

# Still celebrating its Grand Opening

That bright red awning near the corner of Central and Spruce marks the new real estate offices of Lori Schlesinger. Lori & Associates LI Realty opened its doors on August 1st of this year. And while the business is new, the experience and expertise behind it is far from it.

Ms. Schlesinger boasts 15 years in the industry and has lived in the area for the last 17. For the past nine years she worked as a real estate agent for Morton Hayes in Hewlett. While it was difficult for her to leave, she felt it was time to go out on her own. After searching for the perfect location, she settled into the heart of Cedarhurst, taking over a 1,000 square foot multi-level storefront. Already her agency houses 14 licensed agents, a full-time secretary and, on the upper level, a mortgage broker.

Involved in both residential and commercial real estate, Lori & Associates LI Realty handles the sale of houses, buildings, condos, co-ops and rentals... even the smallest studio apartment. Territory is mostly in the Five Towns, Atlantic Beach, Lynbrook and East Rockaway. Lori and her agents know the area well. Questions about schools, churches, synagogues, shopping, parking and neighborhoods can be easily answered.

"People often think it's a good idea to sell their own home without a broker. This way, they won't have to give a percentage to a real estate agent. But the fact is, about 90 percent of the time, owners get fewer people interested in buying than an experienced agency would. Therefore, the price is less driven, and the buyer might end up with the same or less money," Ms. Schlesinger said.

## Cornering The Market



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"Having a full-time mortgage broker on premises is advantageous to everyone involved. The seller's time isn't wasted, and the potential buyer can learn what he or she can afford."

These days, looking for a house is a lot easier, thanks to computers, and Lori & Associates LI Realty stays on top of the cutting edge. Each agent has a computer and is reachable 24 hours a day. There are certain websites that allow the public to view property without addresses. This can save a

lot of time and legwork. Brokers are listed and can be contacted through the Web sites. Agents from Lori & Associates will often e-mail a listing to a customer if something looks like a good fit.

Agency hours are 9 a.m. to 5 p.m. Monday, Tuesday, Thursday and Sunday. Wednesday is their late night, until 7 p.m., and on Friday they close at 4 p.m. They are closed on Saturday. Since every agent has a key, appointments can be made for other times as well. Lori & Associates LI Realty is still expanding and looking for more agents.

## LORI & ASSOCIATES LI REALTY, INC.

516-791-8300

94 Spruce Street

Cedarhurst