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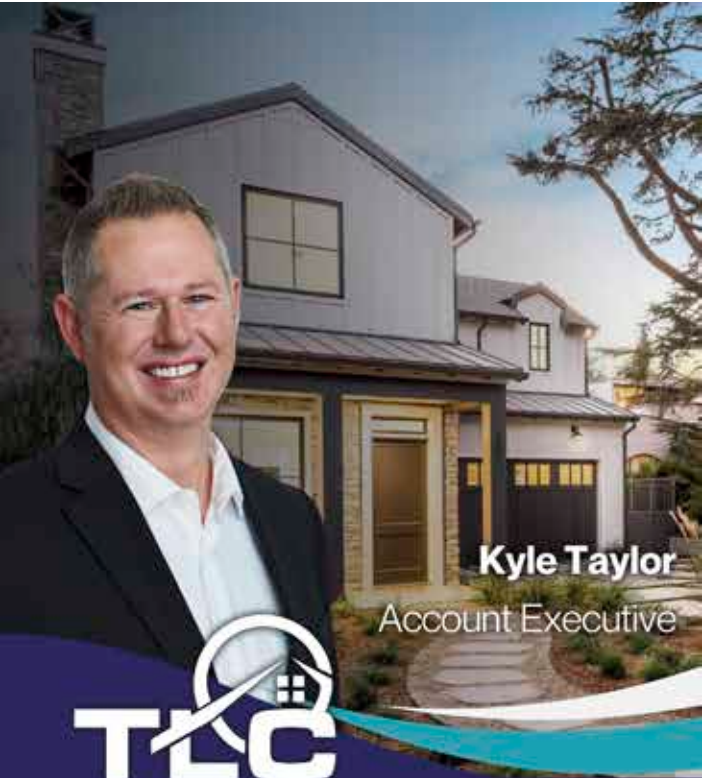
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WRITTEN BY MEGAN
TAYLOR-DICENZO

Lilli Greenwood

is Building a Bright Future

Born in Katy, Texas, Lilli was raised by her father in Fulshear, where she attended Foster High School before continuing her education at the University of Houston-Downtown. While many college students spend years trying to determine their career path, Lilli discovered early that she wanted something different from a typical office job.

“I didn’t want to sit in a cubicle,” she said. “I wanted to meet people and hear their stories.”

That realization led her to pursue a real estate license while still attending college, a decision that quickly changed the trajectory of her life.

Lilli credits much of her independence and work ethic to her father, Matt Greenwood, who always encouraged her to become financially self-sufficient and pursue a career built on hard work and determination. Those values continue to drive her today as she balances a growing real estate business while working toward completing her bachelor’s degree. With graduation on the horizon, Lilli plans to attend law school next year, where she hopes to specialize in real estate law. She believes expanding her legal knowledge will allow her to better advocate for her clients, navigate complex transactions, and provide an even higher level of service throughout the buying and selling process.

Like many successful careers, Lilli’s journey included an unexpected twist. While working at a small Houston piano bar, she struck up a conversation with a customer named Doug. During their conversation, Lilli mentioned that she was preparing to

take her real estate licensing exam and had already interviewed with a few brokerages.

Doug suggested she connect with Craig and Cody at Sprout Realty. The timing couldn’t have been better. Lilli spoke with them the day before taking her licensing exam. Soon afterward, they met for coffee, and she immediately knew she had found the right fit.

“It was an easy yes,” she recalled.

That chance encounter opened the door to a brokerage where she could begin building the career she had envisioned. Like many new agents, she built her early business by helping clients find rental homes, using each transaction as an opportunity to gain experience and build relationships. Those efforts quickly translated into residential sales. In just two months, Lilli generated approximately \$2.5 million in sales—a remarkable accomplishment for an agent still in her first year. For Lilli, one of real estate’s greatest attractions is its unlimited potential.

“The sky’s the limit,” she shared. “It’s on me.”

That mindset continues to fuel her growth as she learns, adapts, and builds her business.

“The sky’s the limit. It’s on me.”





At the same time, she remains committed to furthering her education. Originally interested in family law, her experiences in real estate inspired a passion for real estate law. She plans to begin law school next year, believing that combining legal knowledge with hands-on real estate experience will allow her to better protect and educate her clients throughout every stage of a transaction. Long-term, she hopes to build a career that bridges both industries while eventually leading her own real estate team or owning a brokerage.

Lilli has always enjoyed staying active and trying new things. During high school, she was both a cheerleader and a basketball player, experiences that helped develop the teamwork, discipline, and competitive spirit she brings to her business today. Whether on the court, on the sidelines, or working with clients, she has always enjoyed pushing herself to grow.

Outside of work, Lilli enjoys spending time with family, staying active, and continuing to invest in both her personal and professional development. Although balancing college and a growing real estate career keeps her busy, she believes lifelong learning is one of the greatest investments she can make—not only for herself, but for the clients who trust her to guide them through one of the biggest financial decisions of their lives.

For someone still early in both her education and real estate career, Lilli Greenwood has already demonstrated the drive and determination that define successful agents. From a chance conversation in a neighborhood piano bar to millions in sales during her first few months, her journey reflects the power of hard work while taking advantage of unexpected opportunities.

Lilli's story is just beginning. As she continues to grow her business while completing her degree and preparing for law school, her vision remains clear: to combine her passion for real estate with a legal education that will allow her to serve clients at an even higher level. The future looks as bright as her ambition, and those who know her are excited to see what's next. 📌



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The Follow-Up That Built a Hall of Fame Career

WHY **CHARLOTTE BLOCKER** NEVER STOPS SHOWING UP FOR HER CLIENTS

WRITTEN BY ELIZABETH MCCABE

Most real estate agents spend their days looking for the next client. Charlotte Blocker is still taking care of the last one.

Years after a transaction closes, her clients continue receiving birthday cards, anniversary cards, Christmas greetings, Valentine's Day notes, and even the occasional St. Patrick's Day Scratch Off. She remembers milestones, checks in without an agenda, and never lets relationships fade.

"My clients are like my family," Charlotte says. "I like constant communication."

It's a philosophy that has guided her throughout a real estate career spanning more than 25 years, earned her recognition as a 2026 REAL TRENDS VERIFIED Top 1.5% of Real Estate Professionals Nationwide, and recently led to her induction into the Martha Turner SIR Hall of Fame.

Ask Charlotte the best advice she's ever received, and her answer comes without hesitation. "Follow-up is so important." Those four words have shaped nearly every chapter of her life.

Entrepreneurial Roots

Charlotte's entrepreneurial spirit began long before she ever sold her first home. Born in Conroe, Texas, she later

moved with her family to Louisiana, where her grandparents owned RJ Winzor Grocery outside DeQuincy. Their little country store was ahead of its time, offering groceries, gasoline, check cashing, parcel services, and even an apartment in the back where the family stayed.

As a child, Charlotte loved helping her grandparents run the business. "That made a difference," she says. "That's where my entrepreneurial roots came from."

Life wasn't always easy. Her father developed multiple sclerosis, eventually becoming blind and paralyzed before passing away during Charlotte's senior year of high school. After returning to Texas, she attended Austin Community College but soon found herself drawn into retail management instead. She quickly rose through the ranks, becoming one of the youngest retail managers in Texas before moving into buying positions with Foley's. One of her proudest moments came when she became the first assistant buyer to purchase Fossil watches.

"I said, 'This brand is going to hit it big.'" She was right. Marriage and motherhood eventually caused Charlotte to rethink her career.

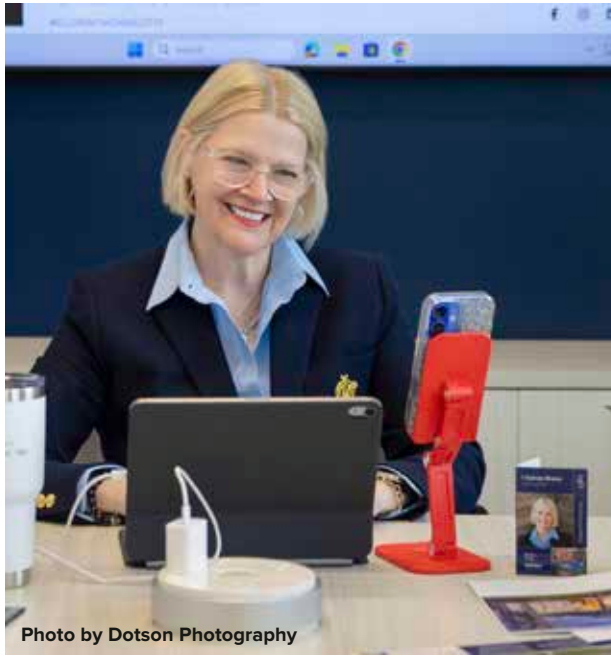


Photo by Dotson Photography

“There is no one who can touch us. We truly are the global company.”



Photo by Dotson Photography

“I thought I could do it all,” she says. “Bring home the bacon, fry it up, and be a mom.”

Working 60-hour weeks wasn’t the life she wanted, so she accepted a part-time fragrance position that eventually led to six years representing

luxury brands including Ralph Lauren and Giorgio Armani. When those positions were eliminated, Charlotte once again reinvented herself.

Turning Ideas into Opportunity

An entrepreneur by nature, Charlotte launched Kids Cab, a transportation

service for children attending private schools without bus service. The business quickly expanded to after-school activities, movie nights, and special events. Soon another group began calling.

Senior citizens needed rides to doctor’s appointments, salons, and everyday errands. Inspired by those relationships, Charlotte dreamed of creating a nonprofit called Senior Cab. To help fund that vision, she made another life-changing decision. She earned her real estate license in 1999 and her broker’s license just three years later. Real estate soon became her full-time career.

Betting on Herself

Charlotte’s career was shaped by several exceptional mentors early on, including Hall of Fame commercial broker Ed Wulfe, whom she still affectionately describes as “one of the most amazing men in the universe who believed in me.”

One of Charlotte’s most courageous career decisions came after the end of her 30-year marriage, when she relocated to The Woodlands and found herself starting over from scratch. Knowing very few people and determined to build a new future, she sent handwritten letters to the area’s top 25 real estate brokerages, hoping that someone would give her the opportunity to learn the local market and prove herself.

Her perseverance paid off when several premier brokerages responded, opening doors that ultimately led to an opportunity with Martha Turner Sotheby’s International Realty. While working on a top-producing team, Charlotte was approached and personally recruited by MTSIR leadership—a pivotal moment that further solidified her place in luxury real estate.

“Our management team is one hundred percent supportive,” Charlotte says. “We’re all in this together.”

She also credits the firm’s unparalleled marketing platform and global reach as key factors in her success. “There is no one who can touch us,” she says. “We truly are the global company.”



Photo by Dotson Photography

Charlotte is also a member of the prestigious Martha Turner Sotheby’s International Realty Circle of Excellence and has been honored as the Houston Chronicle’s Realtor of the Week, recognition that reflects the consistency and professionalism she has demonstrated throughout her career.

Every Client Matters

Ask Charlotte about the biggest lesson she’s learned in real estate, and she’ll tell you a story about a lease. A modest townhome in East Shore for about \$2,000 a month. Many agents wouldn’t have taken the assignment. Charlotte did. That one client eventually purchased a home, referred friends and colleagues, and over the next five years generated nearly \$9 million in real estate transactions.

“For a lease that no one wanted to touch,” Charlotte says.

It’s why she tells newer agents not to overlook opportunities others dismiss. “Double up on the open houses and do

the leases,” she says. “You’re just thinking about the client and how to help them.”

That client-first philosophy is reinforced by Charlotte’s commitment to education. She holds multiple professional designations, including Accredited Buyer’s Representative (ABR), Accredited Luxury Home Specialist (ALHS), Certified New Home Specialist, Seniors Real Estate Specialist (SRES), and Residential Construction Certified, enabling her to confidently guide clients through every stage of the buying and selling process.

Open houses have also been instrumental in building her business. One of her very first open houses in The Woodlands introduced her to the president of The Woodlands Area Chamber of Commerce. A few days later, his wife, Tammy, invited Charlotte to breakfast and introduced her to countless people throughout the community. Those introductions became relationships. Those relationships became clients. Many remain friends today.

Success Is in the Follow-Up

As a multi-million-dollar producer she has built a thriving relocation business fueled largely by referrals. Those referrals don’t happen by accident. They’re the result of years spent staying connected. Her clients receive birthday cards, holiday greetings, and handwritten notes simply because Charlotte wants them to know she cares.

One homeowner had been receiving Charlotte’s mailers for nearly five years when she recently reached out to share the heartbreaking news that her husband had passed away. As she begins considering the sale of their \$3.8 million home in the near future, she made it clear that when the time comes, Charlotte is



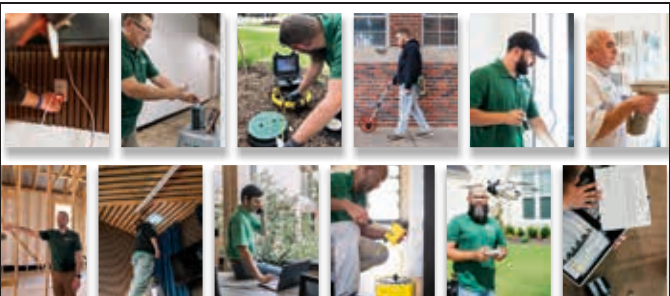
the only real estate professional she would trust to represent the sale. The conversation was a powerful reminder that consistent relationships, genuine connection, and years of dedication can leave a lasting impression.

Moments like that reaffirm what Charlotte has believed all along. “Follow-up is so important,” she says. “I’m the kind of person you’ll get follow-up from until you tell me, ‘Leave me alone.’”

For Charlotte, success has never been about chasing the next transaction. It’s about building relationships that last long after the closing table.

After more than two decades in real estate, Hall of Fame recognition, membership in the Martha Turner Sotheby’s International Realty Circle of Excellence, recognition as a 2026 REAL TRENDS VERIFIED Top 1.5% of Real Estate Professionals Nationwide, and a place among the nation’s top agents, Charlotte still believes the smallest gestures often leave the biggest impression, and that one thoughtful follow-up can change everything.

Beyond real estate, Charlotte is dedicated to giving back. She supports Camp Hope, part of the PTSD Foundation of America, and contributes to St. Jude Children’s Research Hospital with each transaction. In her free time, she cherishes her role as “Gigi,” spending time with her grandsons, Milo and Theodore (“Teddy”). 🐾





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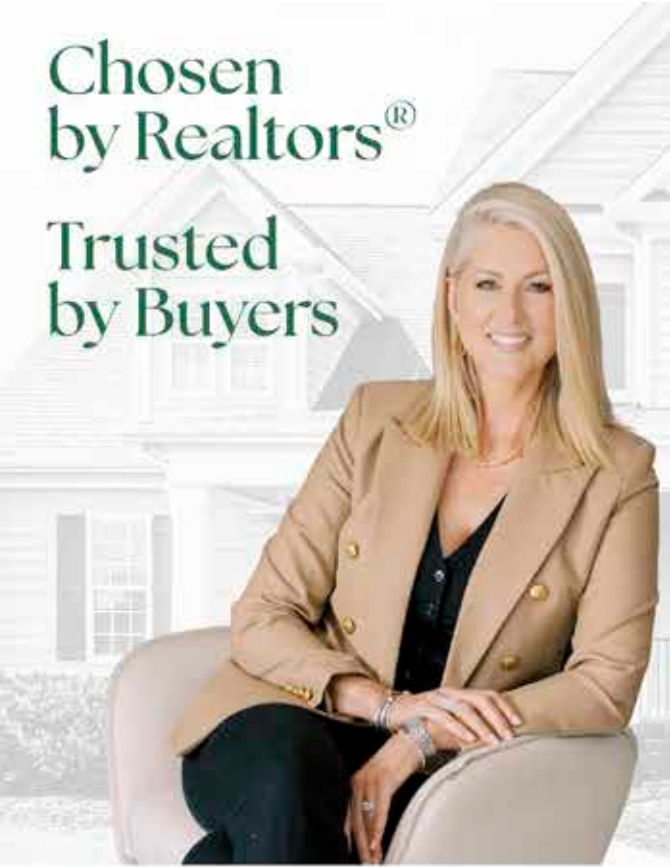
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LISA Fay

FROM LABORATORIES TO LUXURY HOMES REINVENTING SUCCESS ONE CAREER AT A TIME

WRITTEN BY ELIZABETH MCCABE • PHOTOGRAPHY BY ALLISON ERMON PHOTOGRAPHY

Most REALTORS® don't begin their careers discussing high-performance liquid chromatography, gas chromatography or pharmaceutical research.

Lisa Fay did.

Long before she became one of Texas' top real estate professionals, Lisa traveled the West Coast as an analytical chemist, training scientists on sophisticated laboratory equipment and working alongside several of the brightest minds in science. Along the way, she met pioneers in the field, including Dr. Jonas Salk during the race to develop an HIV vaccine and inventor Arnold Beckman, whom she affectionately called "Uncle Arnold."

"I like to say your career has phases," Lisa says with a smile.

Those early years gave her far more than technical expertise. They taught her how to communicate with highly analytical people, solve complex problems, speak confidently in front of audiences, and provide exceptional customer service. Little did she know that her people skills would unexpectedly become the foundation of a second career.

She just didn't know it yet. For years, Lisa built a successful career in pharmaceuticals and laboratory instrumentation while her husband's career continued to flourish. But every promotion meant another move. Pharmaceutical companies tend to cluster in specific cities, making it increasingly difficult to continue her career with each relocation.

"I finally realized I needed to stop chasing this," Lisa recalls. "I had to figure out what was next."

Ironically, the answer was waiting right outside her front door.

Falling in Love with Homebuilding

Every move gave Lisa another opportunity to work closely with REALTORS®, buying and selling homes while learning the real estate process from the client's perspective. Then came the custom home.

Lisa immersed herself in every detail of building her family's dream home, treating the project almost like a full-time job. She wasn't simply choosing paint colors or countertops. She searched architectural

salvage yards for 100-year-old fireplace mantels, solid birch columns and one-of-a-kind design elements that would make the home uniquely theirs.

The builder quickly noticed. "I've never had a build go this well," he told her. "I need to hire you."

Lisa accepted. Working for the builder gave her a behind-the-scenes education that few agents ever receive. She learned construction, design, customization and how to guide buyers through one of the biggest investments of their lives. That helps how she serves clients today.

Reinventing Herself Again

After moving to Texas, Lisa made another bold decision. She completed her real estate licensing classes in just one month. "This is what I'm doing," she decided.

Ten years later, she hasn't looked back. Drawing on her corporate background, Lisa approached real estate with the same discipline and professionalism she had developed in the scientific world. "I get up every day and work as if I'm still in the corporate world," she says.

That work ethic has paid off. Lisa has steadily grown her business every single year, earning her broker associate's license three years ago before eventually building a team to keep pace with demand. For two years, while her husband worked out of state, she jokes that she had a "weekend husband."

"It gave me time to work on my business," she laughs. "If I was still on the computer at 10 o'clock at night, it didn't matter."

Today, her husband has joined the business full-time after a successful career in logistics, where he oversaw the construction of large distribution warehouses across the country. Together, they have built a complementary partnership. Lisa focuses on residential, luxury, farm and ranch properties, while her husband specializes in commercial real estate.

Built on Service

Although Lisa's résumé includes television appearances, awards, and impressive sales numbers, she believes one thing has always set her apart: Customer service. "I learned that from training people and working with scientists," she says.

Whether she's helping a luxury buyer find the perfect estate or assisting a family relocating across the country with children, pets and even livestock, Lisa believes each client deserves the same level of care. One memorable relocation involved moving a family with 12 chickens, 13 koi fish, two donkeys, an RV and a trailer.

"I found them the right property and made sure everyone got there alive," she laughs.

For Lisa, that's simply part of the job. "There is never a line that I

won't cross to take care of people." She believes every client matters, regardless of price point. "There are many different levels of real estate," she says. "As long as you give everything you can to that client, you'll be successful."

A Standard of Excellence

Over the past decade, Lisa has built one of the most respected real estate businesses in Texas. She has been recognized among the Top 1 Percent of Coldwell Banker agents nationwide, earned the company's President's Circle designation for the past four years, and is on track to be recognized as one of the Best of Coldwell Banker in Texas for the sixth consecutive year.

"I get up every day and work as if I'm still in the corporate world."

Her expertise in the luxury market has also earned her the prestigious Luxury Home Marketing Specialist Elite designation. When she first achieved Elite status two years ago, she was the only agent in her county to hold the distinction. Lisa has also been named an Industry MVP by *Houston Agent Magazine* and was recognized as one of Coldwell Banker's Women on the Rise.

For two years, she hosted segments for *The American Dream*, while also appearing on HGTV and the Travel Channel. Along the way, she learned firsthand how powerful social media could be, generating more than three million views across several platforms.

This year, however, she's intentionally shifted her focus back where she believes it belongs: her clients.

"I really focus on customer service." The results speak for themselves. Lisa has consistently closed between \$25 million and \$30 million in annual sales over the past five years and is on pace to close another \$25 million this year.

Life Beyond Real Estate

When she's not serving clients, Lisa enjoys spending time outdoors with her husband. The couple loves boating on Lake Conroe, spending time with horses, and golfing together around the country.

"I golf very badly," she laughs. "But I do like the exercise and the view."



It's never really been about the score. It's about the experience, the scenery and spending time together. Much like her career, she's always focused on enjoying the journey. From analytical chemistry laboratories to luxury homes, custom construction and nationally recognized real estate success, Lisa Fay has proven that reinvention isn't something to fear.

Sometimes, it's exactly where your next chapter begins. 🏡



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