



Louis of The Louis Marketing Group advises individuals starting their careers

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Do you have any advice for individuals just starting their career in the commercial real estate industry?

I have always tried to embody the important traits that a person should possess in order to be a success in business. I am compelled to say that expertise and competence in my industry are first on my list, however this is not enough by itself to make a success. Success factors are intangibles within a person and if you were to compare ten successful people of similar age, education and field, you would discover a very different combination of traits. Personally, in addition to having "lived" marketing and advertising for a long time and learned how to run a business from the inside out, I always strive to be a good listener and try to be friendly and respectful to everyone, no matter whether they are in a position to provide me with business or not. Most of all, I really like people and look for goodness in them. People want to do business with someone who is genuinely interested in their business problems and challenges.

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