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Q&A with LISA QUAM

FINE HOME SPECIALIST,
BERKSHIRE HATHAWAY HOME SERVICES—FINEST OF VEGAS



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WHAT FIRST SPARKED YOUR INTEREST IN THIS BUSINESS?

When going through the process of purchasing & selling my own properties, I found that I had begun to have an affinity for real estate and the processes behind the scenes of which real estate transactions were conducted. As an added bonus, after becoming an agent, I found I also REALLY enjoyed the process of assisting buyers in their journey of finding just the right home to fit their needs, as well as assisting sellers in navigating the sale of their homes. I truly LOVE what I do and could not imagine doing anything else!

SHARE A BRIEF HISTORY OF YOUR BUSINESS.

I began my real estate journey in 2005 with the Shapiro & Sher Group, the top luxury specialists in Las Vegas and Henderson at the time. I stayed with them until 2019, at which time I went on my own. I have enjoyed both working on a team and working as a solo agent. When working on a team, especially the team I was on, you work together, help one another and encourage one another to do well. Teambuilding as well as personal enrichment was high on the list when I worked at Shapiro & Sher Group and I will always cherish working with such an incredible team of professionals, it was a wonderful experience.

WHAT MAKES YOUR BUSINESS HIGH-END?

“High End” to me is a level of service. Yes, it is also a level of a style of home. However, once a Luxury Specialist has learned the art of recognizing quality workmanship such as home design, quality finishes, high tech, etc., “High End” doesn’t stop there. That is where “High End” actually begins. The art of negotiation, knowing how and where to market a property, the art of diving deep into your clients’ personality to grasp their design style, their hobbies, where they take their coffee in the morning. I mean really DIVING DEEP! Then there is the art of people and personalities to navigate throughout the transaction. There are so many nuances to being a Fine Home Specialist that go far beyond just recognizing a luxury home and for me, it is ALL of those things and so much more!

WHAT DO YOU THINK SETS YOU APART FROM YOUR COMPETITION?

I know some will say that there is competition amongst real estate agents, and maybe to some, there is. However, I don’t feel that way. I believe that my business is very organic, so therefore I do not feel a sense of competition amongst my associates. I applaud them when they do well and at the same time, I am secure in the knowledge of my abilities, so therefore I don’t think of my associates as competition, ever. I actually consider them friends as well as associates and I KNOW that I can phone any of them at any time and they will be more than gracious to assist me with whatever I need if they are able.

WHAT IS THE ETHOS BEHIND YOUR BUSINESS?

My main objective in my business is to be a hand holder. What that translates to for my client’s is to truly know that I will represent them to the highest and best of my ability in order to bring forth the highest and best outcome on their behalf. I am very protective of my clients, and it is imperative to me that they are represented to the fullest. I want them to enjoy the process and be secure in the knowledge that I have their back at all times. This is one of the things about my business that I am very proud of. I personally handle everything on behalf of my clients, I do not handoff anything, I am a 100% hands-on agent. I am at every signing, every inspection and every little thing in between and it is my pleasure and honor to do so.

WHAT UNIQUE SERVICES DO YOU OFFER?

The services I offer are tailored to each client’s specific needs. I model my business after my mentor, Florence Shapiro and I sprinkle a little of myself in there as well. I was taught to be authentic and that has served me well. I believe at the end of the day, if you can go over your day and come out with the knowledge that you left nothing on the table, that was a day well spent and that’s what I strive to do each and every day, in my business as well as in my personal life.