

ONLY IN PRINT ► BUSINESS INSIDER

## Scott Freerksen ‘The Lake Guy’

### Q: How did you end up in your line of work?

A: I worked in the corporate world for 17 years and slowly realized that it was not the place for me. For whatever reason, the events of 9/11 made me realize that life is short and I need to follow my passion. Being a lifelong lakefront resident myself, I decided to become a Realtor and specialize in selling lakefront property in Mass. and R.I.

### Q: What business experiences have stuck with you through the years?

A: We worked with a buyer last year who had grown up on Lake Pearl in Wrentham, Mass. He really wanted his family to experience the same lifestyle he grew up with. We searched for about a year all around the lake with no luck. Growing frustrated with the inventory we were viewing, I decided to stop in at the house he grew up in and speak with the current owners. Turns out, they were being relocated and were about to put the house on the market. Three months later, the

buyer moved his family into the house he grew up in.

### Q: What do you like most about your work?

A: I believe there are two kinds of people in this world: Those who live on lakes, and those who *want* to live on lakes. Every day, I get to passionately unite these two worlds. The most satisfying part is about a year after a buyer purchases their first lakefront home. They tell me they “finally” understand what all the fuss is about. They realize how much this lifestyle has changed their outlook, and they will never not live on the water again.

### Q: What do you like least about your work?

A: We have more than 4,000 registered buyers in our database. Every one of them has a “dream home” in mind, usually based on a lake they vacationed on as a kid. With fewer than 500 direct lakefront properties on the market at any given time in Mass. and R.I., it’s impossible to find everyone dream location. By we try hard!

### MORE ABOUT SCOTT FREERKSEN

Age: 46 Years in biz: 8

Hometown: Mansfield

Hobbies: Living the lakefront lifestyle, boating, water-skiing, swimming, fishing, lake management, lake association president

Name of business: Lakefront Living Realty, LLC

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### Q: What makes your business unusual?

A: We are the only real estate brokerage to specialize in state-wide lakefront property in New England. Any buyers searching for lakefront property online became quickly frustrated when they realized that 80 percent of the homes coded as “lakefront” were really not. Unfortunately, many are across the street, lake access, lake rights, on a small pond, a river, etc. And if they did



SUBMITTED PHOTO

Scott Freerksen, “The Lake Guy,” of Lakefront Living Realty, LLC.

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find a home that met their needs, there was no place to find the details of the lake itself. Our site displays direct lakefront property only, fast and easy. In addition, each lake has a detailed page so buyers can learn about boating rules, aquatic vegetation, swimming restrictions, boat launches, fish populations, etc. We offer a “Keys to Buying Lakefront Property” Seminar annually in the spring which is very popular with our buyers.

### Q: What advice can you give someone who wants

### to open a business?

A: You need to choose something you are passionate about. It will come across in everything you do and every interaction you have with people. I work nearly twice as many hours as my past corporate work days, but it certainly doesn’t feel like it. I really enjoy what I do and that makes all the difference. Also, there’s no substitute for preparation. Learn everything there is to know of your particular business and talk with people who have been there already before you decide to jump in.