



Lisa Stricklan Hentschel: Diligence defines her success

Lisa will never give up looking for your perfect home, no matter how impossible your dream may feel



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Don't tell Fusion Real Estate Network Realtor Lisa Stricklan Hentschel she can't do something. She's been proving nay-sayers wrong since she was a child.

At the age of 4, Lisa spent two weeks in Shriners Children's Hospital with a hip disease. She left with a brace and built-up shoe on her left leg – and the unhappy news that she wouldn't be able to ride her tricycle.

She wasn't about to let a brace stop her fun. She hopped on her trike, stuck out her left leg and began pedaling with just her right foot.

Now, as a highly successful Realtor, that early spunk still defines her. "It's just how I am wired," she says.

Her childhood determination persists in her diligence for helping clients buy homes and rental properties, even when others say they can't.

"I don't give up," she says.

Lisa recounts the story of finding a home for an Israeli man who was living in a friend's basement as he searched for a house for himself and his two sons. He was told repeatedly he had not lived in the U.S. long enough to qualify for a loan.

"I kept at it until I found a lender who would work with us, and the man was able to buy his home," she says. "He was forever grateful."

Lisa specializes in the Placer County area, selling both family and investment homes. A Realtor for six years, her sales success qualified her for the elite Placer County Association of Realtors Masters Club in just her second year. Her previous background in accounting, secretarial work and sales all honed the skills she uses now in real estate.

Though she came to her career in mid-life – after her three sons were grown – her love for real estate, like

her determination, is rooted in her childhood. When she was in grade school, her parents began buying rental homes. The whole family pitched in to fix them up.

"We did not have money," Lisa recalls. "With four girls, my parents had to find a way to get ahead financially." Through real estate, they were able to build a nest egg.

When she isn't working, Lisa rides horses – a passion she developed growing up in a rural Idaho town – does oil painting (a newly discovered talent) and volunteers with Courage To Be You, an organization that rescues victims of forced prostitution. She has been trained to serve as a chaplain for the young girls.

But her main joy still remains finding homes her clients will love.

"A home is not just a house," she says. "It's where you build dreams and memories. I feel honored to help people be part of that process. This isn't just another job to me. It's a heartfelt way of life."

Thinking of buying rental property? Call on Lisa's investment expertise

With interest rates so low and home prices at rock bottom, now may be a good time to invest in rental properties. Lisa doesn't usually broach the idea of buying rental homes with her clients, but if they express an interest, she will help them find properties suitable for their needs and budgets. Here are a few of her tips:

- Investment homes require 20 percent down, but there may be creative ways to pay less.
- Your investment return is figured on the amount you put down, not the price of the house.
- Buy where you'd like to live or feel safe visiting.
- Even if home values fall, rents usually remain stable.



LaWain Powell: Her No. 1 priority is customer service

LaWain not only listens to her clients; she can read 'between the words.' Plus, she does her homework

A real estate transaction that didn't work out – on her own house – taught Fusion Real Estate Network Realtor LaWain Powell her greatest sales lesson: Customer service is No. 1.

Several years before she became a Realtor herself, LaWain hired a woman who did not give her the information and service she felt she deserved. "I thought I could do a better job," she remembers.

That experience was still with her when she got her own real estate license in 2006. Now she makes it her top goal to provide excellent customer service to her clients.

Details are the key to her success. Her attention to even the littlest things helps her find or move homes quickly – and for the right price.

LaWain first puts her clients at ease with a chat in a comfortable environment. As they talk, she actively listens.

"There's a difference between listening and hearing," she says. She has developed the skill of understanding what clients are saying "between the words."

Next, she does thorough homework, diligently researching potential homes for buyers and comps for her sellers.

When she shows homes, LaWain asks that clients take notes, too – what they like about each house and what they don't. The notes reveal a lot about what the buyers really want, she says. After studying the notes, the second group of

homes she shows is nearly always spot on.

For sellers, she analyzes comps and, most important, explains the numbers. "When I price homes, they sell within the amounts I have shown," she says. And because the price is right, they move quickly.

"It's a reflection on me if the price is wrong," she says.

LaWain also advises clients on staging their homes. "I give them all the information up front," she says. "I tell them if the house needs to be cleaned or depersonalized."

Her top tip: Buyers need to imagine their own things in your house, so leave minimal furnishings in the rooms, take your stuff off the walls and make sure they can see the floor.

LaWain gained her experience with numbers before she became an agent. As an assistant to a Realtor for several years, she determined the sales prices of homes as well as worked in training and marketing.

In an earlier job, she was a credit manager for a construction company, another financial training ground. She also worked in children's ministry for a church.

Another of LaWain's assets is being able to give her clients the benefits of her knowledge of Bakersfield, which is where she grew up.

With her two daughters and a son now grown, LaWain is fulfilling a dream of her own: getting a college degree. She will complete her A.A. in December and hopes to finish a bachelor's within two years. Her major, not surprisingly, is psychology.

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A lesson of friendship

Two days after moving into a new home in Bakersfield in 2006, LaWain and her husband headed to UCLA to begin cancer treatment for her husband.

"My whole world turned upside down," she says. "He couldn't go back to work, and we ended up starting all over again."

Then came a gift that changed their lives. An acquaintance said she wanted to help and gave LaWain gold coins worth \$5,000. LaWain refused them, but the woman insisted. And don't pay it back, she said. Pay it forward.

Since then, LaWain says, "we have done it." Though she hasn't given anyone \$5,000, she continually "pays it forward" through acts of kindness and smaller gifts.

"I am more aware of when a person is in need," she says.

The generous friend is now a hero to her, LaWain says. "She taught me a life lesson of friendship. We're still friends."

Keys to Jennifer Kirtlan's success: Dedication and deep Delta roots

Real estate wasn't her first career choice, but it is the perfect one. What she loves most is helping people

You will surely agree that people who are doing exactly what they love in life are extremely fortunate. Jennifer Kirtlan considers herself to be one of those people.

What Jennifer loves is helping friends and personal referrals – people like you – successfully buy and sell real estate in the Delta and surrounding areas.

After 10 years as a Realtor, her commitment to her career is stronger than ever. That, along with deep roots in the Delta, is her key to giving you the best possible representation for your real estate needs.

"Whether you're buying or selling," Jennifer says, "your interests come first. I always go the extra distance for my clients."

With her dedication to her profession, it may be surprising that real estate wasn't Jennifer's first career choice. But she acknowledges her earlier endeavors gave her valuable training for this field.

One of her first jobs was as a project manager. "I enjoyed the work. Every project was a new and challenging experience, and I learned to juggle multiple demands." But she also longed to be out of the daily office environment.

Knowing she had the drive and determination to be a successful entrepreneur, she decided to move into the car sales business.

That wasn't the right career,



either. So, as she was honing her business skills, she was keeping her eye out for something else – literally, it turned out.

On her drives to work every day, Jennifer passed a sign advertising for aspiring real estate agents. One day it hit her: Real estate was where she needed to be.

It was the perfect fit.

"Being a Realtor allows me to use my entrepreneurial skills, interact with great people and give clients the benefits of my creative abilities," she says.

Most important, she is able to stay in Clarksburg, where she was born, and work in the Delta, where her family has lived for six generations – and where she and her husband are raising their three sons.

Clarksburg is not a large city, and getting started in real estate there took hard work and ingenuity. In fact, Jennifer jumped over a major hurdle to land her very first listing.

"I was one of three candidates



being considered to list a local home," she recalls. "The other two wanted to price the property at \$850,000. I knew I needed to prove my worth to get the listing. I went into the home, studied it and, employing my staging expertise, suggested ways the property could be fixed up and priced much higher. On that basis, the clients chose me."

With her improvements, the house drew multiple offers and, she points out proudly, sold for \$1.2 million.

That's the kind of energy Jennifer offers all her clients. Her approach has proven immensely successful.

With Jennifer as your Realtor, you can be assured she will do everything possible to sell your house for top dollar.

"And," she adds, "I will make sure we have a great experience along the way."

If you are looking to buy or sell property in the Delta, Jennifer would be honored to handle your listing. Her hard work, along with her roots in the area and her positive focus, are the unique advantages she offers.

"I am truly living my dream life," she says. "As your agent, I will work to help you get closer to yours."