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LESLIE LERNER

Broker-owner

Leslie Lerner Properties

Leslie Lerner, a fourth-generation Houstonian, entered the residential real estate industry in 1993 with the goal of providing consumers with loyalty, honesty and a knowledgeable experience when buying or selling real estate.

Six years ago, after noticing technology was changing the way buyers and sellers approached the real estate process, Lerner combined her love of education, customer service and sales to open Leslie Lerner Properties, Houston's first full-service, flat-fee listing and rebated-commission brokerage. "With extensive market data and comprehensive listing details readily available to the general public, I saw an opportunity to monetize that knowledge base for clients, while still providing the level of expertise necessary to guide informed decision making and to effectively negotiate deals on their behalf," Lerner says. Lerner's business model has been extremely successful. Her most difficult obstacle has been educating the consumer to know that lower commissions don't always mean less service. Many reduced-commission companies are not as client-centric as Leslie Lerner Properties. Lerner and her team always go the extra mile for their clients. Her clients often characterize Lerner as one of the hardest-working and most knowledgeable professionals they have worked with.

Having spent her childhood learning about the value of customer service from her grandparents, owners of retail mainstay Walter Pye's, Lerner strives to foster a supportive work environment and amicable relationships with both her agents and her clients. "We continue to get referrals because of the quality and service we provide," Lerner says. "Technology will never take away the relationship aspect that is so important in this industry."

Lerner is a National Association of Realtors member, supports the Houston Livestock Show and Rodeo, Bellaire High School Alumni Association and other non-profits. She is a longtime member of the Houstonian Club and enjoys spending time with friends and family.

