

featured agent

magazine

*Karen M.
Riscinto*



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When you're in the market to buy or sell a home, of course you want a professional who can guide you through the process from start to finish. But when you need an expert and someone who can go far above and beyond, Karen Riscinto of Florida Lifestyle Realty Group, Inc., perfectly fits the bill.

Located in Eustis/Mount Dora, Florida, Karen relies on her decades of vast experience in the real estate industry to find just the right property for her clients. She has had her hand in nearly every aspect of the business since 1977, from purchasing to insurance to legal litigation for several developers and property management companies. After many years of working for other companies, Karen decided to dive full time into real estate to utilize her skills and knowledge to her own advantage. As the owner of her own brokerage and property management company, Karen manages over 50 properties and boasted more than \$4.5 million in sales in 2021 and was rated #3 in Lake County by "Rate My Agent."

But it doesn't stop there: Karen also has a passion and keen eye for interior decorating. This is just one more added value when assisting her clients in listing their home, envisioning the potential of a home purchase, finding a rental, and managing their properties.

Never one to limit herself to any particular location, Karen currently serves all of Lake County, but will happily go where her clients' needs are. "I've done business all over the state," Karen explains. "I live by the old adage, 'have car, will travel,' and if a client really wants to do business with me, I'll go wherever they need me." And when she says her priority is simply helping clients reach their real estate goals, whatever they may be — she means it. "I've been in this business for so long in one form or another that I've sold everything from luxury homes to mobile homes. I do it all!"

Anyone who has worked with Karen can vouch for her knowledge and experience, but they also appreciate her



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honesty and her ‘what you see is what you get’ attitude. Citing the Golden Rule as her guiding principal, Karen stressed, “I will always work hard to get the best possible deal for my clients, even if that means they end up buying a less expensive house. I want to be able to sleep at night, so I tread very carefully when it comes to the advice I give my customers.”

As a result, Karen has built a strong and loyal clientele. She estimates half of her business stems from referrals, while the other half comes from repeat clients. Karen also prides herself in the numerous designations she’s attained over the years, such as MRP (Military Relocation Professional), CIPS (Certified International Property

Specialist), and CDPE (Certified Distressed Property Expert), however, she’s most proud of the fact that she is well-versed in so many aspects of real estate. “It’s made me more well-rounded and there’s so much more I can offer my clients.”

Aside from expertise, there is another aspect that sets Karen apart from other agents. She always answers her phone and is available whenever her clients need her. “I want to actually speak to my clients on the phone rather than text. I work so hard for them and want them to know that I’m always here to go above and beyond.”

As busy as she is showing homes and tending to her





clients, Karen enjoys spending any downtime she has with her four dogs and renovating her 1919 farmhouse. “I love hunting down the best products to use in my renovation project and finding the best deals on items for the properties I manage at the same time. I’m saving my clients money and I know they appreciate that I go further than most people do in property management.”

And even after four decades of real estate, Karen has no plans to slow down anytime soon. In fact, she’s looking to grow her business even further. “I’d love to have two or three experienced agents join me in my office,

soon to be back in Mount Dora,” Karen shared. It’s her genuine love for this industry that keeps her busy and flourishing. “I just love helping someone get into a house and knowing they really love what they bought — that’s so important to me. This is my passion and that’s why I’ve done it for so long. There are rough days for sure, but the good days outweigh them all.”



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