

# Queen Of The Glen

Long time Brentwood Glen resident, **Lisa Mansfield** reigns supreme as the predominant REALTOR® in the neighborhood where she grew up, and which she watched evolve over 25 years.



There's a small neighborhood on the Westside of LA which has a certain storybook charm and which contains a microcosm of family life. It's called Brentwood Glen. If you are driving through this contained enclave, tucked between Westwood and Brentwood, you will see cute houses with manicured lawns and young families taking an evening stroll together, kids riding bikes in the street and people leisurely walking their dogs.

You might also notice the vast number of Sotheby's "For Sale", and "Sold" signs with the name Lisa Mansfield on them because, although she represents listings across most of the Westside, she is warmly referred to as "Queen of the Glen." Most everyone you meet will tell you that. Her family moved into Brentwood Glen when she was 8 years old, and she lived in a corner house on the northernmost block. She was a babysitter for the neighbors, whom she now represents when they move properties.

"At 8 years old, I was reading House & Garden and Architectural Digest and I was obsessed with them. As I grew up I knew I wanted to be a piece of that world - a career woman who incorporated a degree of independence, intelligence, business savvy and skill in sales and negotiating with my passion for people. Creating ongoing meaningful relationships of service, friendship and trust is my greatest inspiration! I feel so lucky to truly be able to say that *I Love* what I do. I am often told how apparent this is by my clients."

Fast forward a few years and Lisa left home, graduated from UCSB, travelled around Europe and moved back to the Glen - renting a place she later listed for sale. She became a Realtor while still in her early twenties, and she knocked on doors in the neighborhood till she got her listing. "I was as persistent as you get and never gave up."

"I really focused on the personal aspect, where it was a very real down-to-earth, caring connection. It was more than just 'I want to sell this house'". The rest is history and now most all of the families in the Glen know to call Lisa if they are selling their home. It's as natural as it is instinctive.

Her face is well known from the annual community events. Each Spring there's a huge block party - everyone in the neighborhood is invited to commune and enjoy an afternoon of fun, games, free food and drinks. Lisa provides the horse rides and bouncy castles for the young ones. She also participates in the bi-yearly, community-wide garage sale. And, naturally, she's Vice President of the Garden Club, which has been a tradition for the last 20 years.

Lisa tells me she has a Masters Degree in spiritual psychology. And I'm not surprised because a large part of what she does as a realtor is hold people's hands, alleviate their stress and make the whole process of buying and selling houses

as effortless as she has made it become. Twenty five years is a long time to perfect her craft, and reading testimonials from her clients (on her website) makes a great bible for wannabe realtors or those just starting in the business.

### CONSISTENCY

What's her secret? "Consistency," she says. "I set a path for myself and I followed it through good and bad. Whether the market has been up or tanked, I've had the highest volume of consistency. I did over 40 transactions in the last year. I also have an amazing team - all of the experience, expertise and assistance that comes with hiring 'Lisa Mansfield' has created a happy and satisfied client base. In fact, their referrals make up a large part of my business - I am proud of this, and most importantly, grateful."

She holds an NRT award for consistently being in the top 2% of (nearly 50,000)

*"I facilitate one of the most meaningful transitions of people's lives."*

brokers in the nation. She is relentless in her goal to make everyone know she

is available for them to provide the level of service she is known for when they are ready to buy or sell their homes. She knows the neighborhood, she has watched countless families pass through, and even helped them transition to new homes in the neighborhood, as their families got bigger, or smaller.

There was a time last year when she had a hand in 8 transactions...all on the same quarter mile street in Brentwood Glen - Homedale Street. She moved one growing family directly across the road to a larger house. Another woman, now in her 80s and a lifelong resident in the Glen, relocated out of LA to be with her family. A young couple with one child moved in to their first home. These are starter homes in the 90049 zip code, which afford young families the enjoyment of everything Brentwood has to offer. It's an amazing

diorama of family life, captured in one moment in time, on one street. "I facilitate one of the most meaningful transitions of people's lives," Lisa says.

And of course the community aspect helps. Walk your dog, watch your kids ride their bikes or scooters and play football in the street. "Trick or Treat" together with families at Halloween. Start your kids at the neighborhood preschool - Berwick Buddies - on Berwick Street. There's the church hall for services and evening events. New residents receive a welcome pack telling them all about the community events. There are weekly email updates from the Brentwood Glen Association, and there is a local neighborhood website, which Lisa helped create, called *Okolia* - goods and services recommended by neighbors helping neighbors.

Don't get me wrong. It's not quite 'picture-perfect' Norman Rockwell but it is a close-knit neighborhood... and a bit of a welcome throw-back to "the good 'ol days". Lisa knows this place like home... both Hers...and Yours. Lisa is in her element as she goes to person for anything related to home buying or selling since she knows the community so well.

If you ever take that short cut across Sunset and find yourself in Brentwood Glen, drive slowly, and not just for the safety of the kids playing but also just to soak in the quaint atmosphere of this cozy community. And oh, if you are looking to buy here, look out for those Sotheby's Lisa Mansfield "For Sale" signs... even talk to a friendly Brentwood Glen neighbor - they will be almost certain to know her. Or you could go by her well-earned reputation of over 25 years as... "Queen of the Glen".

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### IN BRIEF

#### What do you do to relax?

Balance is important to me. All the energy that I put out has to be replenished. Yoga is my passion. Santa Monica Yoga for 15 years. 2 yoga retreats every year for the last 10 years. Pilates twice a week. Travel is my biggest passion. Walks on the beach. Books - I do a lot of reading. Spiritual books, psychology, personal growth. I love the theatre and family time.

#### Favorite restaurants:

Tavern, Upper West and Susanne's Cuisine in Ojai.

#### What do you do to go the extra mile?

I work with people on the prepping during the pre-listing period. Getting their house and their life ready for the listing. Decorating and painting. Way more than just staging. Preparing them for their move. Oh you're moving to Portland, let me hook you up with a Portland agent. I spend hours with people and they say to me you should be a therapist in addition to being a realtor.

#### The Team:

I have a great team - one person who has worked with me for 10 years, 3 other members who support me with marketing. People stay with me for a long time. My sign guy, 8 years. I guess no other realtor could say that.

**Tagline:** "Passion for Excellence". The marketing, the presenting of the properties, the treatment of the client - it is above average and above ordinary on every level.

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