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OCTOBER 19, 2017

Meet Roberta Ingletto of Concierge Realty Brokers



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Today we'd like to introduce you to Roberta Ingletto.

Roberta, let's start with your story. We'd love to hear how you got started and how the journey has been so far.

Graduated from business and finance from Univ of Miami and briefly worked in banking when decided as another arm of investment is real estate. All big wealth is partly in real estate. So I got my RE Lic beginning of 2001, did some general RE, sold some pre-construction and in Jan 2004 opened my company Ingletto Realty Group and in 2012 opened also my company Concierge Realty Brokers. I think what mainly sets me apart is I crave learning and always educating myself, doing above what is expected, putting myself in client's shoes, always being honest and bringing value to my clients. I love to help. I speak fluent Portuguese, Spanish and English and some French and Italian. I love people and I'm restless and very creative when working with all my deals. I always try to work as a team including the opposing side to do a fair deal and the focus of making deals happen, fixing obstacles one by one and getting deal closed. I focus on the main goal which is close on the deal and work with all involved towards that. On one end I'm old fashioned and always when possible do face to face meetings on the other end, I'm extremely forward into new technology and working in the most advance and effective way utilizing different software and being ahead of the curve. Afraid of nothing, I do what it takes, and I have to admit, love the challenges that we face in our day to day activities as again, we learn from them. I always say and believe RE is simple: on one side you've got to be really good with people, understanding really what they want, and on the other knowing your market really well, knowing your product. And then you match.

When you are great at those 2 things simply put you marry the client with right property. Also, I believe in long term relationships, always. I'm not here for one deal and short term thinking, I'm here for the long run. And this has been always my main source of business: repeated clients, friends and referrals of people who have worked with me and know me.

Has it been a smooth road?

Many obstacles, like any other career. But that's the adrenaline into facing them and challenging myself to become better and better every day. Yes, every day we learn. Always be open. Dealing with people is a big challenge, there is so much psychology that goes with it.

Especially residential real estate, this can be very emotional for many and financially is a big step too. Also dealing with egos of people is a challenge, ego makes them lose focus from the deal to themselves, and it's hard, working specially with high end real estate and brokers and attorneys in this luxury / high end market, everyone things they know more, they want their way... Many type "As" and trying to get these strong minds into an agreement is a challenge. Lately banks have been hard to work with, with so many new rules and appraisals coming so low is a big obstacle closing financed deals now a day. People don't realize how real estate is complex. There are many things and steps from the beginning until the end when deal closes. Husband and wives wanting different things, or wanting something they can't afford, inspections come back with big problems, but it's all part of the process.

So let's switch gears a bit and go into the Concierge Realty Brokers story. Tell us more about the business.

I would say definitely I specialize in high end residential properties. In east part of Miami. From Sunny Isles/ Aventura, down Bal Harbor, Miami Beach... Key Biscayne/Brickell/Downtown/Grove/Gables... East of US1... We also do some commercial real estate. We are very lean company. I like things DONE right away, and work in very effective way.

We do what it takes. Been a small company, we don't have all these layers of people, all these often-non- sense bureaucracy that slow down the process, slow down decisions and are more rigid square. Ethics and integrity is of utmost importance to me. And again, in today's world, you've got to know more and do so much more to your clients because information is easily available throughout the internet, so unless you give exceptional service and value, above what others do, you can't succeed.

How do you think the industry will change over the next decade?

Technology is and will continue playing a big role. I use it in our advantage as far as helping do things faster,

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things happening around in each area that could affect valuations, negotiating better, handling all deal problems better. Understand, many people think they can do this "directly" or alone. But how many deals have they done? How much experience and time do they have to do this sale? A good broker, can cut so much time, point in right direction, and handle all problems and challenges of a deal way better. Also, as brokers, we are not as involved emotionally in the process which many sellers and buyers are, so we can better give perspective of a deal.

Contact Info:

- **Address:** 2601 S Bayshore Dr., suite #225, Miami, FL 33133
- **Website:** www.conciergeforsale.com
- **Phone:** 305-529-5575
- **Email:** sales@conciergebrokers.com
- **Instagram:** [conciergerealtybrokers](https://www.instagram.com/concierge_realty_brokers)
- **Facebook:** Concierge Realty Brokers
- **Other:** www.conciergebrokers.com

