

Lakefront Living Realty Turns its Sights on the National Lakefront Homes Market

Real Estate Brokers passionate about lakefront property have a new opportunity to focus on their niche with the creation of an innovative real estate franchise.

MANSFIELD, MA, USA, March 6, 2015 /EINPresswire.com/ -- Lakefront Living Realty, a full service real estate brokerage specializing solely on the purchase and sale of direct lakefront property in New England since 2009, today announced the creation of a new niche market real estate franchise to take their business model nationwide.



Lakefront Property Franchise

"We could not be more excited to bring this opportunity to a national audience," said Scott Freerksen, CEO of Lakefront Living International, LLC. "We provide Brokers the ability to immediately channel their [lake property](#) passion into an exciting business venture by utilizing our proven, packaged business model."

"It's all about lakefront market domination," continued Freerksen, "Over the last 5 years, we invested substantial capital and several years of trial and error into a marketing system and website that ensures a brokers an opportunity for success. We have packaged these learnings into a step-by-step formula that can be implemented immediately."

Niche marketing works on the premise that when you narrow your focus, you expand your appeal. Commonly, agents concentrate on all types of real estate, but this puts them in competition with every other agent. By specializing, brokers can dominate a larger piece of a smaller pie. Specialists don't try to be all things to all people, they are simply the best at their particular niche. Lakefront Living agents are experts on local lakes and the properties for sale around them.

"In fact, we believe specialization trumps branding," added Freerksen. "Agents need the ability to connect with people before they meet them and our marketing strategies allow this to happen. We become their lakefront agent long before they need one."

Sellers appreciate agents who can speak intelligently about their lake and lifestyle. As for buyers,

they are attracted to LakefrontLiving.com because of the critical problems it solves. For example, every direct [lakefront home for sale](#) is in one place, reducing a three hour internet search down to 15 seconds. In addition, the complete details of [every local lake](#) are outlined on the site. After all, buyers are buying a lake, not just a house. So details such as water quality, recreation, acreage, and shoreline conditions are critical to understand prior to their purchase.

"The value proposition is very clear," said Christine Mosier, an Ohio Broker who is one of the founders of the franchise and will be the first Franchisee outside of New England. "The model will allow me to dominate my local lakefront market without a brick & mortar location. My team can control both the listing and buyer market while utilizing existing on-line resources wherever possible. I appreciate the fact there is no national and/or regional marketing fees, all marketing efforts are concentrated locally. We're starting with a small number of Columbus area lakes. But the model promotes, and in fact, encourages expansion. Our goal is to serve the entire state of Ohio."

Nationally, the lakefront market represents over \$60 billion in annual sales, but Freerksen sees a greater opportunity. "I never thought about selling houses, it's always been about selling a lifestyle. We are passionate about lakefront living and truly believe it has a profound impact on a person's quality of life. We feel fortunate to have the opportunity to change lives, one lake house at a time."

About Lakefront Living International, LLC:

Based in Mansfield, Massachusetts, Lakefront Living International, LLC is an innovative real estate franchise company that offer franchises to brokers who want to establish a franchise focused solely on uniting buyers and sellers of lakefront property. Franchised Brokers are provided the ability to immediately channel their lakefront passion into a dynamic business venture by dominating their local lakefront market utilizing a proven, packaged business model. Addition information on the franchise offering can be requested through franchise@lakefrontliving.com or call (844) MyLakes, (844) 695-2537.

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