



Growing up, Lisa Foster and her family moved often, and when they did, Lisa's parents included her in all aspects of the home buying and selling processes — from house-hunting to the closing table and everything in between. Along the way, Lisa fostered a mounting interest in all things real estate, but it wasn't until her beloved kids went off to college that she finally indulged in a career as an agent. After 16 joyful years raising her three sons, Lisa decided to take the leap in 2007 and

earn her license. While the state of the market at that time might have been daunting to some, Lisa used it as an opportunity to expand her professional education, particularly in relation to bank-owned properties and short sales, setting herself up for success to come. Today, Lisa is at the top of her game, earning accolades ranging from Agent of the Year to being part of the Sunshine Lifestyle Team, the 2016 Top Sales Team in her office. Guided by her commitment to open communication, long-lasting client relationships, and the ability to deliver on her promises, she has assuredly set upon the right path.

Lisa primarily serves the southwest Orange County, Florida area, in addition to parts of Eastern Lake County, including Clermont and Mount Dora. Her market offerings run the gamut, as she's amassed experience with first-time homebuyers, move-up buyers, those relocating, and even probate and divorce sales. In crafting her professional philosophy, Lisa prioritizes forthright communication, listening, and accessibility. "Whether you are buying or selling, real estate transactions can be very emotional," Lisa explains. "From the excitement of purchasing your first home to the sadness of selling a family home in probate, I listen to all of my clients and try to reassure them. I will always be paying attention to details — making sure all the I's are dotted and the T's crossed — and facilitating the closing process, right by their side until they're either handed the keys to their new home or the proceeds from a sale."

To market her listings, Lisa and her team take a personalized approach. Not only do they offer a comprehensive, curated listing package called "The Seller Ready Program"

— which has proven to be quite thorough, effective, and popular — but they also incorporate social media and the leading digital listing platforms to ensure maximum exposure for each property. Having earned an impressive 75% rate of repeat and referral clientele, Lisa and her team's attention to detail and client-centric care keeps business rolling in. Likewise, amidst her steady stream of success, Lisa never forgets the interpersonal component at the heart of each transaction — the families and individuals she serves. "I learn so much more by simply paying attention to the wants, needs, and desires of my clients," Lisa says. "Naturally the more I know, the better I will be able to meet their needs. My clients know I have their back. I want them to feel like they are the only clients I am working with, providing the best customer service possible. Communication is key!"

In addition to her proven track record of success, Lisa and her team also make a concerted effort to stay up-to-date on industry developments through continued professional education. What's more, Lisa counts herself a capable problem solver, enlisting her creativity and knowledge to provide solutions to her clients. Together, Lisa and her team have a deft understanding of and experience in the local market — an expert's insight she is able to pass along to those she serves with authentic enthusiasm and compassion. "Handing the keys to a new homeowner and seeing the look of joy on their faces is what I enjoy most about what I do," she reflects.

Lending her spirit of service to her local community, Lisa participates in charitable and civic causes. For instance, Lisa's youngest son has cystic fibrosis, and as such, she has been actively engaged with the Cystic Fibrosis Foundation for the past 23 years. In her free hours, Lisa relishes spending quality time with her family, and she also enjoys boating and dancing, altogether living life to the fullest. Considering the years ahead, Lisa has plans to continue to build her thriving enterprise, growing the Sunshine Lifestyle Team with hopes to expand across the Central Florida region. Having earned more than a decade of experience filled with wholehearted service to her clients — along with an outlook that's decidedly optimistic — the future ahead is sure to be brilliant for Lisa Foster and her team.

Lisa Foster

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