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*Lisa
Mansfield*

Lisa Mansfield's Manifest Destiny

Growing up in Brentwood Glen, Lisa Mansfield imagined that some day she would be involved in a career that allowed her to provide individuals with the same kind of warm, family environment. Today, as a real estate professional for Sotheby's International Realty in Brentwood, Lisa is among a handful of Westside real estate agents who

is as respected as she is successful. However, her greatest achievement is the realization of the dream she had so many years ago.

"I have always loved homes and what they represent, and being able to facilitate that process for other people is incredibly rewarding." Lisa



professional
profile



said. "After graduating from UC Santa Barbara, I began my career in real estate and at that point I knew I would do it for the rest of my life." Lisa creates a balance in her career as she enjoys the benefits of yoga and meditation. She also speaks fluent Italian, a by-product of her extensive travel in Europe, where she lived for several years.

Lisa helps clients buy and sell properties throughout the Westside, however her niche area remains Brentwood Glen, where her family still lives today. Because of her presence in the neighborhood, she is the agent of choice for the most discerning clients, who often know her and her reputation as a warm and engaging yet highly professional agent who is always on top of her game.

"Many other real estate agents were leaving materials on our doorstep, but none had Lisa's history in the neighborhood and her friendly and gentle, caring attitude," said client S. Simmons. "Years before it was time to sell, we knew we wanted to list with her because she was an expert in the neighborhood, had established contacts with other local brokers, had a reputation and expertise that would bring potential buyers to the property, and is an ethical and kind person. She didn't just meet our expectations, she exceeded them! She sold our house substantially over asking price with a quick escrow. Our 'miracle transaction' was completely free of problems and surprises."

If it seems like Lisa isn't your typical real estate professional, it's because she isn't. She commits herself fully to the practice of getting to know her clients' needs, requirements, and family circumstances. She applies that information in helping her sellers prepare their home with professional staging and recommendations about how to show the home in its best light. Her grounded, centered approach and depth of knowledge beget the proper pricing strategies that lead to rapid and profitable sales.

She helps her buyers visualize what they want in a home and how they expect to live there—details that go far beyond flooring choices and cabinet colors. Because of her superior communication skills—the ability to ask the right questions and actually listen to the answers—she is able to find them what they want while establishing such strong and lasting relationships with them that they come away feeling satisfied by the transaction, and transformed by the experience.

"When we decided to sell our house, it was an easy decision as to whom we should ask to be our REALTOR®," said clients W. and S. Bland. "From our first meeting, we knew our choice was correct. She handled complicated matters effectively and efficiently. Her communication skills are wonderful. She and her assistant phoned us frequently and always returned our calls promptly. We knew that she was working tirelessly on our behalf. In what must be seen as going beyond the call of duty, she voluntarily stepped in to resolve a dispute between us and a contractor. This we especially appreciated. Buying or selling a home can be a difficult, emotionally trying time. But her upbeat perspective, outgoing but not overbearing personality, and professionalism made the process easy. She has become to us not just a superlative real estate agent but also a friend. If we ever wish to buy or sell a house again, she is our REALTOR®."



A 17-year veteran of the industry, Lisa built her successful career on those principles of hard work, determination, and personalized service, with a cache of loyal clients. She was successful and happy, but eager to continue evolving so she decided to get her master's degree in psychology.

"It wasn't something I did for my job per se, but more for my personal growth. However, it ended up totally changing my career," said Lisa, who also changed companies to what is now Sotheby's around the same time that her master's program ended and immediately earned a place in the Top 10 in her Brentwood office. "It was a very soul-centered program, not a typical clinical psychology program. The tools it gave me have been immensely helpful in terms of how I approach my career and how I interact with my clients. My relationships became deeper, and I learned how to structure my time better. It helped put me in touch with how to manage both the business elements of the transaction but also the human elements, and to be of assistance to my clients on multiple levels."

Her clients noticed the change as well, already well aware of her work ethic, diligence, and integrity, they began to recognize a greater self-assuredness post-master's degree.

"It's amazing how our new house felt like home from day one," said client R. Barack. "Lisa was right when she predicted that this would feel 'meant to be.' Her confidence and reassurance helped us remember there would be light at the end of tunnel. It made a huge difference



gotten to know most of the neighbors as well," she said. "It's not unusual for me to be stopped numerous times while I am walking the dog, or for neighbors to invite me in to talk or share a glass of wine. That's the energy of this community, which is one of the things I love about it."

Her appreciation of the area comes across to clients and leads to greater trust. Of course, her great timing and willingness to go above and beyond also factor in, especially when it leads to an impromptu showing of one of her listings.

"I have a \$2.8 million listing that is just across the street from my parents' house, and I was in their kitchen doing dishes with wet hair from the shower one day and saw a gentleman pull up and write down some information," she said. "I motioned to him out the window and let him know I was the listing agent. I asked if he wanted to see the house, and it turned into an excellent one-hour showing that materialized simply because I happened to be in my parents' kitchen washing the dishes. That's the kind of commitment clients will get by working with me."

That commitment is a large part of Lisa's success today, and has helped her to overcome the obstacles that defined her early career.

"The odds were definitely against me in the beginning," she said. "I was very young when I started, and I didn't have lot of friends in my age group who were ready to buy a home, which is how new agents often get going. Also, the market was tough when I got licensed. I really had to persevere, because nothing was being handed to me."

having her as our agent. I have no idea where she gets her constant energy and enthusiasm, but somehow she always seemed as energetic and upbeat at the end of each open house as she was at the beginning. I thank her for being such an amazing agent, for loving what she does, for getting such awesome results, for being so amazingly sensitive to the needs of my family, and for being such a loyal and dependable friend. I'd never buy or sell a home through anyone else, and I wouldn't let my friends either."

Clearly, the connection she establishes with her clients is based on a deep bond—one that often transcends a professional relationship and becomes a personal friendship thanks to the intense rapport that has been created.

"I love the fact that many of the clients with whom I work become friends," she said. "Rarely has there been a client who is gone from my life after a transaction. I have stayed in touch with 98 percent of my clientele, and I socialize with many of them."

In fact, in Brentwood Glen, Lisa is regularly sought out for her company, as well as her expertise.

"I know all the houses in Brentwood Glen and have sold many of them, and because I spend so much time in the neighborhood, I have

She did that by relentless door knocking, open houses and familiarizing herself with the homes all over the Westside.

"I did a lot of legwork, and kept my eye on the vision of the life that I wanted to create," she said. "I have always been extremely self-motivated, so I just kept moving through it without getting myself stuck in the trials and tribulations of the day-to-day challenges in the first few years."

Her efforts paid off. She has been consistently honored as one of the top-producing agents in her company, earning President's Elite, President's Club, and President's Circle honors. However, after nearly two decades in the business, she continues to enjoy tremendous personal satisfaction from what she considers her most important accomplishment: the happiness and fulfillment of her clients. ★



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