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## The Short List: Lana Bell's Top Tips for Capturing New Latin American Leads

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*Every week, we ask a real estate professional for their Short List, a collection of tips and recommendations on an essential topic in real estate. This week, we talked with Lana Bell, a Realtor with ONE Sotheby's International Realty, who shared her top tips for capturing new Latin American leads.*

I have usually catered to an eastern European market in Sunny Isles or as some call it "the Russian Riviera," but for a few years now Venezuelans, Colombians, Brazilians, Argentineans and Mexicans have been taking over and buying high-end oceanfront units in Sunny Isles, South Beach, Downtown Miami and Brickell. As I do not speak Spanish, I've had to figure out how to effectively communicate and capture new Latin American leads – here are some of my tips:



Lana Bell is a luxury broker with ONE Sotheby's International Realty working in Miami.

- 1. Latin American Agents** – Networking with agents based in Sao Paulo, Caracas, Buenos Aires and so forth with strong contacts and multi-lingual skills has definitely presented potential clientele. And if you can nab an attorney/agent, they are a keeper! This will definitely ease the business transaction process.
- 2. Geographic Advertising** – Reaching out to your niche market overseas can definitely be communicated via newspaper and glossy magazine advertisement. Simply show them your newest venture and make sure your contact information is displayed. Target specific demographics in each country such as the Jewish community.
- 3. Competitive Analysis** – Offering potential buyers in depth research on why communities like Sunny Isles are ideal for them. Most of the Latin American families we have worked with are very large. Therefore, I tell them about the public safety, attractive parks, quality school system, diverse culture and upcoming events. Statistics have actually shown how young families want to be near the ocean.

*As a distinguished luxury real estate broker, Lana Bell of ONE Sotheby's International Realty Sunny Isles office has an extensive background in information technology, which has allowed her to build a successful career in South Florida. Throughout her stellar career in selling luxury residential real estate, Lana has sold over 500 properties, with close to nearly 40 properties a year, adding up to approximately over \$1 billion in sales since 2003. In February 2013, Lana decided to join internationally renowned firm, ONE Sotheby's International Realty, where she currently serves as an expert broker in high-end oceanfront condominiums, waterfront luxury homes and pre-construction investments. In 2014 alone, Lana has already sold \$75 million and been recognized as the top producing real estate agent in Sunny Isles Beach for the third consecutive year. For more information, visit <http://www.sunnyislesmiamirealestate.com/>*

