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Interinvestments Realty is Very Proud to Announce That Lee Lewedag Will Be Joining Our Teaching Staff as the New Director of Prospecting and Farming

By: PRWeb

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PRWeb

We are very excited to have her as part of our team! Ms. Lewedag is highly regarded in the real estate industry for her impeccable trajectory during her thirty two year professional career. She specializes in the area of Costa del Sol in Doral, where she was able to build a very successful real estate farm.

"Based on her past experiences, she has created a series of farming seminars that she will be offering exclusively to our associates. The series is titled **Myfarm.pro** and it's a technical tool in our digital database," say Emilio Cardenal, Broker/President of **Interinvestments Realty**. "Ideally, now is the best time to start working a farm, when everyone else is coaxed by the international client, and practically there is no competition in the local market."

"Farming is certainly a long term activity, and rewards can be slow to come. However, once it starts, success builds on the results and a firm foundation for future continuing success is formed," says Lewedag.

"For farming, the best action plan is everything connected to personal contact to the residents living in the farmed community. The most successful by far, is knocking on doors followed with consistent visits to the residents. After the first personal contact, direct mail is essential, but only direct mail that has 'shelf life' for the recipient, like information that they can use," adds Lewedag.

"The personal activities must be reinforced with information through the Internet and a personal website describing the farmed community in detail. But anything online only has success after the original foundation has been established," continues Lewedag. "For Interinvestments Realty's associates that have long achieved success selling new developments, farming will add listing of resale properties. While farming takes time, down the road it should provide a solid base for future listings. For getting listings there is nothing like farming!"

"The first seminar in the series is titled, 'How to Farm,' and encompasses 3-day seminar explaining the advantages of direct mailing, and has a custom designed individual database made available for the agents' use. In progression of the original seminar, the second seminar, 'Do you Really Want to Get the Listing?' is basically how just to do that, and its supported by an especially designed sellers' package and an introduction in how to prepare an effective listing presentation aimed for farming. The third seminar, 'How to Service Listings,' includes Brokers' Opens, regular Open-Houses and how to prepare the listing for better showings," concludes Lewedag.

For more information on seminar dates, or how you can participate by [joining](#) our office, please contact us at (305) 220-1101.

Read the full story at <http://www.prweb.com/releases/2012/6/prweb9624035.htm>

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