



## **2017 Year in Review: Holley Drakeford, Drakeford Realty Group, LLC**

December 19, 2017 - Spotlights

Name & Title: Holley Drakeford, President/Founder

Company Name: Drakeford Realty Group, LLC

Address: 1974 Madison Avenue, New York, NY 10035

What was the best decision you made in 2017 and why?

Starting my own real estate brokerage firm specializing in commercial leasing and investment sales, primarily in the Harlem market. I now have the freedom to choose to work on my own projects and territories and I create tailored campaigns for clients. The commissions are under my control and I decide where I want to work from, either home or office and set my own schedule. With today's real estate software and inexpensive technology, doing business is less dependent on large company resources. All one needs is planning and confidence and it also helps that I know the buyers and the sellers in Harlem, having done many deals there.

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