

BUCKS COUNTY

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TOP PRODUCER COVER STORY

LISA
POVLOW

DOYLESTOWN PROPERTIES

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DOYLESTOWN PROPERTIES

P O V L O W

▶ top producer cover story

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Full-Speed Forward

When you do something you love, there's no holding back. You dedicate yourself to what you do — and to who you do it for.

That's the spark that Lisa Povlow lives and works with. As her signs say, "Lisa Povlow Makes It Happen."

As an Associate Broker with Keller Williams Real Estate Doylestown and New Hope, as well as Keller Williams Luxury International, Lisa takes a full-speed-forward approach to helping her clients succeed in real estate.

"It's exciting when I see my clients get what they want and reach their goals ... to seeing them being happy. I love that."

Opening Scenes

Lisa earned her real estate license in 1997. But her story really began years earlier.

As Lisa grew up, she studied acting and psychology at Syracuse University. In time, she had the opportunity to study abroad in London.



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"While I was there, I met my daughter's father. I married him and came back to the U.S. and wanted to pursue my acting career," she says. "That didn't go the way I anticipated, so I went into sales, selling Craftmatic adjustable beds."

In the meantime, Lisa started her family, welcoming her daughter, Sofia, into the world.

Making Her Way

At the same time, Lisa had an unmistakable entrepreneurial strength. She put that to work by partnering with her supervisor to create an innovative fruit fondue business — Philly Fruit Fondue — that she started to build out in local malls.

The twists and turns of life held change for Lisa. In time, she ran into licensing issues with her business and also went through a divorce.

Crucial Conversation

At that time, she had a pivotal conversation with her father.

"He said, 'Lisa, why don't you go into real estate?' I said, 'That is the most boring thing I've ever heard, Dad,'" Lisa remembers with a smile. "Of course, the rest is history. I did get my license and go into the business. And I feel blessed that I've never had a bad year."

Through real estate, Lisa saved enough money to design and build her own home. In fact, she was her own general contractor to create a home for her and Sofia.

"I learned so much through my real estate career that I recently became a developer, obtained variances and did a small subdivision," Lisa says. "Again I was my own designer and General Contractor, only this time with the help of my now fiancé, John Ricardo, who supervised and worked on the job ... and to whom I am forever grateful. I took my twin home in Doylestown Boro and made it into a single-family home, with a larger yard and two-car garage."

Building Momentum

Lisa first entered the real estate business in 1997 in New Jersey — then earning her Pennsylvania license in 1999.

After starting her career with Century 21, she joined Weichert for 17 years. Three years ago, she moved to Keller Williams, where she is part of Keller Williams Luxury International.

Today, as Team Leader of Doylestown Properties, she enjoys teaming up with her sister, Shana Trichon, and

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Catherine Laboski. Together, they have built a reputation for results as top producers in Bucks County.

"I brought Shana on my team about seven years ago and Catherine three years ago. I've been doing this for 25 years and have evolved into running a team which I may expand. I am involved with every deal and oversee all aspects," Lisa points out. "I now have an assistant, Ava, who helps me run operations, along with photographers, videographers, my own social media person, a writer, stagers and contractors. They are all partners. This is my brand. It is a luxury brand, but we do all facets and all price ranges. Everything is custom, and, depending on the property, I change the riders."

Wonderful World

Away from work, Lisa cherishes time with her family, including her daughter, Sofia, her fiancé, John Ricardo, and his children, Alison and Justin Ricardo.

In her free time, Lisa likes to exercise, as well as spending time at their beach house, traveling,

reading books, cooking and exploring new restaurants.

Giving back is central to Lisa's life, as well.

"I'm concerned about the children and schools," she says. "I'm concerned about the next generation. I'm concerned about bullying and kids being able to get what they need to thrive and be able to afford housing in the future."

Giving Back

As Lisa considers her career, she took time out to share some tips for others who are looking to take their own steps forward in the business.

"It's important to follow good mentors ... to find out who the top agents are and shadow them, learn and ask questions," she says.

"Try to join a team at first if you can and get your feet wet to learn the business. If you are confident you can make opportunities. I'm always open to people calling and asking me questions. I want to try to help in any way I can."

Day by day, Lisa brings a tireless work ethic and her out-of-the-box creativity to solving her clients' issues and helping them reach their goals.

All along the way, Lisa continues to take a full-speed-forward approach.

As she says, "When I was a student at Syracuse, I had a professor who advised students to be visible and fail gloriously. I've taken that into what I do. And I'm thankful for the results."

LISA POVLOW

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MAKES IT HAPPEN

"It starts with caring about my clients, helping them get where they want to be, reaching their goals and being their advocate!"

