

# featuredagent

magazine

*Emily  
Lott*





## Emily Lott

After graduating from Michigan State University, and earning her degree, Emily Lott was on the hunt for a professional challenge. When she made the leap into real estate, the industry proved a natural fit. Now, 14 years later, Emily has found her daily passion and has created a name for herself along the way, complete with a reputation for transparency, people-centric service, and an impressive track record that speaks for itself.

To date, she has earned a host of accolades, including a People's Choice Award for Favorite REALTOR®, a Million Dollar Month Award, Coldwell Banker's Diamond Society Award for several years running, as well as the prestigious Coldwell Banker International President's Circle Award, which designates Emily in the Top 6% of Coldwell Banker REALTORS® worldwide. She also resides in the Top 4% of the

Greater Lansing Association of REALTORS®, comprised of approximately 1,200 agents.

Today, Emily serves clients as a community expert in the greater Lansing region, with a particular affinity and experience with the communities of East Lansing, Okemos, and Haslett. Perhaps most impressive is her percentage of repeat and referral business, which amounts to a 90% share of her total clientele. In fact, Emily has worked with many of the same individuals and families over the course of two or three houses in her industry tenure.

To account for her steady success and longevity thus far, Emily cites an approach steeped in trust, follow-through, and an authentic enthusiasm for her role as an agent. "I really love what I do, and that shows in my work with clients," she explains.

"I enjoy people, and I enjoy all the details and processes involved in buying or selling a home. From start to finish, I'm very hands-on and take a one-on-one approach to working alongside my clients. It's important to build a relationship, and by the end of the transaction, I often walk away with a new friend."

One of Emily's guiding principles is her belief in utmost transparency. When navigating the course of a sale, she is up front, communicative, and forthright in her dealings with clients and fellow agents alike. "I'm a big believer in transparency," she says. "We shouldn't have anything to hide through the course of a transaction, and that serves everyone best — me, the client, and the other side of the table, too. I work with integrity and I want people to know and feel they can trust me. That idea extends to

other agents. I have worked to earn the trust of not only my clients, but also my fellow agents."

When it comes to the buying or listing process, Emily curtails her approach to best accommodate her clients' styles and goals. "I'm patient and persistent





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Emily maintains a passion for growth and learning, and aspires to better herself with every milestone she meets. “I want to continue to grow every year,” she says. “My job keeps me learning, and that’s something I really enjoy. It’s important to always be learning more, growing more, and doing just a little bit better each year than the last.”

Beyond the office, Emily stays active in the community and is involved with her children’s school and extracurricular activities. In her free hours, she most enjoys time spent with family and loved ones, or curling up with a cup of tea and a good book.

As for the future, Emily intends to maintain her momentum. As a solo agent, she takes pride in being the point person for all the details of her clients’ transactions. She plans to maintain that personalized level of service as her business grows organically and continues to build upon her reputation of service for years to come.

as a real estate agent,” she says. “I go at my clients’ pace. I try to subscribe to and earn the idea that I can be a client’s REALTOR® for life. I’m passionate about what I do and I want to add real value to my clients’ experience.”

*Emily Lott*

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