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## **Who can help me with planning, marketing and sale of real estate? Christy May of Re/Max Landmark can!**

November 27, 2007 - Spotlights

With strategic planning, scouting, marketing, and sale of real estate! Her focus is the suburban corridor Rtes. 128 & 495 to R.I. and out of Landmark's dozen offices in this area, R.I. and with Re/Max agents around the world in international real estate. Her special focus is on strategic planning and the medium-size real estate transaction. Is this you?

Helping clients decide whether to lease, buy, or build is a valuable service done from the client's point of view. With broad experience considering investments in properties, land, building, leasing, second home, 1031 exchange tax planning, and determining highest and best use of properties. May can advise clients which opportunity to capitalize on and how real estate investments can pay off. She has managed a number of complex estate valuations and property sales. What to sell and what to hold, what to build, and how to leverage the portfolio?

Becoming known as the Re/Max Landmark "Cyber-Chick," May understands how to find and compare properties in order to determine the highest and best use of land and property. Belonging to every good listing and search service, and working the list servers of associations and the best colleagues in real estate, May knows how to work them. Her Internet capabilities even reach around the world when this makes sense.

May's market research background really helps here, too. She knows how to find and make connections with businesses and investors for developing properties. Her parents were entrepreneurs and commercial real estate investors. She learned early that there was more money in real estate than in most businesses.

"These days, a marketer is needed to sell property. May goes above and beyond most agents! She establishes a website dedicated to the project. She targets audiences and engages the appropriate people with a multi-dimensional marketing and sales outreach with a combination of information, education, and a strategic planning and consultive team approach," said Sally Koss, the broker of 165 Re/Max Landmark agents.

May has worked on programs with the Metropolitan Area Planning Council. She established the EnviroExpo Transportation Track and served as the transportation advisor to TAC in her town. May was a candidate for executive director of the Rose Kennedy Greenway. Appraisers call her for her opinion on the value of properties related to their location.

From another perspective, she has worked to conserve open space where it makes sense as the highest and best use and sometimes most profitable and financially feasible alternative to maxing out a development for a property. She has worked on the comprehensive plan for Westwood, helped form the Land Trust and served on OPEN there. She is sharp on concept developments like age-restricted, cluster home, 40B, 40R, concierge apartment complexes, and ideas like shared boarding and riding in conjunction with mini estates, golf course siting and resort planning and fitting

them into the nature of a town and working with permitting bylaws.

May scouts for the best site for a businesses. Clients have included Subway, agricultural/kennel/equestrian businesses on five acres or more, sports facilities, religious groups, Spiceworld, beauty shops/spas, restaurants, bars, resorts, golf courses, and multi-use overlay projects. May brings her experience working with the biggest and the best - FMR Properties, Cabot, Cabot, & Forbes, Karp Retail, among others, and is known as a "work with" agent for other commercial agents.

May understands how equity financing, debt financing, and government agencies can make a project happen. She likes working with medium-size businesses. There are few agents who operate in this in-between area and that is where most of the need appears to be!

Top ten reasons to call Christy May - if you hear someone say:

10. I know the Hatfield's (and/or the McCoy's)
9. I own the company and want to move it, maybe to Madagascar!
8. I am embarrassed to have someone in. Should I lease, buy, or build?
7. I never hear from my real estate agent and have a very vague idea of what is happening
8. I need more or less space.
7. Should I invest in real estate now?
6. What is going on with 128 Station? Patriot's Place? Water Place Park? Sharon Commons? Chestnut Green? Legacy Place? Mansfield Crossing? Downtown my town?
5. What would that cost?
4. My grandmother has 50 acres in Dover and the general store. What is that worth?
3. My family can't decide whether or not to sell our portfolio of properties.
2. Do Westwood by-laws allow dog kennels in warehouses?
1. Could I be in a better place?

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