined her."

Living in Washington, D.C., Eric graduated from George Washington University in 2001 and joined *The Washington Post* as an online art director. He spent eight years in D.C.

"Every time I went to visit my parents, I saw their thriving practice," Eric recalled, "and every time I came to South Florida, I wondered why I wasn't living there."

He quit wondering in 2004, when he moved there, bought a home in the same Ibis community where his parents lived



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Ibis Realtors Stephen Telchin, Eric Telchin and Barbara Telchin with their dog, Wilson. Before going into real estate, Stephen had been a dentist and Barbara a teacher. Eric had been an online art director at *The Washington Post*.

and went to work with them in real estate. Eric applied the business techniques he had learned in college with his marketing background to bring the Telchin trio up to speed on salesmanship and technology. He installed systems to streamline their business and improve customer service.

Eric earned his broker's license in 2013 and formed the Telchin Group LLC. The trio had been working with another broker.

"So I was technically my parents' boss,"

Eric said with a chuckle, "but we all have specific talents we bring to the table. There's great synergy between us and we all have a lot of fun."

The Telchin Group is the No. 1 Realtor in Ibis listings and sales year after year. Eric estimated that they outsell their closest competitor by a 6-1 margin.

"We all live here and work here, and we're fully engaged in the community," Eric said. "New people have automatic 'in'

with us in discovering and participating in the Ibis lifestyle."

The Club at Ibis, as it is known, covers 1,900 acres and includes more than 1,800 homes in 33 distinct communities. It boasts a 75,000-square-foot clubhouse, a new sports complex with four swimming pools and a two-story gym, four restaurants and three golf courses designed by a firm founded by Jack Nicklaus.

"It's wonderful working in a place we love in a business we love," Eric said, "and I think our customers pick up on that. It allows us to be more direct with our clients, which means that we move faster, more efficiently and with higher production than other firms."

The Telchins have only two other agents working with them — Sue Chieco and Josie Newhouse — who joined the group in 2007 and 2015, respectively.

"They're all great to work with," Eric said of the whole group. "We all work really hard, and we get results."

The Mirskys: Like mother, like daughter

"She was a real firecracker," Norma Mirsky said of her mother, Mimi, who died in June.

Mimi was the first of the family to get her real estate license and was making a name for herself in Palm Beach County while daughter Norma established a condo association management concern.

Norma subsequently sold her firm, and her mother's real estate company folded at the same time, so they got together as business partners

Norma described the current market as



N. MIRSKY

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