



Gad opens Gad Realty

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With more than 15 years of experience in buying and selling residential real estate and a European background, Vanessa Gad has opened Gad Realty. The firm offers a combination of international appeal and media savvy that has made her a player in the real estate market.

Born in Milan, Italy, Gad is fluent in five languages and has developed a keen understanding of international business from many years of experience conducting high-value transactions amounting to over \$200 million throughout her career both in the U.S. and Europe. Her company, Gad Realty NYC, which specializes in residential real estate sales, purchases and rentals, reflects these strengths; licensed agents speak Italian, Chinese, French, Spanish, English and Hebrew and understand the unique needs of foreign buyers and sellers.

A member of the Real Estate Board of New York, Gad Realty NYC's unique edge in international and multi-lingual transactions is complemented by digital-age business strategies. Gad Realty is a 100% virtual real estate agency that utilizes video, mapping technology, and other high-tech marketing strategies which allow agents to upload listings and work remotely from home. The firm is currently seeking talented real estate agents to join its team and is offering an 80% commission with no desk fee.

Gad's philosophy and media-savvy approach have allowed her company to become a driving force in residential real estate sales in New York City. After working only a short time in the New York real estate market, Ms. Gad published an informative e-book titled 10 Habits of Successful New York Real Estate Agents, which is available at no cost on Gad Realty, NYC's website.

In 10 Habits of Successful New York Real Estate Agents, Gad shares insight on marketing for real estate in the digital age, lists technologies that can be used to generate business, and outlines strategies for advertising online, building a web presence and harnessing the power of social media platforms.

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