

NEW BUSINESS PROFILE

Traditions Realty

Name of business:
Traditions Realty, LLC
Business phone number:
(765) 482-4666
Business address: 220 W.
Washington St., Lebanon
Business e-mails:
john@mytraditionsrealty.com
and Lynda@mytraditionsrealty.com
Website address:
www.mytraditionsrealty.com
Date business founded or opened: May 1, 2010

Owners' names and town of residence: John Bradley and Lynda Lambert, both of Lebanon

BACKGROUND**Where are you from?**

John is from Lebanon. Lynda is originally from Michigan. Lynda has been in Boone County for 21 years.

What is your educational or professional background?

John has been in real estate for five years. Prior to that, he owned Bradley's Home Improvement for 30 years.

Lynda has been in real estate for five years. She was an insurance agent prior to that, and she also served in



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John Bradley and Lynda Lambert of Traditions Realty.

the U.S. Air Force for four and a half years.

What are some interesting facts that tell us about you?

John: I have lived, attended school and worked in Lebanon all my life. I have been involved in and was past president of Kiwanis and Key Club (20 years). I have coached baseball and other sports most of my life. I'm very happy to start a new real estate company in my hometown.

Lynda: I am a member of Traders Point Christian Church. I love selling real estate, find-

ing someone the perfect home. One of my long-term goals is to open a halfway house for women or just people who need a place to transition from one home to another.

What products or services do you offer? We assist in purchasing and selling homes, investment properties, vacant land and commercial property. We have a very strong background in HUD and bank foreclosures and estate properties, in addition to personal residences of course, and can help you navigate the compli-

cated real estate process.

What is your competitive advantage? Experience, passion, persistence and follow-through. We've build our business with hard work. We have competitive natures and refuse to fail. Most important for our clients, we carry over the philosophy that advertising and marketing are an important ingredient in selling listed homes and try to keep our overhead low so we can pass the savings on to the consumer — our clients — in this "hard hit" market.