



2019 Women in Real Estate: Lisa Ferraro, Daniel Gale Sotheby's International Realty

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Name: Lisa Ferraro

Title: Real Estate Salesperson

Company Name: Daniel Gale Sotheby's International Realty

How do you hold your own in a negotiation?

My perspective is that there are two parties interested in working together – my job is to help find common ground. I treat everyone with respect and always listen carefully to other points of view; that usually sets the tone for open, level-headed discussion, which hopefully encourages fair compromise all around, leading to a mutually acceptable agreement.

What recent project or transaction are you most proud of?

I'm most proud of listing and selling, along with my partner Dana Forbes, the iconic Gansett Green Manor, a historic and well-loved hospitality property in Amagansett. Dana and I worked very hard to position and market this one-of-a-kind property to really showcase its many amazing and historic features. There was a lot of interest, and we were thrilled to be able to find the perfect buyer. Everyone was very happy with the outcome, and I feel a special connection to both our sellers and buyer.

What books, blogs, podcasts, resources or influencers would you recommend to women?

I'm not a big follower of any one resource in particular. Naturally, I track industry news and trends, but beyond that I strongly believe in just being authentic. Before getting into real estate, I never saw myself in sales, because I thought most salespeople seemed fake, scripted. I now realize that the people who seem fake are simply fake, in any walk of life. The people who inspire me most have integrity; for me it's about being real, fostering relationships, and taking a genuine interest in my clients and their success.

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