

TOP AGENT MAGAZINE



The Ethridge Team takes extreme pride in their award winning, professional service that is based on developing and maintaining relationships. “There are so many factors involved in buying or selling a home,” says team founder Lisa Ethridge. “I cannot stress enough how important it is to have a professional looking out for a client’s

best interests in any real estate transaction.” As a result of the Ethridge Team’s dedication to this idea, the team’s business has grown thanks to its many loyal, repeat and referral clients. Lifelong relationships with a strong foundation of trust are the team’s focus – a concept Lisa reflects in her tagline: Real-Estate with a Real-Connection.

Each client is guaranteed the same phenomenal service regardless of price range or transaction type. Before even listing a property, the team does what it takes to highlight the beauty of any home – including hiring a professional interior designer. Custom marketing packets are prepared with all the information on the home to provide to potential buyers. In fact, the team’s marketing and negotiation skills are so effective, their listings sell for an average of 97% of the list price in an average of 51 days on the market and each client knows precisely what to expect from the team at all times. For buyers, the team’s extensive knowledge of property values and detailed market analysis reports are assets in making the best offers that have a better chance of being accepted. As an Atlanta native, Lisa is able to better inform her clients of the niches of each community. She shares, “We are absolutely dedicated to making sure our clients make the best choices when it comes to investing in their future, and we even provide free consultations with a financial

planner.” The team’s impressive attention to detail and organization skills ensure that the process goes smoothly.

Chad and Katie Saleeby, loyal repeat clients, were impressed with the Ethridge Team. “Lisa is a consummate professional in the home business. Phone calls and emails are always returned promptly. We were looking in a particular neighborhood to buy, but nothing was really available. Due to Lisa’s connections, we were able to walk through and place an offer on our current home before it even listed in the MLS.”

In order to ensure a consistent level of high quality service, Lisa shares that she has developed a systemized method for conducting business that sets the standard for exceptional service. “There are over 100 automatic tasks for each transaction and our attention to detail ensures that no steps are missed. This also helps clients feel comfortable that any referral they send to us will receive the same high level of service they did,” states Lisa. “We update our clients at regular intervals with feedback from showings and statistics on marketing results. Our sellers are far more educated than the average seller and that makes them very easy to work with. There are just as many systems in place when it comes to working with buyers. There are so many timelines and other services to coordinate that our high level of organization is imperative to ensuring our client is protected. Overlooking these details could cost a buyer the right to request repairs or the right to their earnest money.”

While spearheading a business this detail intensive may seem daunting to the average agent, for Lisa going the extra mile is simply a part of the service she gives each client. “Working with Lisa was a truly awesome experience. I didn’t know where I wanted to live and I had a long list of requirements that had to be met,” shares Joyce Keeton. “She spent a ton of time driving around with me to different cities in different counties until the right

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Real Estate with a Real Connection

place was found. She even researched zoning issues for me to make sure my choice wouldn't cause me trouble down the road."

The Ethridge Team is proud to have such a diverse group of clients from moms to lawyers to financial planners. As lifelong residents of Atlanta, their clients are also their friends. One of the ways that the team gives back to their clients is by holding a networking happy hour. "The party helps create a sense of community among our clients and gives us an opportunity to thank them personally," says Lisa.

Not only has Lisa built lasting relationships with her clients, but she has also developed a diverse network of professionals that she is able to refer her clients to. She is more than simply their real estate agent - she is a trusted advisor in all aspects of her client's lives. Lisa says, "I have a business directory on my website referencing many of these professionals and the list is continually growing. I get calls from clients all the time looking for professionals from home renovators to accountants. I feel great knowing my clients will receive great service from all these professionals! I also love the opportunity to catch up with clients when they call for referrals. I'll of course always remind them of our monthly networking happy hour and invite them to stop by and bring a friend."

As a result of the team's incredible performance, Lisa's business continues to grow. For the Ethridge Team, real estate has always been about the "real connections" they have had the privilege of making.



The Ethridge Team

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