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BOYD THE BROKER:

HEALING AFTER THE PALISADES FIRE

Manhattan Beach, CA — Boyd The Broker Real Estate has released "Healing After The Palisades Fire," an interview-style video gaining widespread attention on Instagram (@boydthebroker). The video offers hope to families displaced by the recent Palisades Fire and highlights Boyd's efforts to find housing solutions despite limited inventory in the South Bay and its surrounding area.

The video features Robert and his family, whose Palisades home of 32 years was destroyed by the fire. On January 7th, Robert was preparing to take his father to a doctor's appointment when he noticed black smoke outside their window. The sound of helicopters and neighbors shouting filled the air as the fire spread rapidly. It took three hours for Robert and his family to escape LA traffic and reach safety. Later that night, Robert watched his home burn down on his Ring camera. With only the clothes on their backs, Robert moved his family into a Residence Inn. Despite the devastation, he stayed focused on finding a solution.



That's when Boyd The Broker stepped in. Boyd, a seasoned real estate professional whose own story of hope and recovery has been widely publicized, was advertising a single-level home with easy access for Robert's elderly parents and a yard for his toddler. Boyd secured the property and helped Robert connect with lenders and contractors. Three weeks later, Robert's family moved into their new home. Robert's father, Hajime, sat on the couch and made himself at home — a moment Boyd called "something special." Robert says it is a "new beginning."

Boyd says many families aren't returning to the Palisades because rebuilding will take too long. "They want to resume a normal life, but that takes time and planning," Boyd explained. He is reaching out to past clients in Manhattan Beach to help provide homes for displaced families.

About Boyd The Broker Real Estate

With over \$220 million in sales, Boyd's expertise and dedication have made him a trusted name in the South Bay. He offers direct communication at (310) 521-29902.

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