

## AGENT PROFILE *Byron Lazine*

# Learning from the past

**F**rom age 19 to age 21, Byron Lazine bought three investment properties, but by 25, he had lost hundreds of thousands of dollars of his own money.

Taking the lessons he learned, four years ago, he got his real estate license and started building Seaport Real Estate Group at William Pitt Sotheby's International Realty alongside his business partner, Tim Bray. Today, they have 12 people on their team and have seen great success. Lazine personally was ranked No. 4 in more than 1,000 William Pitt agents in sales for 2015.

What sets him apart from others is his ability to understand how to sell homes in the year we live in.

"Today, in 2016, I have a great understanding of how to market on social media. Also, my failures from my early 20s drive me to outwork my competition on a consistent basis," Lazine said.

His best purchasing and selling skills are negotiating and marketing on social media. In fact, in May, he spoke at the Sotheby's Global Networking Event on this topic.

The real estate agent finds the most rewarding part of his career is helping people and controlling his destiny as a true entrepreneur, he said.



**Business:** William Pitt Sotheby's International Realty

**Lives:** Niantic

**Office:** Old Lyme

**Expertise:** Single-family residences

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As a Realtor, he primarily serves the shorelines of Connecticut, and is active in both the Manhattan and Rhode Island markets. When he has spare time, he enjoys spending time with his wife.