

MODERN LUXURY

# RIVERA

SAN DIEGO

*State  
of the*  
**ART**

INSIDE S.D.'S  
THRIVING SCENE

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THE CITY'S MOST  
FAMOUS FILMMAKER

BRIDGING THE FOODIE GAP

A MOD STUNNER IN SOLANA BEACH

HOLIDAY CURTAIN CALL!

AN INSIDE LOOK AT RESTORATION  
HARDWARE'S EXPANDING EMPIRE

SPARKLE AND POP:  
FESTIVE RESORT LOOKS

ACTRESS ZOË SALDANA  
ON HOLLYWOOD, FAMILY  
AND HER LATEST ROLE



WITH  
SETH O'BYRNE

THINKING BIGGER: 60 SECONDS WITH THE DREAMER &amp; LOCAL REAL ESTATE PRO



“

IF YOU CREATE A GREAT SERVICE YOUR CLIENTS  
WILL DO THE ADVERTISING FOR YOU. IF YOU  
REMEMBER THAT, IT'S HARD TO GO WRONG.

”

**Q: What gets you up in the morning?**

**A:** Coffee (laughing). Well, coffee & growth I suppose if I can choose two. It's funny, when you love what you do and you are really passionate about it, a lot of mornings feel like Christmas.

**Q: Where is real estate headed as an industry?**

**A:** Well I wish I really had a crystal ball! Of course I don't, but I think this is going to be a very strong decade for residential real estate. The markets are more regulated, lending is 'back to basics' and homebuyers are more alert. I'd like to think for a few more years we'll keep that clarity and our economy will be better for it.

**Q: What's the next step for the O'Byrne Team?**

**A:** That I DO know. We plan to tighten our screws and innovate. We believe there is a need for young, tech savvy brokers who are accountable and focused. We're here to fill that need and hopefully take it even further.

**Q: Got any qwerks?**

**A:** Too many to list I am sure, however everyone in the office says I probably have ADD. That has been a blessing as a small business owner though, because we shoulder a lot of ongoing projects. I have always been told that you need to surround yourself with people that play to your weaknesses. For us, I get to skip around and bring energy to projects and our team will keep us accountable and make sure we execute.

**Q: What are you the most proud of in your business?**

**A:** I would have to say our follow through. What we say we do and what we actually accomplish are typically the same thing. I learned very early in my career that showing up on time and doing what you say is important, not just because your clients appreciate it, but because acting with integrity is fulfilling.

**Q: Do you ever have any fun?**

**A:** Of course! I can go from business suit to wetsuit in under a minute! I love spending time enjoying our town. My best mornings are hanging out with my girlfriend and walking our dog around our hometown of Encinitas. Fun is the reason why we all live here isn't it?

**Q: Any advice for up-and-coming agents?**

**A:** If you create a great service your clients will do the advertising for you. If you remember that, it's hard to go wrong.