

FLORIDA EDITION

TOP AGENT

MA

5 SURE-FIRE
WAYS TO
GET MORE
REFERRALS

COVER STORY

TERI DAVIS

SELL
MORE BY
SELLING
LESS

**FEATURED
AGENTS:**

LORA CUSUMANO
AMY HAMILL
BONNE JONES

**FEATURED MORTGAGE
PROFESSIONAL OF THE MONTH**

SAMANTHA ROBIN

**7 CRM
STRATEGIES
TO TURN
TODAY'S
CLIENTS INTO
TOMORROW'S
REFERRALS**



TOP AGENT

MAGAZINE



Lora Cusumano

When Lora Cusumano entered the real estate market, she discovered an exciting niche that she would be the perfect person to fill.

“Everyone was working as listing agents,” she said. “But I saw a lot of opportunity working strictly with buyers.”

Lora, who works exclusively with buyers in both the Queens/Long Island, New York and the Palm Beaches, Florida markets, believes her business is more a professional service than just sales. She serves as a strong advocate for her buyer clients and works with them to not only find a home but negotiate on their behalf.

“It’s stressful and a lot of work, but the feeling you get when they find the perfect house, get it for them and take it to closing makes it all worthwhile,” she said.

Whether it’s sending letters to residents, performing extensive research on a property, or providing a full set of comps, Lora will do everything in her power to help her clients make smart decisions. She also is a strong negotiator.

“I always create a negotiation strategy that will work for my clients,” she said. “It also depends on who I’m working with. Some clients love negotiation, and some don’t. I always customize my game plan to fit my buyer’s needs.”

As an Exclusive Buyer Agent, Lora is a pro at working with everyone involved in the transaction: her buyer clients, sellers and their listing agents, inspectors and appraisers, attorneys, and lenders. She also prides herself on her success with her packages for co-op boards.

“When it comes to co-op boards, you can’t do sloppy homework,” she said. “I work hard make sure everything is perfect.”

Lora also noted that the markets in New York and Florida have changed overnight becoming sellers’ markets with bidding wars and multiple offers, and her expertise is needed now more than ever.

“Recently I’m getting more and more frustrated buyers

hiring me after working with other agents that can’t seem to “get them” the house because they keep getting outbid,” she said. “I never give up on anybody. I scour the internet, look in newspapers, and drive around looking for the house with tall grass that looks vacant. You never know where you’re going to find the right house for the right price.”

Lora, who divides her time between the two markets, spends her winters in Palm Beach and summers in New York. Handling the two different markets might seem difficult, but Lora handles it with ease. She has agents on both sides who can handle things when she’s in the other location. And with a quick two-hour flight, she can easily get from one location to another.

“It was an entrepreneurial risk, but it’s taken off, and I’m doing well,” she said.

Lora’s risk is definitely reaping rewards. She is a go-to agent for everyone from first-time homebuyers, to luxury high-profile clients, including celebrities and sports stars. In 2014, she sold 24 properties, and 2015 has already gotten off to a rapid start.

And Lora is not about to rest on her laurels. She believes in the value of education as a REALTOR® and will be pursuing her Master’s Degree in Real Estate Fall 2015.

“It’s important to keep up and maintain a pulse on the market,” she said. “In order to be a great Exclusive Buyer Agent, and do a stellar job, you have to stay one step ahead of everyone.”



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