



Lisa Sammataro's decision to become a real estate agent in Bergen County was born of a desire to work in the area she loves and directly with the people in her community. A former book publicist, Lisa moved to Ridgewood from New York City in 1994. After taking a bit of time off to be with her children and working internationally with a nonprofit on medical mission trips, Lisa recognized the incredible opportunity to be of service that a career in real estate would afford.

they want to know what the commute is like, what types of community, cultural, and social activities will be available to them. I did the same thing, so I relate to this demographic. I spend a lot of time educating my clients on the home buying process and showing them the community," Lisa says.

Likewise, she loves being able to help baby boomers and elders to sell their homes and downsize, when the time is right. "These are often people who have been in their homes for a long time and really need help with the emotional and daunting process of selling. I enjoy being there for them through this. I really care about my clients, and I will go to great lengths to help them, even if it is beyond the traditional scope of my job."

"My young family and I moved to Bergen County from Manhattan 23 years ago," she says. Since that time, Lisa has learned the ins-and-outs of Ridgewood and surrounding communities, not only by living in the area but also by immersing herself in the community. By way of example, she's currently on the board of the Ridgewood Chamber of Commerce and the Ridgewood A.M. Rotary Club. However, becoming a REALTOR® with Keller Williams Village Square Realty provided an even greater opportunity to help others in her hometown.

Continuing she says, "There are a lot of moving parts in a real estate transaction in New Jersey, and I try to be compassionate and tenacious. I'm very good at troubleshooting and enjoy problem-solving, so my clients don't need to worry about staying on top of everything. I will do any necessary worrying for them," she says with a smile. Her love of working with seniors led Lisa to earn her Seniors Real Estate Specialist (SRES) designation last year. She also holds the Certified Negotiation Expert (CNE) and the Certified Distressed Property Expert (CDPE) designations.

"I really love helping people," Lisa says. To that end, she's spent years getting to know the best services and service professionals in the region. "I have a lot of resources that I can call on to help clients get to that next stage in life," she explains.

Lisa's clients clearly appreciate her above-and-beyond approach to helping in any way she can, as a full 70% of her business comes directly from referrals. She's also been awarded the 5-Star Professional Award for the last three consecutive years, due to the meticulous service she provides. Similarly, the New Jersey Association of REALTORS® has also awarded her the Circle of Excellence Sales Award for the past several years.

In fact, Lisa's specialty lies firmly in helping others get to their next stage — whatever that may be. Although she works with a variety of buyers and sellers, she has niche specializations in assisting first-time homebuyers and working with baby boomers and seniors who are ready to downsize.

So where does Lisa plan to go from here? She looks forward to growing her team in the future and relishes the idea of continuing to pay forward the guidance she received when she first started in real estate. "I find mentoring new agents to be very gratifying. I would like to help more agents to grow their businesses and become successful in real estate in the future."

"I especially love working with first-time homebuyers. It is such an exciting time for them. They are also understandably nervous. It's typically their first move to the suburbs from the City, Brooklyn, or Hoboken and

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