

# Teaming with Success

*Realtor Tim Singer Maintains Sterling Reputation and Builds A Team in Fort Lauderdale*



*Tim Singer and his team: Mark Ketcham, Clinton Winter, Bruna Tassan, Conleth Quinn, Evelyn Knowles, Singer, Richard Cascarelli*

By Ian Drew

Tim Singer knows about relationships. Singer has spent the last 15 years forging ties with loyal clients through his successful real estate business. He also works with a tight-knit team of dedicated agents that includes his partner of 20 years, Richard Cascarelli.

"Tim is compassionate and fair-minded," says Cascarelli. "We are best friends, and I admire him. He has a very even temperament. He leads by example."

These strong words are echoed by Singer's team of associates, which also includes Bruna Tassen, Mark Ketcham, Evelyn Knowles, Clinton Winter and Conleth Quinn.

The team element has been a necessary step in Singer's evolution as a businessman. "We first created a three-person team and saw our business double," says Singer. "Creating

the team under me has helped me to work much more efficiently."

It has been a long, yet successful climb for Singer to the top of the real estate game. He moved to Florida in 1984 with Cascarelli after managing bars in Cleveland. After settling in Fort Lauderdale, Singer got involved with real estate at the suggestion of his aunt.

Singer took a job with the same Coldwell Banker Southeast office he has been with since 1987. He quickly became a rising success story, achieving \$1 million in sales his first year and nearly doubling his volume every year thereafter.

"I have had offers to leave, but I love working here," says Singer. "A lot of people here are willing to share their experience and help you out. It is not competitive like in other offices. The company backs us up. It is also known internationally, and it is supportive of

the gay community."

Singer used the same professional standards to eventually build his team, and he uses what he has learned to continue to guide them.

"I was definitely not a natural in the beginning," he says. "But I learned a few things over time. First, don't focus on money—focus on the people. Second, don't worry about what it costs, but worry about what it takes to get it done. So many realtors begin by choosing adversarial positions, but I learned the importance of working together. You help yourself by helping those around you."

Singer began the team by first merging with fellow realtor Tassan in 1989. Today, different tasks that are usually handled by one agent are divided among team members according to their own unique talents.

Singer oversees everything that goes on and is a part of every listing appointment, while Tassan handles the bills and accounting procedures. Cascarelli handles the listings, advertising and marketing, and Quinn acts as an assistant to the three.

Singer maintains that working with his partner, Cascarelli, is not a problem because they work on different schedules and different projects. "We have a lot of fun here. There really is no tension between any of us. If anybody takes anything too seriously, we send them home," jokes Singer.

Ketcham, Knowles and Winter act as buyers' agents by matching buyers with properties, handling referrals and looking for new opportunities.

Winter, in particular, loves the arrangement. "I have been in sales and marketing for 15 years, and this is the best environment for me," he says. "Because I am relatively new to real estate, I now have six expert people to ask for help and advice. Tim's

reputation also helps us to do business because it is consistent and respected unanimously within the community."

Ketcham, who is also the former President of the Victoria Park Civic Association, agrees, "The depth of experience definitely helps. Every transaction has something that is new or never been seen before. It is nice to have Tim there to help and provide his expertise at handling problems and challenges."

Singer says that there is another major relationship that is the base of his business—that which he maintains with his clients. He continuously keeps in close contact with former clients, many of whom come back as return clients. His new clients are mostly referrals.

Singer and Cascarelli now live in Victoria Park, an area that grew along with Singer's business. It expanded beginning in the late-80s, largely after being rebuilt by members of the gay community.

Singer credits his gay clientele, which is about 40 percent of his total client base, with helping to build up many local neighborhoods. "When I first started out selling in Victoria Park, my clients were mostly gay and not afraid to tackle a neighborhood that had potential," he says. "The gay community is a strong economic force that has the guts to tackle a project and see it through."

Singer further takes his idea of team building out into the community. He is a founding board member of the Gay and Lesbian Community Center of South Florida, and he serves on the Leadership Advisory Council of the Fort Lauderdale Board of Realtors.

Coldwell Banker Southeast is located at 1306 SE 17 Street Causeway in Fort Lauderdale. For more information, call 954.463.1373, or visit [timsinger.realtor.com](http://timsinger.realtor.com). To see what Tim Singer has to offer this week, turn to his ad in this issue of *The Express*.

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