

Leading
Women
in Business:

TRIANGLE

“BULLDOG” BROKER-OWNER DESIGNS BETTER REAL ESTATE EXPERIENCES

An insatiable passion for real estate, unparalleled knowledge of the Triangle area, and innovative approach set Lisa Ellis and Real Estate by Design above the rest.

The Triangle area offers an amazing quality of life—four seasons, two hours to beaches or mountains, three major universities, an international airport, and a hot jobs market. As a result, 120 people are moving to the area every day, and the real estate market is red hot.

Lisa Ellis, Owner of Real Estate by Design—an independent firm offering personalized service to both buyers and sellers—and her team are here to exceed expectations and ensure clients succeed and achieve their goals.

MAXIMIZING RETURN ON INVESTMENT

The name Real Estate by Design speaks to the many individualized services the company offers. For sellers that means ensuring each home looks its best and is priced just right.

“We start by designing an individualized selling plan for each client,” Ellis says, “which includes making recommendations for painting, upgrades, repairs, staging, and more.” Ellis and her team will make the calls, set up appointments, pick your colors, and even do the staging themselves when needed.

“Ultimately, each home we represent should look amazing, like a model home. We provide services that deliver,” she explains. “And our sellers receive exceptional results.”

In fact, Real Estate by Design homes consistently sell for more than 98 percent of their list price and 40 percent faster than the competition.

TIMING MATTERS FOR BUYERS

Buyers’ agents at Real Estate by Design are hand-picked and recruited by Ellis and come with exemplary experience and knowledge of area neighborhoods. They listen closely to the wants and needs of each client and stay on top of the constantly changing market.

“We are usually aware of new listings as soon as they are available,” says Ellis. “In a market this hot, it’s important to get our clients in the door first, especially since many properties receive multiple offers and are selling for over asking price.”

As a part of the initial consultation, Ellis’ team talks new clients through the entire process, which includes ways to present as the best possible buyer, including having mortgage pre-approvals in hand and writing personalized letters to their seller.

“I’m a bit of a bulldog on behalf of all our clients—my whole team and I go out of our way to protect the interests of those we serve.”



MEET LISA ELLIS

Lisa Ellis is proud of her business and the company she has built.

“I worked tirelessly for other firms for years,” Ellis explains. “But as a single mom with a growing son, I realized I have one chance to get it right and raise Cooper to be confident, respectful, and someone who believes he can make a difference in the world. I wanted to be there for him, so I knew I had to find balance. But being an overachiever, I also had this ingrained desire to grow something bigger than myself. With Real Estate by Design, I’m doing both.”

One way Ellis has found that success is by eschewing a corporate culture for a more boutique approach to helping others and leaving things better than she found them.

“We don’t do weekly meetings, chili cook-offs, or caravan showings,” she emphasizes. “Instead, we demonstrate a greater respect and appreciation for one another’s time, time that is better put to use serving the needs of our buyers and sellers and saving us time that is appreciatively spent with our families.”



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