

Can KARMA really be the foundation of a successful business model?

HAUTE LIVING - By Pauline Sung on April 4th, 2011



[Lawrence Citarelli Jr.](#), founder of the Lawrence III Group, is a name we should all get to know. In a day and age when our indulgences take more than just a monetary toll, the Lawrence III Group pays it forward. The group is comprised of Citarelli's multi award-winning design/build organization Lawrence III Corporation, his real estate acquisition and development firm CitaDom Holdings LLC, and premiere, global real estate services boutique, First Hampton International Realty (FHIR).

The praise and accolades that FHIR and the LIII Group continually receive boils down to an unparalleled business model, Citarelli's insatiable work ethic, unwavering moral compass, well defined philosophy, and laser focus replete with more than 17 years of real estate experience. The company's experience and superior service that customers receive are unrivaled in the industry. Equally impressive, all of the firm's projects, both in the Hamptons and abroad, have a foundation built on KARMA—projects that are financially prudent (100% debt free), eco-friendly, and have an emphasis on income generation while remaining socially responsible. Projects delve far below the surface with a spotlight on lower densities, environmentally conscious alternative energy solutions, and a steadfast social responsibility. More important than all of the above, especially to Citarelli and his family – a portion of every project and company return on investment goes towards a direct children related philanthropic endeavor.

Citarelli's dedication to continually raising the bar while remaining socially and ecologically responsible has led to a congressional award from the Dominican Republic for his humanitarian efforts with underprivileged children and communities. Citarelli has also committed to the land purchase, design, and construction of a new state-of-the-art school for the children of Cabrera, where his first in a series of 5 star boutique destinations throughout the Caribbean and Latin America, Cristal Beach Resort, resides. Of his admirable outlook on both life and business, Citarelli says, "I believe that if more people, firms, government, and so forth took a similar approach, our country (and the world) wouldn't be in the myriad of socio, eco, and educational conundrums we are currently facing." It is safe to say that this is much more than just business.