

as seen in

southbay

WOMEN IN BUSINESS 2020

WOMEN IN BUSINESS

LYNNE LEAR

Realtor®, Strand Hill | Christie's International Real Estate



CHRISTIE'S
INTERNATIONAL REAL ESTATE



Lynne Lear has been a top-producing Realtor in the South Bay for the past 16 years. Prior to that she was the director of Southwest sales for Disney Online and worked at News Corp in sales, marketing and management.

WHAT IS YOUR SPECIALTY?

"My niche within real estate is being an 'off-market specialist,' which means that many of my transactions are not on the MLS. For buyers, it is advantageous to see properties before they become public so they are not competing with others. For sellers, this approach may be better if they have privacy concerns about being on the open market. This strategy needs to fit both sellers' and buyers' objectives. This year I have transacted 30% of my business off-market."

WHO ARE YOUR CLIENTS?

"I am as comfortable and happy to work with the first-time buyer who needs hand-holding as I am with the experienced, high-net-worth client who needs more of a consultative partner with business acumen. I buy and sell for many of my friends and am known to be very discreet in our small town. The best compliment I have heard is from a very successful fellow agent who said if he ever sells his house, he would hire me! Isn't that something?"

IN WHAT WAYS DO YOU EMPOWER OTHER WOMEN TO SUCCEED IN BUSINESS?

"I have coached and mentored women for years as they enter college, the work force, second careers, etc. Many moms have a hard time moving back to the workplace after their kids are grown. I love to help them tap into their talents and passions as they figure out the transition into their next phase. I have even hired some of these women to help propel them forward. A little encouragement goes a long way."

WHY IS REAL ESTATE A GOOD FIT FOR YOU?

"After 18 years in corporate America, I wanted to stop traveling, be home with my children and become more involved in my community. My established skill set of negotiating multi-million-dollar contracts, handling a zillion details, using my business head and problem-solving expertise while working with people dovetailed perfectly into a local, successful career in real estate. My clients have become some of my closest friends. What could be more rewarding than that?"

1131 MORNINGSDR. DR., MANHATTAN BEACH | 310-779-1723 | LYNNELEAR.COM | DRE #013150148

southbay.goldenstate.is