

# She's Got Moves

## Local Zealot to International Agent at Large

BY LESLEY MARLO | PHOTOS BY TOM CRAIG

Well-known in our area as a zealot for all things local, Lemoire Zausner is spreading her wings, zigzagging across the globe to help her clients buy and sell lakeside villas to penultimate penthouses, and maybe even a castle or two.

Here in her hometown of Delray Beach, Lemoire can often be spotted cruising around in her golf cart, showing property, volunteering, shopping local boutiques, and attending community events. Her passion for the Gold Coast lifestyle is simply undeniable and completely contagious, as her clients are quick to find out.

Delray proper and the stretch of coastal communities north and south are her most traversed territories for both work and play, but Lemoire's firecracker enthusiasm and dedication to her craft defy boundaries.

As the world reemerged post-COVID lockdowns, Lemoire was ready for action, not just closing deals in record speed, but also expanding her reach. By forging relationships with locals and fellow pros in faraway lands, she has literally unlocked a world of possibilities for her clients.



### ON THE MOVE

A peek at her Instagram reveals that this girl gets around. Miami to Port St. Lucie, Florence to Sardinia, Tel Aviv, Dominican Republic, Columbia, and San Francisco are a handful of locations in her eye-candy feed. Each bite-sized post will make you fall in wanderlust, and it's no surprise she's got that knack.

A New York native, Lemoire was an award-winning professional photographer and has a master's degree in Urban Planning from NYU. That knowledge, her keen eye, and her New York City hustle combine well for her clients dreaming of a new place to hang their swim trunks.

While she's been intensely busy keeping up with the deluge of aspiring Florida residents clamoring for a piece of paradise, somehow Lemoire found time to forge a network of connections in time zones around the world. Sombreros to fedoras, beanies to ball caps, there is one hat she never takes off – Lemoire is ever the real estate devotee.

“*Let's Make a Move' is her tagline, and when it comes to moves, it seems that Lemoire's got all the right ones.*”

### MOVE OVER MIAMI

In the past year alone, she's been to the Middle East, South America, Europe, Mexico, the Caribbean, and all over the U.S. Her travels find her snapping pictures in penthouses atop Israel's chicest city to seaside shanties in Sardinia. Even on vacation, she makes it a point to visit the local real estate offices, a pastime that has opened doors of opportunity—for herself and her clients—far beyond the borders of the Sunshine State.

“American clients are looking outside the U.S. more than ever,” Lemoire shares. “Instead of moving or buying a second home in another state, they're keeping their primary residence in Florida and buying vacation homes in other countries.”

She adds, “We have three international airports within an hour's drive, so traveling abroad is easier than getting to a lot of places in America.”

This also attracts clients from other countries who are looking for a place here in seductive south Florida.

“Co-marketing and co-collaboration efforts can reach a much broader audience,” says Lemoire about working with agents in other countries.



### MARKET MOVES

Those of us who have lived here more than a year witnessed just how hot Florida's housing market can get, with soaring listing prices, bidding wars, and sight-unseen closings. Today, the two questions on the minds of both buyers and sellers are:

Is the south Florida housing market going to freeze up?

And, are prices going back to “normal”?

According to Lemoire, the short answer is, no. “While interest rates have risen, they are still at historic lows and many entering the market are cash buyers,” she reminds. “I don't see prices going down here, as demand remains high. I see properties on the market a little longer, but if it's desirable and priced right, it will fly.”

Today's market also allows buyers a more reasonable process and more peace of mind. “A big change for the better,” she says, “is that buyers are no longer foregoing contingencies in order to be more competitive.”

People are still moving to Florida in droves – almost 1,000 per day according to surveys, US Census Bureau Data, and industry metrics. Whether they come from the northeast, California, or overseas, everyone needs more than a house. They need information, references, and endorsements for schools, services, and everything it takes to truly “live” in south Florida. This is another way Lemoire sets herself apart.

### MAKING THE MOVES

Buyers benefit from her area insight along with “Lemoire's local treatment” – concierge services and connections only an insider like Lemoire can offer: referrals and hook ups to perks, including golf cart rentals, hard-to-get restaurant reservations, and can't-miss events. Plus, references for services like housekeeping, landscaping, interior décor, and even pet sitting help make her clients' moves seamless and integration as warm and inviting as the climate that draws them here.

Her finger on the pulse of everything local, including market nuances, works to the advantage of the sellers as well; after all, it's lifestyle people are buying, not just walls and a roof. “I'd never stick a lockbox on a listing and assume the house will sell itself,” she says.

This latest mission is to extend that local touch, setting her sights on destinations far beyond Florida.

“Finding your perfect place takes work and insight, but that's just the beginning. And when you're shopping from another state or country, local connections can make a huge difference in your quality of life there. That's what I aim to deliver.”

And that is a nice move!

Buying or selling here or abroad?  
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