



Young Ones To Watch: Madison Kazes

The real estate professional shares her career journey and helpful advice for up-and-comers in the industry.

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After spending much of her childhood on the move, Madison Kazes of [Buy and Sell with Madison](#) was drawn to the idea of finding that ideal ‘home sweet home’ feeling. Now, she helps make this dream a reality for families and individuals on a daily basis.

[ESTATENVY](#) connected with Kazes to learn about her experience in real estate and how she is building a name for herself in the industry.

What drew you to real estate?

Getting into Real Estate was a very personal decision for me. My family moved a lot growing up—and I mean A LOT. By the time I was 18, I had lived in over 21 homes and three states. I longed for stability, security and the “Home Sweet Home” feeling. I knew I wanted a career that would help people gain those things as well as provide me with a stable career to provide

myself with those things!

What changes in the industry currently excite you?

I think that the industry has been adjusting a lot with the rise of technology and the internet. Right now, I am very excited about some international clients I have! The ability to work with clients who are overseas and help them buy and sell property from afar is really cool! I can utilize things like FaceTime, Matterport (a 3D floor plan) and E-Signatures to help clients buy and sell no matter where in the globe they are! I also do some property management for these types of international clients and the ability to serve them with the same level of service as my local clients, is just so wonderful!

How did you get to the place you are currently at in your career?

I am very grateful that my broker has an amazing mentorship program. When I was recruited by Coco Early and Associates they paired me with a Mentor, someone who was a seasoned agent. I was able to spend days being her shadow. It was the best way to learn the everyday business! Real estate is truly an industry that takes years of practice to build a network and business. I think the hardest thing for new agents, is to not give up. I had a great support system around me, a wonderful mentor, a successful broker and friends and family who cheered me on! I am thankful to have that winning combo that launched me to where I am today!

How do you market yourself to stand out from the competition?

I think it's necessary to have a balanced mix of marketing for yourself. I think you must go with the times and use social media, online ads, etc. However, I really believe there is nothing like face to face interaction. I think it's so important to build genuine relationships with your network and that requires in-person meetings! I try to never drink coffee alone during the week! Stay in touch with past clients and build yourself as a valued resource, and the referrals will flow. I think true marketing is more than just buying ad space, but also building a brand that people recognize and want to work with.

What advice do you have for up-and-comers?

Don't give up! It's very hard to start in real estate and you will want to give up at times! But don't! The best way to prevent actually giving up is to get prepared! Save up a little money beforehand to help with upcoming bills. Surround yourself with successful agents and TAKE NOTES! Watch what works and what doesn't work for them. Reach out to friends and family when you feel stressed, having someone who cares for you cheer you on, is a great motivator!