

MAKING CONNECTIONS

Realtor Liz Elliott builds strong relationships to connect with buyers and sellers.

By Nila Do Simon

Martin County has a big fan, and it's Liz Elliott. Initially attracted to the area's plentiful waterfront access and strong school system, it's only appropriate that Liz is touting the county and its lifestyle, drawing new residents to this part of the Treasure Coast as a certified Realtor and joining the renowned team at Waterfront Properties and Club Communities.

For Liz, a career as a Realtor was always in her cards. She and her husband have bought, sold and managed properties throughout the state for over 20 years. Four years ago, Liz became a licensed Realtor. After learning strong fundamentals at another local real estate company, Liz recognized the vital roles the Internet, digital tools and technology were playing in real estate and sought a company that also understood that. She found that and more in the cutting-edge Waterfront Properties, arriving to the team in June. Now part of the luxury

real estate company, Liz has joined an elite group of professionals, known for their state-of-the-art marketing and web-based presence. In addition to local connections, she is even able to connect with international buyers through Waterfront Properties' massive global network.

"They have such a presence on the Internet for listing properties," Liz says, a GRI- and CDPE-certified Realtor. "Print advertising does not have the same effects in selling properties as the Internet now does. I have spent a lot of time looking at homes on the Internet. I even found my current home by using the Internet."

Already, the company's web-based data capture system has yielded impressive results for Liz. "I've been at Waterfront for a month, and the quality of buyer leads and the caliber of people are unbelievable," she says. "It's the most effective website I've ever seen. I spoke with Meghan Barry, the president of Who's Who of Luxury Real Estate, a highly prestigious organization that Waterfront was invited to join, and even among those elite Who's Who members in the world, Waterfront is known as a leading high-tech real estate company and its name has high value among global real estate leaders."

The renowned Who's Who of Luxury Real Estate incorporates a strong network of global real estate leaders, allowing exceptional buying and listing agents from around the world to connect with each other. Its website, which includes individual member websites, generates more than 125 million web pages and countless worldwide referral opportunities. Waterfront Properties' managing partner, Rob Thomson, is also a longtime Board of Regents member in Who's Who.

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Beyond its endless Internet reach – which can reach buyers from Stuart to Singapore – what attracted Liz to Waterfront Properties was its ability to separate itself from competitors on the professional level. "Waterfront demands the absolute best from all of us," she says. "They want us to be the best in their business, to be ethical and professional. If a client is going to be doing business with you, you absolutely need to do it right. If you're not going to be a top-notch Realtor, then this isn't the place for you."

With those high standards in mind, Liz has worked to become an asset in the area, making real estate more than just her career; it's become her lifestyle. In addition to earning certifications in several areas in real estate, she is constantly studying homes and what characteristics influences their values.

"Real estate can be very involved," she says. "Realtors need to know different construction values in a home. So, I'm always studying homes and staying on top of trends while understanding older models."

But above everything, Liz emphasizes that real estate to her has never solely been about the house, but instead the people who will live there. It could be a family's second or third home, or a home yet to be built on a recently purchased lot.

Her dedicated, professional approach is coupled with her motivation to put together the buyer and seller in the ideal transaction. As she puts it, "this business is all about developing relationships. I enjoy going to see buyers after they have settled in their new home," Liz says, oftentimes reuniting with previous buyers and sellers with trips on her Catamaran or powerboat. "I like checking in to see them after the home is built and seeing their joy after the purchase. I'm proud of the connections I make and the chance I have to help everyone come out on top."

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Her investment in Martin County's future does not just rely on her real estate attributes. She was appointed to the advisory board for the Hibiscus Children's Center and is a supporter of the Junior League of Martin County, Rivers Coalition and the Florida Oceanographic Society.

"So many people take for granted the ability to live on or near the water," Liz says. "But the people in this community don't. Here in Martin County, it's all about the weather, boating and being outside. I just love sharing our beautiful area, this wonderful slice of life, with others!"

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