

TOP AGENT

MAGAZINE



**Lisa
Mansfield**

Lisa Mansfield: Excellence Personified



If there is one thing that is immediately noticeable about Lisa Mansfield, it is that she is a perfectionist. In fact, there is nothing Lisa does that is average or ordinary, and holding herself to a higher level of accountability and excellence is more than an ideal, it is a lifestyle. Described by her clients as “a winner,” “wonderful and special,” and “one of a kind,”- it is her impeccable performance, experience and unique approach to her business that has continued to bring her success and the ultimate respect of her peers. Lisa is more than a two dimensional agent, she is a multi faceted individual whose core beliefs inspire greatness in herself and others around her.

Her dedication has allowed Lisa to attain the status number one agent in her Brentwood Sotheby’s International Realty office, and Bruce Zipf, President and CEO of NRT, LLC, the parent

company of Sotheby’s International has hailed Lisa as being “among the best of the best.” In a company filled with some of the best agents in the industry, Lisa has ranked in the top 2% out of thousands of agents across the country. Even more impressive - she accomplished this during the most challenging quarter in the company’s lifetime.

At the heart of Lisa’s success is passion. “I love my work. I love my clients and I love the satisfaction of facilitating such a meaningful and significant event in people’s lives – I literally wake up every morning excited to do the work that I do,” says Lisa emphatically. The veteran agent has great respect for the process of buying and selling real estate and says that it isn’t just about “turning a key and walking through a door.” “Real estate embodies the different phases in people’s lives. I don’t see a home as just a structure. It is a piece of someone’s life, and the purchase or sale of a home is a life changing event. I am personally invested in the lives of my clients and I help them transition from one stage to the next. I am always there to support and guide them.”

While she services buyers and sellers in the entire Westside area, she has always had a special love for Brentwood Glen where she was raised. She is an expert in the area often listing and selling a home several times, garnering an intimate knowledge of each property. As such, she has affectionately been called the “Queen of the Glen” by her neighbors, clients and peers. Her name and brand are well known throughout the area and are synonymous with integrity and professionalism. Many of Lisa’s fellow agents throughout the Westside recognize her expertise, and she has become a valuable resource. Often, agents will call and ask her about the appropriate values and properties in the Glen. “I have built and nurtured relationships with my clients and the agents in our real estate community. One of the highest compliments I have received is the praise of a veteran agent and the comment that I am one of the agents that others always want to work with. I always get outstanding feedback from both clients and agents,” she says. It is this high level of respect that Lisa has cultivated throughout her fruitful career in real estate.

Her commitment to excellence is also evident in her marketing portfolio both online and in print. Regardless of the price range of the property, Lisa extends the same amount of service and expertise. While many other agents have decreased their marketing budgets as a result of the wavering market, Lisa continues to consistently ramp up her own marketing. It isn't unusual for her to spend thousands of dollars on each of her listings and she is part of the small percentage of agents that use virtual tours on her listings as well.

However, nowhere is Lisa's expertise and talent more evident than in the gracious outpouring of sincere thanks from her satisfied clients. Together with her associate, Michael, she continues to exceed expectations. "Lisa's great service began when we first met with her to discuss the possibility of listing our house. She was prompt and well prepared and had a great familiarity with the real estate market in Brentwood Glen," share Bob and Wendy Wirth, two of Lisa's loyal clients. "We felt very comfortable with her expertise and recommendations. After listing, we reviewed a number of Lisa's recommendations to improve the marketability of our house. We were impressed with the quality and comprehensiveness of the listing brochures and web-based posting of virtual tours. These fantastic marketing materials plus the frequently scheduled tours and open houses greatly improved the number of prospective buyers touring the house and resulting offers. We were also surprised and very pleased to know that instead of simply putting a lock box on the door, Lisa or Michael would be personally available for each showing!"

In three weeks, and in a depressed market, the Wirths had a contract on the home and even while they were in Arizona, Lisa took care of any problems that arose. The Wirths are convinced that without Lisa the successful conclusion of the transaction would not have been possible. It is in comments like these that Lisa feels most fulfilled. It is also comments like these that reveal why Lisa's clients never hesitate to recommend her to friends and family, and even clients whom Lisa met when

she began her career twenty years ago still call her simply to say "hello" or to drop by and have lunch. Lisa's relationship with her clients transcends the professional, and most of her clients are her friends.

Lisa's passion for excellence even extends beyond her own clients. She also takes the time to help other agents with their clients. "Others tell me it just isn't normal spending five hours helping other agents explain the benefits and facts about a property to their clients," says Lisa with a chuckle. "But that is part of how I do business. I don't mind helping other agents. It is all a part of the positive energy I maintain, and I go above and beyond to help in any way I can. I am always enthusiastic, and I never throw out an opportunity."

Michael has worked closely with Lisa for several years as an associate and has seen her professional dedication first hand. He has also been witness to her kind and generous spirit. "Her clients see how



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"I always try to have a positive, upbeat effect on the people around me," says Lisa, and despite her success she keeps her ego out of the equation. She has been told she is calm and steady – two important qualities of a real estate agent.

To maintain balance, she nurtures her spiritual side through meditation and yoga. She also takes personal retreats that help rejuvenate and recharge her to perform better than ever before. Perennially the overachiever, Lisa earned a Master's Degree in Spiritual Psychology to enrich her life and career. "I feel like I have started a revolutionary way of living and doing business. I made changes in the way I interact with others and keep visualizing abundance and achieving goals with grace and ease. It was just that change in my mindset, not hanging onto the small things and having faith that everything will be in the 'highest good for all concerned.' That made a difference in my life and I am more conscious of the consequences of my actions and not holding onto an outcome as the final result. It's maintaining integrity and excellent service along the road that is the point."

much she cares about their best interests and their happiness. I can't tell you how many clients have become good friends with her because of the relationship they built through the home buying or selling process with her. Lisa is a very hard worker as well and she is constantly putting work before her personal life – this includes canceling prior personal engagements to make sure she is present at a crucial point of the transaction to going on listing appointments when it is convenient for the prospective client. Not only does Lisa work hard, she works smart – she is constantly thinking 'outside the box' on how to get the deal closed while keeping all parties in the transaction happy! She is loved by all, envied and looked up to by the newer agents and highly respected by the 'seasoned' agents."

In addition to her dedication to perfection in all she does, she manages to maintain a harmony and serenity that allows her to turn any roadblock in her professional or personal life into a positive outcome.

Lisa has touched many lives and built many lasting relationships. It is these countless families and individuals that inspire Lisa to continue to strive and perform, and each year she continues to reach for loftier goals than the last. As dedicated as Lisa is to excellence, there is no doubt that she will succeed in any of her endeavors.

