



An Internet Magazine for Real Estate Professionals Who Work in the Upper-Tier

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## Miami Beach Realtor Takes Off!



*Zahara Mossman and Laurie Moore-Moore  
(The Institute For Luxury Home Marketing)*

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Institute Member Zahara Mossman is a pioneer in the real estate industry. Based in Miami Beach, Florida, Mossman has only been a licensed Realtor® since late December, 2004. Zahara took her test at 9:00 in the morning, hung her license at Beachfront Realty at 11:15 A.M., and had her first client at 1:30 P.M. that same day! To date, Zahara has sold over 7 million dollars in South Florida real estate.

There are multiple reasons for Zahara's success. A 15 year

history of volunteer fundraising kept her in touch with an elite circle of affluent residents who owned expensive homes the Miami area, and all over the world. Realizing that she had been trusted with their money for fundraising events, she started to think about working with these same clients in some capacity to start her own business. Zahara pondered selling private jets or luxury cars. Recognizing that neither was a field she knew anything about, she turned to residential real estate. She has never looked back!

Mossman has also created a revolution in real estate technology by being the first Realtor® to advertise her listings via "podcasting". For those unfamiliar with the term, a podcast is an audio broadcast that can be downloaded to any computer or digital music player, including the Apple iPod. By reading her listings over the phone to an automated robot program and uploading them to her Web logs. Among her many blogs and websites are [www.podcastrealty.com](http://www.podcastrealty.com), [www.zaharaproperties.com](http://www.zaharaproperties.com), <http://costaricanrealestate.blogspot.com>, and <http://condoconversions.blogspot.com>.

Subscribers are notified automatically each time a new property is listed. These listings can also be heard and downloaded directly on her web pages. By offering these audio tours along with digital photographs to her clients, Mossman has been able to sell real estate to clients throughout the world (she currently has several listings in Costa Rica) without ever

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showing them the actual property. Since obtaining her license, she has worked non-stop with new business coming in from builders, developers, and buyers and sellers from around the nation as a result of her "podcasting".

Zahara attended Institute training in April, 2005, in Miami. Combining her Internet marketing expertise with iPod technology and Institute founder Laurie Moore-Moore's knowledge of marketing to the affluent, Mossman says she was "catapulted" into the luxury market. Taking Laurie's course helped Zahara prepare for dealing in the ultra-luxury market. Zahara took Laurie's advice about "finding a niche" and "differentiating yourself from your competitors" by publicizing and utilizing her unique marketing technology. Although she was already using "podcasting", Zahara felt that Moore-Moore validated her efforts to set herself apart from other agents in her market. She also learned to understand what clients wanted when buying or selling a luxury home because as she puts it, "there is no fooling these kinds of people, they will know immediately if you don't know what you are talking about". Mossman credits Moore-Moore with a large part of her success. She describes her as "very human and very real" and says she has been amazed by the personal attention and support she receives from Laurie and The Institute. "How many other Founders and/or Presidents take the time to personally respond to an e-mail from one of their members?" asks Mossman. "I am very proud to be a member of this organization".

The momentum continues to build in Zahara Mossman's career. She has been featured in the South Florida Business Journal and will be featured in the coming months in the national Realtor® Magazine, the Florida Realtor® Magazine, Planet Realtor® online, and The Real Estate Cyberspace Society publication. She has also been recognized by NAR, receiving an award for having one of the "Top 25 ideas in Real Estate" for the year 2005.

What does the future hold for this rising star? Zahara is currently signing up Realtors® who want to podcast and sell their properties on [www.podcastrealty.com](http://www.podcastrealty.com) at no charge. She also hopes to obtain her broker's license in the coming year, but says that she wants to gain more experience in the industry before striking out on her own. Mossman recognizes that a broker bears a lot of responsibility and she wants to make sure that she is fully prepared to take on those responsibilities without the fear of failure. Given her innovative thinking and her record of success in the last 9 months, failure doesn't appear to be a word that describes Mossman!

You can contact Zahara and see her cutting edge technology by visiting any of her web sites listed in the article.

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