

TOP AGENT

MAGAZINE



**DENISE
MADAN**



Denise Madan's introduction into the real estate world was a gradual process. She had made many moves in the Miami area with her husband, and by the third move, she began to wonder what it would be like if she earned her real estate license. At the time, she was working in public relations, and also had a side project designing a children's lunch box which became a big hit. In both Wal-Mart and Kmart stores nation-wide. Her entrepreneurial spirit was sparked, and she was excited to embark on a new journey in this industry. "While I was studying to get my license, I had an epiphany. I was like, 'Wow, I

really love this,'" Denise explains. That was 17 years ago, and she hasn't looked back since. Today, she works side by side with partner and friend Joel Freis at RE/MAX Advance Realty in Miami Dade County. Their team is made up of five members, and they are always looking to expand.

When working with Denise, one can expect to receive unparalleled service, kindness and expertise. "It's fun working with me, I try to make it fun," she explains. And she truly understands the process, having bought and sold eight houses of her own. Denise knows it can



be a stressful time, but she aims to make her clients feel completely comfortable. Everything is handled quickly and efficiently, so buyers and sellers don't have to worry about a thing. She communicates throughout and guides them, so there is never confusion along the way. After the transaction is over, she continues to stay in touch through calls or emails, and sends small gifts on special occasions. Many of her clients have become close friends, as it is easy to feel a true connection with Denise.

“One of the best pieces of advice I received from a seasoned experienced

Realtor when I first got into the business was to always stay in touch with my clients and sphere of influence,” Denise explains. “You never know who is going to refer business to you so you want to always be on top of mind. Don't think your clients are going to remember your name five years after you have sold them a home and they are ready to move again unless you have stayed in touch with them. Make them your friends. Friends refer friends.”

In fact, some of Denise's biggest business has come from friends. A few years ago, a friend's husband, who works as



an attorney, asked if Denise wanted to be considered as the listing agent for Dwyane Wade's Pinecrest house, which had been on the market with two other brokerages and had not sold. "I am always up for a challenge so I submitted a strong and detailed marketing plan. Myself and a partner agent were awarded the listing," she explains. Throughout the transaction, she developed friendships with Dwayne's attorney, sister and manager. Today, she's still in touch with them, and is currently working on a project with Dwyane's attorney in Thailand.

As Denise looks towards the future, she is excited to continue growing and pursuing education. She recently received her broker's license, and eventually wants to open up a satellite office in another city. Denise also wants to donate even more to the community. She currently supports Children's Miracle Network, Paws for You, and 100+ Abandoned Dogs of Everglades. Her next goal is to become an Ambassador with the South Miami Chamber of Commerce.





While she progresses in her career, one thing is for certain: she will always love her job. “First of all, it doesn’t feel like work for me. I’ve been so blessed to find this career. I

get to wake up and do this every single day, and there’s not a day where I ever dread going to work. I love helping people with their real estate needs.”

For more information about Denise Madan of Miami,
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