

# Cole DeLong

Real estate broker with  
Larry Smith Vaniz Realty

## Where did you grow up and go to school?

I grew up in Greenville, and graduated from Washington School. I earned a BA at Ole Miss and an MBA at Mississippi College.

## What led you into the land realty business?

Prior to becoming a Mississippi licensed real estate broker, I spent 18 years working in sales, marketing and advertising. I was also co-owner of a direct marketing company. I started hunting with my dad in the Delta when I was six years old, and have been an avid hunter and outdoorsman ever since. Becoming a land broker was a natural fit combining my business and sales experience with my love for the outdoors.

## What's the most rewarding part of your job?

The most rewarding part of my job is successfully marketing and selling property for our land owner clients. I also thoroughly enjoy helping buyers (in particular first time buyers) locate and purchase recreational hunting land.

## What are the top (3-4) qualities that clients look for in a piece of property?

Every buyer has different quality objectives when looking to purchase land. Some are strictly interested in buying land for investment. Others are primarily focused on deer, turkey or duck hunting habitat. It is my job to help our buyer clients locate property that matches their specific quality objectives.

## What's the best business advice you've ever received?

The best business advice I have ever received is that no matter how much knowledge one has, nothing takes the place of hard work and persistence. I listen to our client's objectives, and then apply this advice on a daily basis in an effort to help them achieve their individual goals.

## When you're not working, how do you spend your free time?

When I am not working... I am hunting, getting ready to go hunting or thinking about hunting. My wife Amy has been very forgiving of this obsession. I spend a lot of time with my young son in the woods, and also enjoy going with him on his Boy Scout campouts. **DBJ**

