

Business Connection



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Business Spotlight

The one that gets it done

ALFREDO **A** LEDESMA

Alfredo Ledesma first got into real estate because his wife, who was in finance and had her real estate license, always said he was a natural salesman. In 2007 when the market crashed, Ledesma decided to change careers and give real estate a shot, not realizing it may have been the worst time ever to get into the business. He quickly learned how to do short sales, work with foreclosures and how to grow his own real estate business.

Ledesma is a former competitive roller skater. Back in 1988, he won the U.S. National Championships. He was selected to compete in the 1989 Olympic sports festival and went on to become a top coach in the sport. "The discipline I learned from skating always stuck with me. I always wanted to go above and beyond for my students and clients. I guess it's the competitive side in me," said Ledesma.

Fast forward to 2014, when Ledesma was asked by his broker Rishi Bakshi to open a new Intero franchise office in Pleasanton. He had been a top agent for Intero Fremont for a number of years at this point. Being very competitive and up for a challenge, Ledesma opened the office with himself and three agents. "We now have over 70 agents on our

roster, and we are growing," he said.

The Intero Real Estate branch that Ledesma leads focuses on residential and has a commercial and relocation division. They are a part of

one of the Leading Real Estate Companies of The World, as well as Luxury Portfolio International. "We pride ourselves by being a local brand with a global reach," said Ledesma. "One of the many reasons why agents love Intero is our support and mentorship. Our goal is to provide our agents with the tools, technology and support they need to excel in a competitive real estate industry."

"As a former coach, I love giving back. If I can help someone

achieve their goals, it is very fulfilling to me. Running Intero Real Estate in Pleasanton allows me to pass on my experience and knowledge to my agents. I always felt a passion for coaching and helping others," said Ledesma.

Learn more about Intero and Alfredo Ledesma's team by calling 510-406-2274 or emailing ALedesma@Intero.com. DRE# 01727652.



Alfredo Ledesma

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