

# TOP AGENT MAGAZINE

## LINDA RAPPAPORT

Long before Linda Rappaport earned her reputation as a Top Agent, she loved to hear her husband Dennis, a real estate broker and developer, discuss his passion for his profession. Since 1987, the couple and their family lived at North Shore Towers, a luxury high-rise apartment complex and Country Club, featuring over 1,800 apartments, and including golf, tennis courts, indoor and outdoor pools, shopping, and a movie theater. In 1998, Charles H. Greenthal Management Corp., one of New York's top privately owned property management companies, needed an on-site representative. They turned to Linda who had her realtors license and had been assisting her husband. She quickly expanded from a small office to a larger space that now serves as an attractive feature of the North Shore Towers upscale lifestyle.

As many in the community knew her as their friend and neighbor, it was the development of personal, working relationships that Linda views as the backbone of her business. As her business grew, Linda organized a list of the professional contacts her clients might need to buy or sell their apartment, such as movers, contractors, attorneys, antique dealers, and more. "Linda's List" remains an invaluable resource for clients. "I strive to give my clients the best possible service," Linda explains. "I measure success by how good clients feel when our business is through, and I like to believe that positive feeling carries beyond the final sale."

Today, Linda's team consists of her son Tony and his wife Jacquelyn, along with her office manager Cindy and an outside marketing team. Together, they serve Long Island, Queens, New York City, and Suffolk County. This year, Linda oversaw over \$50 million in real estate transactions, with a career total of \$500 million. Repeat customers and referrals make up 80% of her



clientele. Linda adheres to simple principles such as honesty and hard work. "If you treat everyone with respect, you will be rewarded in kind," she says. In the luxury home market, what matters is the relationship between realtor and client. "My favorite part of this business is calling to let clients know we have a successful deal!" Linda shares. "I truly love making people happy and helping their dreams come true."

To stay connected in today's fast-paced digital world, Linda utilizes social media, digital advertising, a detailed database, and a newsletter called Tower Talk, which has grown in popularity. To market listings, Linda, together with a graphic artist, creates flyers, virtually stages, and then designs individual marketing plans for each home. She invests in networking vehicles with local agents and sponsors various functions to showcase the North Shore Towers community. When not working with clients, Linda maintains an active lifestyle. A pillar of the North Shore Towers community, she was the Women's Council of Realtors President. The New York and Long Island Board of Realtors recently named her Long Island's top woman in business. Hadassah recognized her as an asset to the community and its organization, as have articles in Newsday, the New York Times, and New York Post. Linda was honored as #1 in listings and sales in the New York Daily News.

For the future of her business, she looks forward to spearheading several exciting projects for Charles H. Greenthal Property Sales, such as expanding sales offices in other buildings and communities they manage. "Ultimately, I am so grateful for my wonderful family and two beautiful grandchildren," Linda says. "They mean the world to me. Growth is important, but family is everything."

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