



## Leibowitz of Atlantic Agency; Set priorities

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Name: Maddy Leibowitz

Title: VP Business Development

Company/Firm: Atlantic Agency Insurance

Years with company/firm: 15

Years in field: 15

Years in real estate industry: 27

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Real Estate Association/Affiliations: Melville Chamber of Commerce, Hofstra University Alumni Organization (past Pres.), Pride Club Board, CAI (LI's Chapter Community Association's Institute)

How do you and/or your firm use social media?

To keep connected with our clients as well as generate new contacts and new clients.

What is your biggest leadership change, other than the "glass ceiling"?

I don't feel I've ever had any ... if you earn respect of your associates, then they will believe in you and the direction you are taking them.

What is the most daring thing you have done for your career? How did it turn out for you?

I called a big NY developer who had just outbid my client and boldly stated "I need to meet the person who lost me my deal" ... we did just that and have continued to work together since.

Which project, deal or transaction was the "game changer" in the advancement of your career?

There were several, but I would say sale of a 40-acre site as well as a hotel development site.

What do you consider to be the most successful way to increase referrals?

Do the right job for your clients and referrals will follow. Also networking ... getting out there and meeting people.

What is your favorite tip for balanced living?

Set priorities ... family and life situations come first ... business dealings will always work out.

Where would you like to be in 10 years?

On the beach!