

# TOP AGENT MAGAZINE



## LAUREN LISPI—A NEW PERSPECTIVE

Even in her youth, Lauren Lispi knew that life would take her somewhere fascinating. In her late teens, Lispi took an internship with an international publishing company, and it was there that many of her ideas about business would be formed.

“The company was very entrepreneurial, and they reported news and marketed products in different countries—Latin America, Central Europe and China,” she says. “I saw how they developed these ideas, and so I knew by the time I was 19 that I didn’t want to have a normal, 9-to-5 job. I wanted to help people, and I wanted to start my own business.” At the age of 24, Lispi started her own marketing company, and developed a business relationship with developers of multimillion dollar homes in Boca Raton. Her clients asked why, with her marketing background and flair for design, she wasn’t selling homes.

In 2001, she became licensed. She was named rookie of the year, an achievement that was due to her work ethic and fearlessness. “I knocked on doors, made cold calls—all the things they tell you to do,” she says. In 2012, she was ranked #63 of all RE/MAX agents in the state of Florida, and has been named to the RE/MAX Platinum Club. She is securely ensconced in the top seven percent of RE/MAX agents in the country. In May 2013, she was awarded the RE/MAX Hall of Fame Award, and she is a premiere agent on Zillow, which brings even more attention to her clients’ listings.

Lispi has found that her set of skills is particularly suited to selling luxury homes. It’s not just her marketing skills that help her sell these homes, but also her knack for research.

“I put a lot of effort into the marketing, but I also dig in and find out what makes the home different,” she says. Recently, one of her sellers in Boca Raton thought his waterfront home had 60 feet of frontage

leading to the Intracoastal Waterway, but it actually had 72 feet. Lispi was able to sell the property to a buyer who needed a place to dock his large boat, who couldn’t have settled for less space. Without Lispi’s careful research, the buyer would never have looked at the home he now owns.

Lispi makes it her business to notice the things other people may miss. One older oceanfront estate had a pool set back far from the home, located so it would be bathed in sunlight for many hours each day. Current building codes don’t permit pools to be built that close to the sand—a special selling point that increased urgency for buyers.

“Every home has a unique selling advantage,” she says. “My job is to determine how a property is different from everything else on the market. Many times, even the owner doesn’t know.” Once the transaction is completed, Lispi still stays in touch, advising clients on remodeling projects that will increase value, and helping them find contractors and service providers. Her motto is “Building Dreams... One Home at a Time,” and Lispi lives that out, every day and with every client.



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