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Cavazos Helps NAI Farbman Close the Deals

Laney Cavazos doesn't eat fish. When Cavazos, Director, Corporate Services and Vice President at NAI (New American International) Farbman, closed a \$12-1/2 million sale in Japan, her Asian client took the liberty of ordering a celebratory lunch. It was every seafood delicacy you might imagine.

"I ate every bite," recalls Cavazos, including fish eggs floating in a gel substance and "tiny octopus, with tentacles still attached."

The Farbman executive, with a sales history going back to college, understands the importance of customer awareness and attention to detail, especially in Asian cultures.

"The Japanese conduct business much differently than here. They only deal with one broker at a time.

"And," she smiles, "they sometimes wire the money before the closing!"

It was the work ethic and the trustworthiness of her Asian counterparts that most impressed Cavazos. When the sale finally culminated, Cavazos negotiations for her Tier One supplier client had been ongoing for several years.

At that point they invited her to accompany them to Asia to close the deal. Cavazos, a Troy resident since the age of eleven, is the "soccer mom" of daughter, Shelby, 11 and Jake, 7 years old. She was torn about leaving her family for two weeks.

"My husband, Jeff, who also works for Farbman, is very supportive and encouraged me to make the trip," she

mentions. And, being a 21st century business traveler, a web cam set-up at home allowed her to see and talk to her children, and them to her, daily - she even inspected their rooms!



TROY RESIDENT LANEY CAVAZOS, Director, Corporate Services and Vice President at NAI Farbman, recently traveled to Japan to close a deal for a Tier One Supplier.

Cavazos trip to Japan was an eye-opening experience in many ways. "The cities are very modern; I expected to see rickshaws."

She was able to travel extensively with an English-speaking NAI counterpart. Cavazos was surprised at Japan's 70 percent mountainous terrain and impressed with the iconic "bullet train." She mentions that visiting Shanghai they walked the entire day.

"But the most impressive thing, it just brings you to tears, is the Peace Memorial in Hiroshima," adds Cavazos.

And, while Japan is a seafood eating culture, she didn't go hungry. Cavazos mentions the "potstickers are just phenomenal."

Domestically, Cavazos and her staff concentrate on medical real estate, Henry Ford Health Systems and others.

Farmington Hills-based Farbman Group is a leading full-service real estate organization and a familiar Michigan name. They recently acquired Troy's three-building Sheffield Plaza, 520,000 square feet of office space on Big Beaver near Coolidge.

Responding to the relevance of a global economy, in 2001 Farbman Group completed integration with the New American International, Inc. (NAI) real estate network, which included the name of the Farbman Group Brokerage Division to NAI Farbman.

Since its inception is 1976, Farbman Group grew by solving

the real estate problems of its diverse client base.

NAI Farbman is an international real estate provider bringing expert knowledge on local market conditions and on conditions around the globe.