

Lisa Duke Realty chosen as a Five Star Realtor for 2013

By Kandace Lankford
NJM Correspondent

NORTH JACKSONVILLE — Since opening her own real estate firm nearly two years ago, Lisa Duke has experienced tremendous success, and her business continues to grow.

She was recently chosen as a 2013 Five Star Realtor by scoring in the top one percent for client satisfaction out of 19,200 licensed realtors in the Jacksonville area.

Five Star Professional, the organization that chose her for the award, conducts market-specific research throughout the U.S. and Canada to identify reputable and trustworthy service professionals.

Their research team contacted consumers in the Jacksonville area and asked if they had experience working with a real estate agent. Consumers who agreed to participate in the survey provided the name of the real estate agent and rated that individual according to key criteria such as integrity, negotiation and closing preparation.

Surveys were sent to Jacksonville area residents who recently purchased a home over \$150,000 (more than 32,700 households) within a 36-month period (March 2010 to March 2013).

Award candidates were evaluated against five objective criteria, such as a qualifying client satisfaction rating and a favorable regulatory and complaint history.

"Our success comes from diversification, putting customer service first, and providing real estate services as a team," said Ms. Duke. "We tailor our services to the needs of our community — we want our clients to feel taken care of."

One of the ways Lisa Duke Realty takes care of their customers is by being up-to-date on technology and staying mobile. The team has Surface tablets, which are ultra-portable devices that perform like laptop computers.

"Because we have the latest in technology, we can do our work at any time, from anywhere," said Ms. Duke.

Katie Ziegler, one of Ms. Duke's team members, has communicated with clients in the wee hours of the morning, and even when she



The Lisa Duke Realty team is a well-known resource in North East Jacksonville. Front row: Lisa Duke, Second row from left: Katie Ziegler, Susan Neal, Third row from left: Lauren Collins, Kim Fitzhugh, Thomas Blake.

was out of town with her family.

"We are not limited to the regular nine-to-five business hours," said Mrs. Ziegler. "Whether I'm at Disney World with my kids, or it's 1:00 in the morning, I am available for my clients."

The team at Lisa Duke Realty realizes the importance of communication, and recognizes that different people have different preferences when it comes to communication.

They stay in touch with their clients in the ways that work best for them, whether it is e-mailing, texting, a telephone call, or even through old-fashioned snail mail.

When it comes to buying or selling a home, Lisa Duke Realty has a well-rounded team that will help guide you every step of the way through this most important financial decision.

Each of the six agents lives in North Jacksonville, and all are extremely knowledgeable about the area and can answer any questions you may have regarding schools, local businesses, or anything else you want to know that may influence your decision when considering buying or selling a home in Oceanway/Dames Point.

"The team focus really works well for us," said Ms. Duke. "Everyone does what they're best at."

Along with helping clients to buy or sell homes, the team at Lisa Duke Realty offers other services such as screening qualified tenants to rent your home, managing rental properties and working with distressed

properties, such as short sales and foreclosures.

"So many people are afraid to rent out their homes because they hear horror stories about renters," said Ms. Duke. "Our tenant placement process helps avoid evictions and other bad situations because of our screening process. We end up turning down about 50 percent of applicants — we want qualified renters, we don't just take whoever comes along."

If you want to eliminate all the other intricacies involved with renting out your home, Lisa Duke Realty will partner with you in a property management capacity to maximize the return on investment of your property by maintaining the property, keeping it occupied with tenants, collecting rents, budget improvements and maintaining records.

A short sale is when you reach an agreement with your mortgage company to sell the home for less than the current amount you owe. Sometimes mortgage companies or banks agree to do this because with such a large amount of foreclosures on the current market, it could be a great deal for your bank. Getting something in the short term for a property is more appealing to them than sitting on the property hoping to sell.

"If you are going through a divorce or a job loss and need to sell your home, a short sale may be a good option," said Mrs. Ziegler. "But you need to be careful — there is a lot to know about short sales, and you don't want just anyone helping you with it."

The market is somewhat on the upswing, and the inventory of available homes has come

down, according to Ms. Duke.

"Homes are selling faster now, and about 25 percent to one-third of homes on the market are being bought by investors," she said. "If you see a house that you are interested in, you should act quickly — within 48 hours — or you may find yourself in a bidding war."

To make it convenient for buyers, Lisa Duke Realty can have details about a home that meet their specifications sent directly to their inboxes. "We can customize the lists for each person, and set them up for automatic updates."

Using the automatic updates will eliminate a lot of legwork for buyers, as all the information comes to them at one time, rather

than them having to go out and search for it.

At Lisa Duke Realty, they know they're doing a good job when customers keep coming back again and again.

"We see a lot of repeat customers," said Ms. Duke. "We had a customer who started out as a tenant, and now she is a home owner. She recently contacted us to rent out her home for her."

The dynamic team at Lisa Duke Realty includes real estate agents Lisa Duke, Katie Ziegler, Susan Neal, Kim Fitzhugh, Thomas Blake and Lauren Collins. Their combined experience will meet your real estate needs.

Whether you need a referral for a highly recommended lender, local reliable vendor repairs, the current market value of your home, foreclosure property list or step by

step assistance to purchase your next home, the LDR team is a well-known resource in North East Jacksonville that is able to meet your real estate needs.

For more information, log onto their website at www.lisaduke.com or call 614-6166.



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