

## LESLIE LERNER

### Broker & CEO

#### Leslie Lerner Properties

Recognizing early on how technology was transforming the real estate process for both buyers and sellers, Leslie Lerner leveraged her background in education, along with her passion for customer service and sales, to establish Leslie Lerner Properties in 2013. She founded the company as Houston's first full-service brokerage offering flat-fee listings and rebated commissions.

"As technology advanced, I saw an opportunity to lower commission rates while still providing the expertise needed to guide informed decisions and negotiate effectively," Lerner explains.

A graduate of the University of Texas at Austin with a degree in education, Lerner considers herself an educator first, rather than a salesperson. Driven by a desire to empower consumers with knowledge, she developed LernMore<sup>SM</sup>, a patent-pending, AI-driven, multi-language education platform designed to reduce confusion and help consumers fully understand what they are signing before making a commitment.

"Real estate contracts are filled with complex legal terms that can create confusion or even lead to legal disputes," she says. "LernMore breaks down contracts paragraph-by-paragraph into clear, layman's terms, while also providing examples, FAQs, a glossary, and the ability to ask additional questions prior to signing. It also includes text-to-speech functionality and e-signature capability, making the entire experience more accessible and user-friendly."

A fourth-generation Houstonian, Lerner began her real estate career in 1993 with a mission to provide buyers and sellers with honest, knowledgeable, and transparent experiences. She currently serves as one of nine commissioners appointed to the Texas Real Estate Commission by Gov. Greg Abbott and is the vice chairman of the Association of Real Estate License Law Officials Law and Regulation Committee.

Lerner remains passionate about combining her expertise in education and real estate innovation. "I am prepared for the future by providing flat-fee listings, rebated commissions and a powerful platform that delivers a clear and comprehensive understanding of contracts before signing," she says.

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