

JEREMY LICHTENSTEIN

SALES ASSOCIATE

AWARDS

DIAMOND AWARD: 2006
LIFETIME ACHIEVEMENT
CHAIRMAN'S CLUB 2003/04/05



Jeremy, for over seven years as a top producing RE/MAX Agent, has brought together hundreds of home buyers and sellers. He has also remained intimately involved with building projects, from the acquisition of property to design, marketing and settlement. Without a doubt, Jeremy knows the Washington, DC/Maryland suburb area like the native that he is, with an all-encompassing perspective on the local market. To that resume, he adds passion and insight to help his clients reach their goals. Jeremy's knowledge of construction – both of structures and communities – truly makes him indispensable. And he never wastes the most precious of commodities: **TIME**. These qualities have enabled Jeremy to become the #1 RE/MAX Agent in the State of Maryland for 2003, 2004, 2006 & 2007!

CARVING A NICHE

*"The toughest thing about success is that you've got to keep on being a success."
— Irving Berlin*

I believe that there are a lot of aspects to Real Estate. I realized early on that I would have to find my own niche to separate myself from the crowd. One of the best things I did when I first started in the real estate business was attend a marketing seminar by Hobbs and Herder. It was there that I learned that I should create a brand name for myself and stay consistent with that brand name in everything that I do. I did not realize how important that advice was at the time, but over the years I have learned its importance and it has proved to be invaluable in all aspects of my business.

People now recognize me by my brand name and they know that I specialize in new construction on Infill Lots. They know that I will provide the highest standards of professionalism and that they will always get an honest answer from me. The brand name has also allowed me to farm specific neighborhoods where I wanted to do business. Having built that kind of instant recognition has proved to be the cornerstone in constructing the kind of business I wanted to create.

Carving out my own niche has also meant finding the right blend between work and family. I firmly maintain that my wife and children should find me just as accessible

as my clients. I love coaching my daughter's basketball team, walking both my girls to school in the morning and sharing the day's events with my family at dinnertime. Finding the perspective to why I want to succeed has been just as important as the drive to succeed.

Another aspect that I feel is exceptionally important is giving back to the community. To that end, I have created a reading club with the local elementary school as well as providing sponsorships and school books whenever the need arises. I make sure to advertise in the local school directories and work to raise money for various local fundraising events. I'm a firm believer that my brand name should not just stand for quality in business, but for responsibility and charity within the community as well. I always try to espouse the old adage that *you do well so you can do good*.

RE/MAX REALTY SERVICES

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