

The Total Package

by Erica Young | photos by Alison Dunlap

Lisa Linn, a lifelong Bucks County native and a real estate veteran with Coldwell Banker Hearthside, fulfills the dreams of buyers and sellers one home at a time.

In a tumultuous real estate market, buyers and sellers need a Realtor® who has seen it all. They need someone with years of experience and specialized expertise, someone who is well equipped to help them navigate the many twists and turns they're likely to face along the road to the closing table.

In other words, they need someone like Lisa Linn.



If there's a home you're really excited about, I see it as my responsibility to help you get it."

—LISA LINN, COLDWELL BANKER HEARTHSIDE

Lisa, a Realtor with Coldwell Banker Hearthsides in Yardley, has more than 20 years of real estate experience in Bucks County and neighboring Montgomery County. She has built her business on the rock-solid foundation of passion and proficiency, approaching each client relationship with the understanding that no detail is too small and every concern deserves careful consideration.

Her client base includes buyers and sellers of all ages and backgrounds, everyone from first-time homeowners, to seasoned buyers hunting for luxury residential properties, to older adults who are transitioning from long-time family homes to active-adult communities. Of her many strengths, perhaps her greatest are her familiarity with and fondness for Bucks County. She grew up here. She went to school here, having earned degrees from Bucks County Community College and Delaware Valley University. The area made such an impression on her, she chose to raise her family here.

Few Realtors can say they have a C.V. as varied and comprehensive as Lisa's. She spent a decade working for luxury homebuilder Toll Brothers, where she helped homeowners navigate each phase of the buying and building process. She also sold more than 400 newly built homes at two sought-after active-adult communities in Bucks and Montgomery counties, the Regency at Yardley and the Regency at Waterside in Ambler.

"I have a lot of clients who want to invest

in a new build, which can be scary when you don't have any construction experience," Lisa says. "I can look at any house and any new construction project and see exactly what's going on. I can open a cabinet and tell you how it's installed, or look at a [poorly installed] window and see what isn't working. I am there with the client from day one, helping them pick the home site, the finishes, the design—every step of the process."

In fact, her experience in new construction is what inspired her to branch out on her own as a Realtor.

"I realized that I wanted to be my own boss, to answer only to my clients, and to make my clients my first priority," she says. "I came into this with an intimate understanding of Bucks County and the emerging market, and I wanted to be able to provide my expertise in a custom way that puts my clients at the top of my list."

While she prizes her independence, she's the first to admit she doesn't "go it alone." She cites the support of her family: her husband Shawn; her daughter Victoria, who serves as her marketing manager; and her son Connor, who recently earned his real estate license after graduating from West Chester University with a bachelor's in finance. Lisa relies on Victoria and Connor for their expertise, as both previously worked for Toll Brothers—in marketing and mortgages, respectively—while Shawn lends his informed perspective from his 30-year career in the construction business.

Lisa also understands that anyone who buys or sells a home is in the middle of a transition, and transitions present obstacles and opportunities alike. The dynamic may be especially challenging and emotional for older adults who may be leaving their family home for something smaller and more manageable.

Given her prior expertise with active-adult communities, she enjoys helping older adults find communities—and homes within those communities—that best suit their lifestyles and interests.

"Leaving a home can be bittersweet for active adults, especially when you have so much of your family's history wrapped up in your existing home," she says. "It's important that your new home is someplace you can see yourself in for the next chapter of your life. We discuss things like hobbies, travel, and grandkids to help figure out what they need their home to do. Many of my [older] clients want their home to still be the hub of their family, so we're able to build or find a place that serves that purpose while also being a space they can enjoy in a new neighborhood."

Regardless of their age, lifestyle, or budget, all clients can rely on Lisa to be a nurturing presence. In an increasingly challenging market with stiff competition for limited inventory, buying a new home may seem more like an unattainable dream than a reality—especially for first-timers. Yet Lisa has a few words of wisdom for those individuals: Be patient, be flexible, and be prepared to act when opportunity knocks.

"A lot of people on the younger side are concerned about interest rates, and are waiting for them to go down while losing money on rent," says Lisa. "I always tell them to date the rate and marry the house. If you love a house and don't want to lose it, I'm going to do everything I can to help you achieve your goal; you can always refinance when interest rates change. We don't see interest rates changing any time soon, so to continue waiting would mean missing major opportunities for a new home."

Once a prospective client commits to the process, Lisa is ready to lead the way, using a blend of market knowledge, tenacity, and creativity to help them achieve their goal.

"The market is competitive, but there are always options," she adds. "I work with my buyers to look beyond price and approach my sales with terms that work for them and for the seller. Because of that, I'm able to get my buyer the home they really want up, even if I'm up against a same-price buyer. If there's a home you're really excited about, I see it as my responsibility to help you get it." ■



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