



The Future Of Real Estate

Entrepreneurs are patient. Despite our inherently optimistic nature, we know it's all about timing. We must recognize an opportunity and act accordingly. Path to Success is able to advise our clients and see the current economy as a chance to improve the bottom line. It is now that public relations efforts are more likely to flourish, now is your chance to better organize a marketing effort, and now is the time to purchase more economically. It is the time to be poised for growth and increased market share.

Almost every day I am asked questions about the real estate market. The answers have everything to do with the

topic of this week's article; patience and opportunity. Despite the success that many of us have enjoyed in the past, these are tricky times.

I have several real estate experts that I consult. Everyone has access to the same data. Therefore I go to people that are intelligent enough to process the data and, more

importantly, those I can trust. Jennifer Robertson is on my short list.

I was first introduced to Jenn several years ago. Expectations were set quite high. As I shook her hand I was told that she was going to be a rock star in the real estate world. That type of hype can be

a blessing and a curse. Jon Landau was right when he saw the future of rock and roll in Bruce Springsteen. Although Jenn is not likely to have the same impact on me as Bruce's music has had, she is a loyal friend, confidante and a visionary in her field.

Jenn Robertson first moved east as Jennifer Cook. She and her fiancé Keith Robertson left behind their success in the corporate world of Manhattan and took a not-so-laid-back approach to their careers in the Hamptons. Jenn is wise beyond her years, honest and hardworking. A perfect storm for those looking to invest in real estate in our area.

Jenn shared some of her background and observations with me earlier this week. "For five years, I was a marketing manager at the Dreyfus Corporation in midtown, responsible for mutual funds and variable annuity marketing for both retail and institutional channels, handling print and web media."

Shortly after her move to the East End, Jenn married Keith Robertson. The Robertson family has a storied tradition in Sag Harbor real estate. The Robertsons established their real estate business around 1950. They built many of the homes in the Noyac area. Their office was located on Payne's Creek and remained there until 2005 when Jennifer sold the building to me and my real estate partner. "I have listed and sold many Robertson properties. I feel very responsible to the area and, even though it is through marriage, very responsible to the Robertson name. I want to make sure it remains a strong and reputable real estate name."

Jenn makes her professional home at Strough Associates on Main Street in Sag Harbor. Her reputation precedes her as a person that works as hard for a \$500,000 deal as she does for a \$10 million deal. "I treat every single person with the same deference and respect. I try to put myself in their shoes."

She revels in the fact that Strough Associates is the Hamptons' premiere boutique real estate agency. She and her



Jennifer Robertson

co-workers "cooperate and work with each other to service our clients. We work as a team collectively to help each other; it's the type of environment that best serves buyers and sellers alike."

Jenn believes that the timing and patience required to make a real estate investment are property-specific. "What you see going on right now is a seasonal shift. As more inventory is coming on the market, sellers are dropping their prices. The challenges of the current mortgage process are unlike anything we've seen in our lifetime."

In a world of voice mails, e mails and text messages, it's refreshing to meet face-to-face with a strong and truthful real estate expert that will help you meet the challenges of this market. The longest lasting business success stories have demonstrated the patience to wait for the best time and the best opportunity to move forward. It is with that patience that an investor can truly appreciate and embrace this market.

For more information on how you can make your business more creative and more profitable, log on to PathToSuccess.com



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