

## March 2009



## Leslie Lazarus DJK Residential

How long have you been in the business? 4 years in June.

What made you decide to get into real estates. I had a license in Washington, DC, and when

moved to New York I earned my New York real estate license. Wha better way to learn the City than to be in real estate? It's about th experience and I am passionate about what I do.

#### Who inspires you?

Barbara Corcoran inspires me because she is a New York real es tate icon. Her personal success and how she started with nothing and built up an empire inspires me. My best friend worked for Bar bara Corcoran when she just started out and she was generous and thoughtful, and you like to hear that in this kind of industry.

#### What pushes you in the next level?

My personal goals push me to the next level. Every year, I try to de better than the year before. I make more contacts and try to mee more people. I also set very specific monetary goals for myself. My clients are my personal friends, so I want to make sure that I help them find the best place and deal.

#### What is the hottest deal you have made to date?

I think the two deals I have in the works right now will be the biggest deals of my career so far. It's not just that my clients are purchasing because it is a good investment, but these two deals are special because they will enhance the personal lives of my clients. That is my favorite thing about real estate—sometimes it can help create your life.

#### What is your secret weapon for sealing a deal? Patience, honesty, and kindness.

r uttenec, nonesty, and kindnes

### What is the hottest area for deals right now?

The Financial District I would say is the best area for sales and rental deals right now.

## What's the best season for deals?

The winter around December and January is the best time to get a good deal because the market is slow around the holidays.

# If you had to live/work in any other city than New York, what would it be?

If I were living anywhere else it would be Atlanta; and when the market gets better, I would consider working in real estate in Atlanta.

#### What's the best piece of advice you would give to someone starting the business?

You have to set a weekly schedule and you have to stick to that schedule. Also, maintain your relationships. I have gotten a majority of my clients through referrals and continuing a relationship with my clients. Your clients in many cases become your friends. I might