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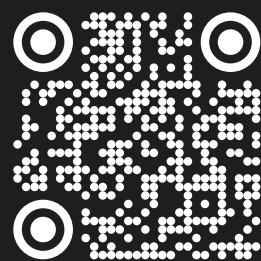


FEATURED REALTOR:

LISA
ROBERTS

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▶▶ featured realtor
Written by Elizabeth McCabe

LISA ROBERTS

BUILT HER
BUSINESS ON
RELATIONSHIPS
TO RISE IN
REAL ESTATE!

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Photo by The Capture Collective

Lisa with her family
Photo by Tida
Photography



When it comes to real estate, nothing beats old-fashioned customer service. In a world where AI reigns supreme and chatbots substitute for humans online, REALTOR® Lisa Roberts knows there's no substitute for the personal touch.

Although she doesn't have a CRM system, she relies on good old-fashioned phone calls to connect with clients. She also doesn't do client gifts or events, yet 98% of her business is repeat customers. How? "My clients remember me and the services I offered. They remember how I fought for them and took control of the transaction," Lisa explains.

All of Lisa's clients come from word-of-mouth, which speaks volumes of her level of client satisfaction. This trusted REALTOR® mostly works in the Scottsdale area and the 85259 and 85260 area codes. She has sold all kinds of listings, from a \$15K lot in Tonopah to a \$10M house in Paradise Valley. "A person is a person," she points out. "The size of the transaction doesn't matter, just the services you offer."

Although Lisa mainly focuses on residential listings, she's starting to get her feet wet in the commercial world, too.

FROM THE BIG APPLE TO ARIZONA
Originally from New York, Lisa moved to Arizona in high school and graduated from Arizona State University. Before real estate, she helped people get out of IRS penalties, which was a lot of phone work. Now Lisa still loves helping people through real estate; she really enjoys talking with people, but prefers face-to-face connection with them.

Her husband told her to get into real estate so that she'd have more time on her hands and could take time off for the family. Lisa laughs, recalling her husband's suggestion.

Now that she's a real estate mogul, time is limited.

You could say real estate runs in her blood. Her grandparents, uncle, and one of her cousins are all agents as well. In 2011, Lisa followed their lead into real estate and hasn't looked back since.

TASTING SWEET SUCCESS
Lisa soars in sales with her 2023 total volume of \$70.9 Million. An award-winning agent, Lisa has earned countless awards, including 2023 RealTrends Verified - State Ranked Number 8 Individual REALTORS® in AZ for Volume Sold. Not to mention the 2023 RealTrends Verified - United States Ranked Number 507 Individual REALTORS® in the US for Volume Sold. She is also the

proud recipient of the 40 under 40 Real Estate Agents through SAAR and SEVRAR. On Zillow, she is also honored to have 5 out of 5 stars.

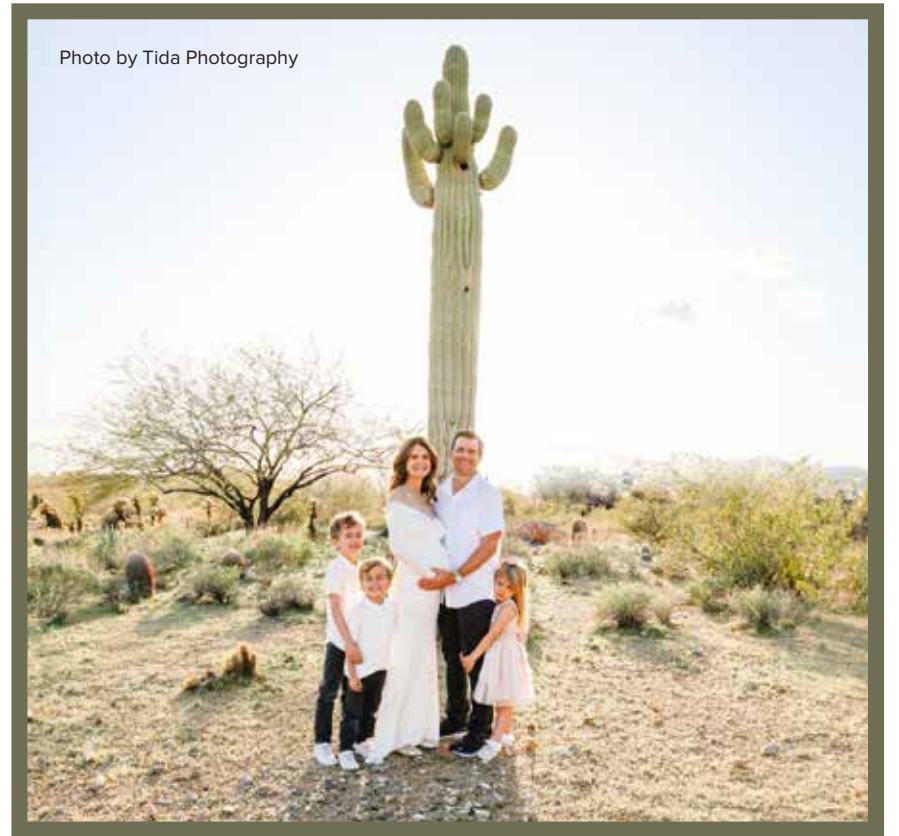
What's the secret to her success? Hard work pays off. With her patience and persistence, Lisa has learned to excel in the competitive world of real estate. She explains, "Nothing will be handed to you or come easy— you have to work hard consistently over time; it doesn't happen overnight." She has also learned the importance of asking questions, which has made her a stronger agent! Lisa adds, "Never put anything beneath you; even I still do rentals!"

Out of 41,394 licensed agents in Arizona, Lisa Roberts ranked #8 in volume sold! A valuable tip that she has for new real estate professionals is to join a team. Learning as much as she could before going out on her own was invaluable for Lisa.

PASSIONATE ABOUT HER PROFESSION
"I love getting a big hug and a 'thank you' from my clients; it's hugely satisfying for me AND them!" says Lisa. She genuinely loves what she does as evident by her passion. Her niche is luxury real estate; however, she started out doing rentals and eventually those renters became her buyers.

Rentals taught her the ropes of real estate. She learned how to negotiate and deal with other agents and landlords. Of course, there is no substitute for hard work. "I'm out of my mind and should be retired," chuckles Lisa, "but I work like a crazy person. I try to have a healthy work-life balance, but I do struggle with it."

STRIKING A BALANCE
When Lisa isn't working, you can find her with her family. She is married to her husband Darren and they are blessed with four children, Ryan (8), Jason (6), Rachel (5), and Liam (5 months). "I think a lot of agents will be shocked to learn I have four kids!"



"I work 24/7" — on top of all the kids' activities: basketball, dance, acting, arts and crafts. They're involved in everything," Lisa laughs.

Lisa wouldn't be where she is today without her husband. "I wouldn't be successful in this business without Darren; he's SO supportive in both my professional and our personal lives. I run everything by him." Darren, a CPA Accountant, has his own full-time business that he started in 2004.

RELAXING AND RECHARGING
In 2020, Lisa and Darren bought a cabin in Forest Lakes. "It takes less than two hours to get there and it's at least 30 degrees cooler there at all times," shares Lisa. "We love the lake, the pond, and riding ATVs along the off-road trails... As long as I have phone service, I'm good!"

Every December, Lisa and her family get away to Beaver Creek, Colorado. They also enjoy traveling to Florida to visit family and try to take one international trip a year. One of Lisa's all-time

favorite trips was with her husband for their tenth wedding anniversary in Greece and Italy.

Lisa has become a regular at Club Pilates for the past three years, thanks to her assistant, who used to be an instructor there and urged Lisa to give it a try. "I was always so skinny but never worked out, so I like going to improve my strength training."

With her busy schedule, Lisa still finds time to give back to great causes such as the Phoenix Children's Hospital.

A STANDOUT
Lisa Roberts has built her business on relationships, proving that in real estate, the personal touch still reigns supreme. Her passion, purpose, and persistence continue to drive her success, making her a standout in the industry.

As a REALTOR®, do you rank in the top 500? Have you been successfully working in the real estate industry for many years and would like to share your story? Email us at scottsdale@realproducersmag.com or reach out via social media to learn how.

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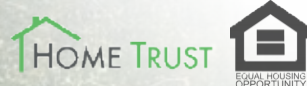


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7501

E CHOLLA LANE

Scottsdale, AZ

►► luxury listing

Submitted by Jennifer Schumacher,
Russ Lyon Sotheby's International Realty
Photos by Complete Photography



\$4,000,000 | 5 Bedrooms | 4 Bathrooms
4,356 Square Feet | MLS # 6723664

Located on a quiet cul-de-sac in the vibrant heart of Old Town, this exquisite residence offers a thoughtfully designed open floor plan that masterfully blends indoor comforts with outdoor delights. The expansive primary suite is designed as a private retreat, featuring a cozy fireplace and a separate sitting area. The chef-inspired kitchen is a highlight, centered around a striking cascading island and outfitted with stainless steel appliances, well equipped for both intimate family dinners and large gatherings. The dining space accommodates up to 12 guests and flows beautifully into a spectacular backyard through massive 20-foot pocket doors. This outdoor paradise boasts a putting green, several inviting fireplaces, a pergola and a swimming pool, creating a perfect setting for entertaining or relaxation. Further enhancing this home's appeal is the extensive 4-car garage along with an RV pad, offering plentiful space for parking and additional storage. This property stands as a beacon of sophisticated and elegant living within Old Town, with easy access to Sky Harbor Int'l Airport, Fashion Square mall, dining, golf courses, major freeways & much more!

Do you have a luxury listing that is rich in history, has some fun facts or is just downright cool? We'd love to share it with the real estate community! Email us at scottsdale@realproducersmag.com or reach out via social media to learn more.



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Our Realtor Social event on July 10th was a success! THANK YOU to everyone who attended as well as Adrian Webb, your local mortgage expert and our event sponsor! We hope to see you at our next event later this Fall!



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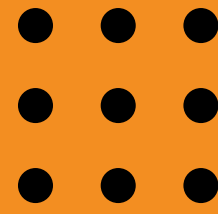
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