

# suburban life



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# From the Midwest to the Main Line

Main Line Realtor **Lynise Caruso**'s Chicago roots uniquely prepared her to excel in one of the hottest housing markets on record.



**Philadelphia and Chicago share a number of similarities—brutal winters, an almost holy reverence for a quality sandwich, and rabid devotion to local sports teams. Also, Realtor Lynise Caruso has called both cities home.**

Originally from the City of Big Shoulders, Lynise spent her 20s and 30s “climbing the corporate ladder,” and followed her career to a number of major U.S. cities, including the nation’s capital. These experiences gave her plenty of firsthand knowledge of all the processes involved in securing a new home.

“I walked into real estate in 2000 with no experience, and I sold \$5 million in my first six months,” she says. “I’m so grateful for my history of work, which never felt like work to me. My experience in brand strategy consulting and project management have provided me with great benefits as well.”

Such accumulated career skills afforded Lynise the wherewithal to enter the Philadelphia real estate market with gusto.

“When I moved to Philly in 2005, I brought real estate with me,” she says. “When I got here, I hit the ground running. The Main Line is tough. Everyone is born here, raised here, and stays here. It took me seven years to break into the million-dollar bracket.”

Though it took some time, Lynise reached her goals through sheer will and perseverance. Today, the self-described “worker bee” is a force to be reckoned with in local real estate circles, from Bryn Mawr to Malvern and beyond.

“Buying a home is one of the most important decisions a person will make in a lifetime,” she says. “That does make it really personal. In the corporate world, business is rarely personal; that’s one of the things I like about real estate. I enjoy walking a person through the home-buying process, offering a hand to hold and a calm presence—all while looking for the best deal.”

She likens the process of finding a new home to that of finding a life partner. Naturally, she sees herself as a matchmaker, of sorts.



← Lynise was the →  
buyer's agent for this  
home in Phoenixville.



"The process is so personal," she says. "The more I know about a client, the better the match I can find for them."

While Lynise prides herself on the authenticity of relationships she forms in the course of her work, she says the sharpness of her business acumen sometimes catches people off guard. She possesses skills few Realtors can boast, which she credits to her years in corporate America.

"I brought my Midwestern work ethic to the East Coast," she says with a laugh. "I also think I'm a friendly and kind person. While I am friendly and do well with handholding, I'm also a great negotiator. Sometimes [during a negotiation] I can tell they didn't see me coming."

Lynise's newest success comes in the form of a partnership with fellow Realtor Mike McCann and the Keller Williams Realty family, both of which employ an approach to technology that she says keep them on the cutting edge. She describes herself as "super techie," and has worked hard to become proficient in technology throughout her career. "I've always been ahead of the game," she adds.

Indeed, from high-level customer relationship management tools to training programs designed to help her exceed clients' expectations, Lynise says the opportunities to "raise her game" with Keller Williams have been unparalleled.

"I am so excited to have started with Mike McCann's office in January," she says. "He is pure energy, always wanting to learn more, then graciously sharing all he has learned, because he's about a family- and team-oriented environment. I feel really blessed."

Above all, she continues to value the personal aspect of the real estate business.

"People are rooted here—parents, grandparents, great-grandparents—so trust in relationships is important," she observes. "People stay here for life, and I came here as a transient; nobody knew me. Building my database, and promoting myself, was extremely difficult, but I feel like after a long time, I've made it." ■



↑  
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**For the latest updates on available homes on the Main Line, background on Lynise Caruso, and more, visit [lynisecaruso.com](http://lynisecaruso.com). Contact Lynise directly at (610) 564-2102 or [lynise@comcast.net](mailto:lynise@comcast.net).**