

# featuredagent

magazine

*Lori  
Jacobson*







## *Lori Jacobson*

Lori Jacobson was born with real estate in her blood. As far back as she can remember, Lori was attending open houses and tagging along at the office with her mother, a successful agent and business-owner. At the young age of 16, she began working as her mother's assistant, and in 2008, Lori made the auspicious transition to take over the family practice, with years of insider experience already under her belt. Finally, in 2011, Lori accomplished a lifelong dream: to open her own boutique firm. Today, with decades of passion and experience funneled into her enterprise, Lori finds herself at the helm of a flourishing career as broker and owner of DFW Legacy Real Estate Group. Having built a memorably superior experience for each client she serves, Lori's endeavor has built a reputation grounded by family-friendly and team-oriented values.

Spearheading her work in the Dallas - Fort Worth area, Lori works with her team, acting as the main touchpoint for all of her clients. She offers her expertise to sellers and buyers alike, favoring a personal approach applied to all transactions. From the outset, Lori goes the extra mile to establish trust with those she serves — taking the time to learn about their lives, family, hobbies, and overarching goals. "You walk into my office as a client, but you leave as my friend," she reflects. No matter the circumstances, Lori always prioritizes her clients' needs and best interests, making herself readily accessible throughout the buying or selling processes. Ultimately, it is Lori's commitment to lasting interpersonal connections that energizes her daily work. "I am in this business to help people," she explains. "It's important to me that I build long-term relationships, and I treat my clients





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and fellow agents like I would my family.” Lori’s consistent dedication to client-centric care has earned her an impressive rate of repeat and referral clientele — a staggering 90% of her business. Placing a high premium on forthright communication and responsiveness, Lori not only keeps clients in the loop during a deal, but also stays in contact long after a transaction is complete, to act as a resource in service of her clients’ needs.

To market her listings, Lori utilizes a variety of online resources to reach the widest possible audience,

incorporating social media and digital listing platforms to ensure maximum exposure. To display listings in their best light, Lori personally lends a hand to her clients — helping them clean-up the yard, or complete paint touch-ups. As a longstanding member of her tight-knit community, she has established a reputation for her office as a prominent local branch, progressively becoming more well-known all across town. What’s more, keeping in touch with past clients comes naturally to Lori, as she tends to build lasting friendships with many of her clients. In fact, considering what she loves most





about her work, Lori says, “I love meeting different families, connecting with them and helping them find a new home. For me, that brings me all the joy and satisfaction in the world.” Following wise career advice she once received, Lori approaches each day knowing that while she can’t control all matter of events, she always has the ability to turn it into a win. Thus, she approaches all challenges with a can-do attitude, undaunted by obstacles.

Beyond the office, Lori is actively engaged in her local community. She can be found at every high school football game giving away hotdogs, hamburgers and t-shirts. At every closing, a percentage of the sale goes to an organization called Caring for Community, which supports local police in getting

new bullet-proof uniforms. During Christmas time, Lori is involved with Everybody Loves Everybody, a local toy drive for children in low income areas. As for her free hours, she loves spending quality time with her four children, attending their sporting events all year round.

Considering the future of her business, Lori has plans to open up to two more boutique offices in the Dallas – Fort Worth metro region. She also has plans to mentor up-and-coming agents, passing along her seasoned expertise to fellow professionals getting their start. Now, already in possession of a lifetime’s worth of keen insight, practical experience, and client-driven inspiration, the years to come are sure to yield continued promise for Lori Jacobson.

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