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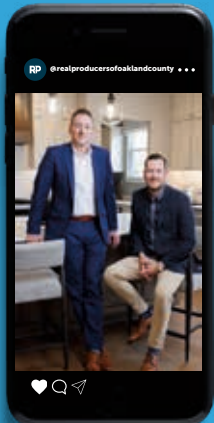
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Liz

ESSAD

The Heart Behind the Hustle

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At DOBI Real Estate in Birmingham, Liz Essad is proving that passion, consistency, and a strong “why” can quickly turn into a thriving real estate career. In the past three years as an agent, Liz has already experienced significant growth, increasing her sales volume from \$2 million in 2024 to \$8.5 million in 2025 — and she’s just getting started.

Before entering the industry, Liz was a stay-at-home mom, pouring her energy into raising her three daughters. Today, she channels that same dedication into her business, fueled by both ambition and purpose. “I care and will work my butt off to make sure

you get everything that you want,” Liz said.

Liz has built her business through the relationships she has nurtured both personally and professionally. “Most of my business comes from my sphere and referrals,” she shared. That people-first mindset is also what drew her to her brokerage, where the culture ultimately solidified her decision to join DOBI and continues to shape how she shows up for both clients and colleagues.

At the beginning of her career, Liz admits that starting with no experience while balancing three kids was her biggest challenge. Instead of letting that slow her down, she created a system to stay focused and motivated. “Wake up early, work out, and network every day,” she said. Her discipline has been a key driver in her rapid growth and continued momentum.

For Liz, creating a better life for the people around her is what ultimately drives her. “Helping friends and family find their dream home, getting my family into our dream home, and watching my girls be proud of me” stands out as the most meaningful part of her journey.

Outside of real estate, Liz stays closely connected to her community and her family. She volunteers by helping cook meals at her local church and leads The Moms Club at her children’s school, organizing charity work and donations. When she’s not giving back or helping clients, she spends



I work very hard every day and love helping people find homes!

I feel so blessed.



time with her husband, their three daughters, and their dog, Hustle. They also enjoy attending sporting events as a family. “We love to travel and work out!” Liz added.

As she looks ahead to the future, Liz is focused on growing her business while maintaining a strong sense of balance in her life. She aims to double her production while setting an example for her daughters and other moms that they can successfully build and sustain their own business.

For agents who are new to the industry, Liz recommends that they have a relentless work ethic. “It’s harder than you think,” she said. “Keep grinding, and it will all work out if you keep going!”

Liz continues to develop her business with the same energy and intention that fueled her early success, staying grounded in relationships while pushing toward new levels of growth. “I work very hard every day and love helping people find homes!” she shared. “I feel so blessed.” 🏡



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Linda Washer

A THIRD
ACT
ROOTED
IN
PURPOSE

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OF GREAT LAKES AERIAL
VIDEO SERVICES

PHOTOS TAKEN AT
LOMBARDO HOMES
MODEL AT STILLWATER
CROSSING IN
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Linda Washer has never followed the conventional path, and that is precisely what makes her story so compelling. A former attorney, real estate investor, and now licensed broker, Linda spent nearly two decades immersed in real estate long before ever holding an official license. For her, real estate was never simply about transactions or accolades. It was about people, purpose, and finding meaningful work that aligned with the life she wanted to build.

Raised in Madison Heights and later settling in Bloomfield Hills, Linda developed a grounded, relationship-driven perspective that continues to shape every client interaction. After establishing a successful career as an attorney and trustee, she made the intentional decision to step away from the law firm world to focus on raising her two children.

“My greatest priority was never a title or career milestone. It was being fully present for my children,” she said. “I

wanted to give them a hands-on mother who was there for the everyday moments, the big milestones, and everything in between.”

Her decision to leave law ultimately became the foundation for everything that followed. During this chapter of her life, Linda began managing real estate investments for a select group of estate clients she had cultivated through her legal work. Before long, she and her husband recognized the opportunity to begin investing themselves.

While many retreated during the market downturn of 2008 and 2009, Linda leaned in with conviction, purchasing and renovating homes in emerging communities such as Hazel Park and Pontiac. On one street alone, she rehabilitated three homes, helping breathe new life into the neighborhood.

“I feel like I really made a difference in that community,” she said. “I feel proud knowing I helped breathe new life into it. Transforming homes and neighborhoods left a lasting impact that means so much to me.”

For nearly 18 years, Linda quietly built expertise at the intersection of law, investment, negotiation, and real estate while simultaneously raising a family rooted in connection and service. When her son left for college two years ago, a friend in the industry invited her to shadow her in residential real estate. Within six months, Linda knew she had discovered her next chapter.

On the advice of broker Lori Middleton, who recognized the depth of her experience, Linda pursued her broker’s license directly, bypassing the traditional agent route entirely.

“For me, this wasn’t simply a career move,” Linda said. “I wanted my third act to be purposeful — something collaborative, energizing, and centered around helping people.”

Linda’s mindset quickly resonated with clients. From March through December of 2025, she closed 18 transactions totaling more than \$9.2 million in sales volume. The numbers, however, tell only a small part of the story.

Her business was built entirely through referrals and relationships, a reflection of the trust she had spent years cultivating long before officially entering residential sales. She has worked with everyone from first-time buyers to luxury clients and investors, approaching each with the same level of care, attention, and commitment.

“Luxury at Every Price Point,” Linda said. “Luxury doesn’t mean you have to buy a \$4 million home. I



want the person buying a \$300,000 home to feel just as valued, cared for, and protected as the person buying a \$3 million property.”

This philosophy defines her business: People before profit. Relationships before transactions.

For Linda, one transaction stands out above the rest. A client, newly diagnosed with muscular dystrophy, needed to leave a home she loved and find a ranch-style property that could accommodate a wheelchair in the future. The search was emotional, the stakes were high, and after looking at several homes, they finally found the perfect fit.

Unfortunately, many others felt the same way, and the property ultimately received eight offers. In the end, the winning offer succeeded

not because it was the highest, but because Linda thoughtfully and strategically structured the deal around the seller’s needs while fiercely advocating for her client’s future.

“It wasn’t necessarily because we paid the most amount of money,” Linda explained. “It was how we structured the deal that made all the difference. That by far made me feel so good.”

It is Linda’s combination of empathy, creativity, and advocacy that sets her apart. She genuinely loves understanding what matters most to people and helping them create a life around it.

“I get energy from people,” she shared. “I love hearing what makes people tick and what draws them to the places they call home.”

Her son jokingly refers to walking into a room full of strangers as Linda’s “Super Bowl,” and by all accounts, he may be right.

Outside of real estate, Linda prioritizes family, travel, and philanthropy. Every vacation inevitably includes at least one day touring local real estate markets, whether in Europe, the Caribbean, or Florida. Her curiosity has even inspired several personal investments discovered during family travels.

Linda is also connected with Wish Upon A Teen, an organization her family has supported for years through her daughter’s work with Project Prom and Moonbeams. The organization, along with the people who make it so special, remains very close to Linda’s heart.

As her business continues to grow with KW Domain, Linda is focused on building a collaborative team centered on mentorship, integrity, and exceptional client service. She is currently guiding one young man she inspired to pursue his own real estate license and is developing a team structure that will include administrative and client-experience support, allowing her to remain deeply focused on relationships, negotiations, and serving her clients. Her vision is to create a boutique-style practice that serves clients across all price points with the same level of attention, care, and advocacy.

Linda’s story is not the typical real estate origin story, and that is exactly what makes it memorable. She did not enter the industry searching for a quick career change. She arrived after years of quietly mastering the art of negotiation, investment, problem-solving, and, most importantly, understanding people.

Now, in what she calls her “third act,” Linda is proving that success is not simply measured by sales volume, but by impact, relationships, and the lives changed along the way. 🏡

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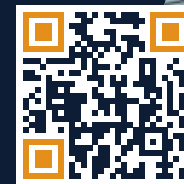
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Aida Omidvar, founder of Dream Luxury Properties with Keller Williams Metro, specializes in luxury, residential, commercial, and investment properties throughout the Metro Detroit area and across the state of Michigan. With over a decade of experience and more than \$150 million in career sales volume, she has built her business on trust, strategic guidance, and delivering a high level of personalized service to every client she represents.

When asked about the secret to her success, Aida quickly shifted the focus away from numbers.

“The single biggest factor behind my continued success has been my dedication to providing a high level of care and service to every client I work with,” she said. “From the very beginning of my career, my focus has never been simply on production numbers, but rather, on building trust

and making sure my clients feel comfortable, supported, and well-guided throughout the entire process.”

Aida has used that mindset to build a thriving referral-based business and earn numerous honors along the way. Over the years, she has been featured in Hour Detroit magazine for more than seven years and ranked among the Top 6 Individual Agents in the Keller Williams Michigan and Northern Ohio Region for the past five years. She has also received the 100% Club award during her time with RE/MAX,

the Mega Million Agent Award, and multiple Million Dollar Producer Awards.

According to Aida, relationships are the real reward of the work. “For me, real estate has never been just about buying or selling property: It is about being trusted with one of the most important moments in someone’s life,” she explained.

Since her previous feature in Real Producers of Wayne County in October 2020, Aida says her experience has grown significantly. She has navigated different market conditions and increasingly complex transactions, strengthening both her perspective and her ability to guide clients through challenging situations.

As a result of that growth, Aida has adopted a more strategic approach to every step of the process. From preparing homes for the market to negotiating deals and managing transactions from start to finish, Aida focuses on creating smoother and more



PHOTOS BY
RENAE FRANCES
PHOTOGRAPHY



“

The single biggest factor behind my continued success has been my dedication to providing a high level of care and service to every client I work with.

”



successful outcomes for the people she represents.

“My mindset has always been centered on service rather than simply production,” she said. “I believe when you prioritize your clients’ needs, communicate clearly, and consistently deliver a high level of care, the business naturally grows and becomes sustainable long term.”

Aida’s business volume has steadily increased over the years, largely fueled by referrals from satisfied clients. “Because my business is largely referral-based, as I gain more experience and continue serving my clients, I also receive new referrals from past clients and their networks,” she explained.

Although Aida has added professional support to help maintain a superior level of service, she remains personally involved with every client she works with. “My clients choose to work with me because of my personal experience and expertise, and maintaining that direct relationship is very important to me,” she said.

One aspect that truly sets Aida apart is her background in interior design. Her creative perspective enables her to assist sellers with preparing their homes for the market and helps buyers see possibilities they might otherwise miss. “Combining real estate expertise with design insight allows me to provide a more elevated and personalized experience,” she shared.

In addition to her interior design and architecture background, Aida also holds a degree in finance, which she uses to help her clients better understand the

financial aspects of real estate decisions, including property value, investment potential, and long-term return.

Like any successful professional, Aida has also learned that preparation is essential when obstacles arise. “Real estate often involves unexpected challenges,” she said. “An important lesson I have learned is the importance of preparation and thorough investigation.”

In one recent situation, a property presented several complications that initially made buyers hesitant.

“Instead of rushing the process, I took the time to carefully work through each issue and make sure everything was addressed before bringing it back to the market,” Aida said. “That experience reinforced how important preparation and problem-solving are in achieving the best outcome for my clients.”

At the heart of Aida’s business philosophy is a simple but powerful principle: relationships come first.

“Real estate is truly a relationship-driven business,” she said. “Success does not happen overnight: It takes time, consistency, and genuine care for the people you serve. Every door I’ve helped open has opened one for me too

— built on trust in the moments that matter most, and I’m grateful for every single client who has been part of that journey.”

If she had to describe herself in one word, Aida says it would be “resilient.”

“My journey in real estate and in life has required determination, patience, and the ability to adapt to challenges,” she explained. “Every obstacle has strengthened my work ethic and commitment to my clients.”

For Aida, that resilience is rooted in her personal story. After she moved to the United States, she built a life and career from the ground up, shaping the determination and





empathy that define her approach today.

“The biggest influences in my life are my children and the dreams that brought me to this country,” Aida said. “My children are my daily motivation. They remind me why I work hard, why I keep going through challenges, and why it is important to live life with purpose.”

Outside of work, Aida enjoys traveling and exploring different cultures, which continuously inspires her perspective both personally and professionally. She has a deep appreciation for nature and loves hiking, as it brings her a sense of peace and allows her to disconnect from a busy life. Biking has been part of her life since childhood, and it remains one of her favorite ways to stay active and grounded. She also enjoys going to the gym and spending quality time with friends. In addition, Aida loves cooking and painting, both of which feel like a form of meditation and offer a creative outlet beyond her professional world. For a touch of excitement, she even enjoys driving — and if there’s a little speed involved, even better!

In the years ahead, Aida hopes to continue expanding her business while maintaining the same level of care that has defined her career. “I take pride in being a dependable guide for people during some of the most important decisions in their lives,” she said.

Ultimately, the legacy Aida hopes to build has little to do with production numbers and everything to do with trust. “Success in real estate is not only measured by numbers: It is also measured by the trust people place in you,” she concluded.

“I take pride in being a dependable guide for people during some of the most important decisions in their lives.”

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Hear “yes” more often.

Your clients aren't one-size-fits-all. Their mortgage options shouldn't be either.

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- Momentum Mortgage Program - for first-time homebuyers
- Gratitude Mortgage Program - for our local heroes
- Doctor Mortgage Program - for those in the medical profession
- Land Mortgage Program - if you've found your spot but aren't quite ready to build
- Construction Mortgage Program - you have a vision and can't wait to get started

Contact one of our mortgage loan officers today and let's find the right fit for your clients.
Equal Housing Lender.



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