



# Elizabeth Ford

REALTOR

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**SHAHEEN  
RUTH, MARTIN  
& FONVILLE**

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**REAL ESTATE**

## Q & A

### *What initially drew you to real estate?*

I've always enjoyed beautiful architecture. The details and the history behind it all. When I lived in Manhattan, I used to visit open houses religiously every Sunday just to feast on the designs of the late 1800's and early 1900's buildings in the city. It was magnificent walking around the streets and taking in all the architectures. It made me feel alive and I wanted to be a part of it by showing and explaining the history behind a specific building to my clients. And of course I had invested in properties in the city and lived in some of the buildings which is what sparked my interest in selling real estate.

### *Why is relationship building so key to your success?*

To me, it's the foundation to building a rapport and trust. I have always thrived on doing what I promised.

### *How does your background bring a unique perspective to your work?*

I believe my international background, extensive travels and business experiences in New York have helped develop greater understanding and sensitivity with others and different cultures.

### *How has your previous experience benefited your practice of real estate?*

Being open minded and able to communicate and understand others that are different from me.

### *How do you help clients navigate challenging market conditions or uncertainties?*

I help my clients navigate challenging market conditions or uncertainties by being truthful and educating them with proven data that speaks to their specific concerns.

### *What's most important to you in your business?*

Developing great relationships. Having ongoing communication, and client satisfaction.