

Daughter joins mom's real estate firm

Lisa Camerlengo's focus is on designing and implementing marketing initiatives

Lisa Camerlengo has joined the sales staff of Joan Camerlengo Realty, LLC. Ms. Camerlengo, who is responsible for the firm's marketing initiatives, recently obtained a New York State real estate salesperson's license to gain insight and better understand how to service the firm's clients and customers.

"By obtaining a real estate salesperson's license, Ms. Camerlengo has gained knowledge and has a better comprehension of the real estate business. This will serve her well in both of her roles — as our director of marketing, and as a sales associate. Even though Ms. Camerlengo is a new licensee, she is already off to a quick start. This is probably due to the fact that, while growing up in our household, she has been exposed to the real estate business for the last 12 years," said

Joan Camerlengo, broker and owner of Camerlengo Realty.

With seven years of combined marketing, journalism and Web producing experience, Ms. Camerlengo primarily focuses on designing and implementing marketing initiatives for Joan Camerlengo Realty. Lisa created and maintains the firm's Web site, www.camerlengorealty.com. She has assisted in the development of Camerlengo Realty's brand and marketing collateral.

A full-time marketing communications specialist with a global professional services firm in Manhattan, Lisa previously spent more than four years as a multimedia Web producer with a New York-based financial news organization. Ms. Camerlengo, a native Staten Islander, holds a bachelor's degree in political science from St. John's University and a master's degree in broadcast journalism from Columbia University. Ms. Camerlengo is also an occasional freelance writer, whose articles have been featured on MSN.com and AOL.com



Lisa Camerlengo recently joined the "family" of Camerlengo Realty.

Joan Camerlengo Realty, LLC is committed to providing its customers with outstanding service — without the use of high pressure sales tactics. As a full-service real estate firm, a member of the Staten Island Multiple Listing Service, and the Staten Island Chamber of Commerce, we are ready to serve all of your real estate needs. If you are seeking an honest, caring and knowledgeable realtor to entrust with your most valuable asset, or if you would like to purchase a home, please contact us at 718-351-3777 or by email to: info@joancamerlengorealty.com.