



As a former Montgomery County school-teacher, Leslie Friedson understood firsthand how best to guide others through the learning process. When she ultimately decided to set her sights on a new professional challenge in real estate, it was a natural fit. That was 20 years ago, and today Leslie is at the helm of a dynamic team of professionals at the Friedson Group. Over the course of her career, she has cultivated a sterling reputation defined by professionalism, insightful market knowledge, and an abiding enthusiasm for her daily work.

Leslie primarily serves clients throughout suburban Maryland, the D.C. area, and Northern Virginia. From her office in Potomac, she heads a 10-person multigenerational, multicultural team of talent, along with a licensed full-time assistant on staff. Their business breakdown is a near-equal split of listed homes and work with buyers, demonstrating their overarching transactional knowledge. “In order to be a good listing agent, you have to understand the psyche of the buyer,” she says. “To be a good buyer’s agent, you have to understand the mindset of the seller.”

Leslie cites her two decades of industry experience and personal connection with clients as the foremost drivers of her success to date. “My clients choose to work with me because I have 20 years of successful real estate know-how,” she explains. “I pride myself on my level of commitment and sensitivity to clients. I also have a deep understanding of the housing market, and I have skills in marketing and negotiating. Combined, my skills ensure that I bring the highest level of service to each client. I treat my clients like family and provide them with the most positive experience I can.”

Nearly 100% of Leslie’s business is generated by repeat and referral clientele — a testament to her sustained ability to deliver results. During her extensive real estate tenure, she’s earned a host of accolades and designations, including recognition as the #1 Agent in her office and a Top 100 Agent in her company of 9,000. At the heart of Leslie’s professional approach is a commitment to integrity, knowing her role well, and always keeping her clients’ interests at the forefront. “My business and personal skills have allowed me to achieve a high level of success,” says Leslie. “I have a good reputation within the real estate market and I continue to find new ways to better serve my clients in the community. No matter how long you’ve been in the business, it’s always changing. Learning is an ongoing experience.”

To market listings, Leslie takes a comprehensive and strategic approach. From professional photography to detailed floorplans, Leslie compiles a memorable presentation that showcases each home in its best light. Weekly open houses drum up local interest, while comprehensive and personalized marketing plans utilize the best practices of digital and print media. From networking and exposure across the leading digital listing platforms, to advanced social media use and weekly and monthly mailers — no stone is left unturned. This includes a top agent alliance with Christie’s International Real Estate that nets global exposure for properties headed to market.

To give back to the community she calls home, Leslie is active in a variety of civic and charitable organizations. She and her team volunteer with Rebuild Together, an organization that fixes up homes for those in need and promotes in-home safety. Leslie is also active in the Greater Capitol Association of REALTORS®, and serves on both the Grievances Committee and the Professional Standards Committee. In her remaining free hours, she most enjoys time spent with family — especially her grandchildren — in addition to cooking and travel.

Looking ahead, Leslie has plans to continue growing her business and fostering her team’s development, all while maintaining the high-level of care her clients have come to expect over the years. As she reflects on her work, she says, “I love what I do. Problem-solving, negotiating, and helping people make one of the most important decisions of their lives are what I enjoy the most. I’m really proud that many of my clients are from the same families, and that I’ve been able to buy and sell multiple houses with them over the years. It’s always nice when people keep coming back.” Now, with a 20-year legacy and no signs of slowing down, the future looks bright with promise for Leslie Friedson and her team.



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