

SILVER AWARD: LANG REALTY

A GREAT TEAM of experienced agents.

EXCELLENT real estate company, the best I have worked for. Ownership recognizes the importance of investing marketing dollars on behalf of its sales associates.

Lang Realty is a traditional brokerage firm with untraditional marketing methods.

"We are staff- and agent-centric," said Scott Agran, president of the Boca Raton-based firm. "Our staff members are true employees and our agents are independent agents, so we look on them as our in-house clients to serve."

The firm has four Palm Beach County offices and about 200 agents. It represents sellers for the most part, and relies on in-depth local knowledge of trends, values and financing sources, as well as

strong sales execution and follow-up. The agents are viewed as the most important part of the company, as they react and interact directly with the public.

"Even though the volume is down an estimated 35 percent in our marketing area, we have not cut back on our advertising and marketing," Agran said.

That has made it easier to retain and recruit top agents.

"As other companies lose money, cut back personnel and close offices, we see it as an opportunity to upgrade and expand," he said. "We are planning a fifth county office in the next nine months, probably in the Boca Raton area."

Tough times call for training, for both new agents and veterans.

"It's back to basics," Agran said. "Casting a wider net for previous clients, for-sale-by-owner properties and referrals from friends and family. If we are not proactive, the 5,000 competing brokers will find our prospects – and we want to be ahead of them all."



Lang Realty's agents are viewed as the most important part of the company, as they react and interact directly with the public.

ED DUGGAN



LANG REALTY

Central Office

2901 Clint Moore Road, Suite 9
 Boca Raton, FL 33496
 Local: 561.998.0100
 Fax: 561.998.8875

East Boca Raton Office

4400 N. Federal Hwy., Suite 100
 Boca Raton, FL 33431
 Local: 561.447.0666
 Fax: 561.447.4435

West Boca Raton Office

9858 Clint Moore Road C124
 Boca Raton, FL 33496
 Local: 561.989.2100
 Fax: 561.989.2101

Palm Beach Gardens Office

6271 PGA Blvd. Ste. 200
 Palm Beach Gardens, FL 33418
 Local: 561.209.7900
 Fax: 561.209.7910