

RADFORD UNIVERSITY

Lisa Graham '01



Radford University alumna Lisa Graham '01 applies the skills she learned at Radford University as a marketing minor and as a student-athlete in her career as a successful real estate agent in New York City.

To survive in New York City, Graham uses the “work ethic, steadfast resilience, commitment and teamwork” she learned as a member of the Radford women's soccer team.

“Being a student-athlete, managing my studies, the rigorous training and travel schedule at Radford, as a scholar-athlete, taught me superior time management, organizational and multitasking skills,” Graham said. “No matter what sport you play, I think it instills significant skills in students that can be transferred into any career; ultimately, it taught me hustle. You need that in New York City.”

Graham's career took a few different turns before making its final evolution. When she first graduated from Radford University, Graham applied her fashion merchandising degree, and found that her passions lay elsewhere.

“I realized I liked sales,” Graham said. “My career then evolved into different things, ultimately into being a real estate agent for the last 10 years.”

Graham joined forces with and was mentored by a founding member of her firm, CORE, that focuses on new development and resales. Her first project was at 520 W. 19th St., across from the Highline elevated park. This experience led Graham to appear in a few episodes of the HGTV series “Selling New York.”

Graham later split off on her own and is a top producing agent with experience in every aspect of the real estate business – residential, commercial, investment properties and new developments.

Graham uses a commitment of “nurturing relationships, responsiveness, outstanding detail, integrity and attentiveness” when selling properties in New York City.

She also has a background as a holistic health coach, which she channels into her career.

“The approach that I’ve taken with my real estate business is really treating each property as more than a house or a transaction,” Graham said. “It’s people’s homes – it’s their emotions. Selling and buying is an emotional process. Supporting people at all levels is what I do.”

That support leads to Graham “finding ways to guide people to empower themselves when purchasing or selling their home and to put joy into their living space and lifestyle.”

“Every day is very different in terms of what I do,” Graham said. “Every deal is unique. Being a real estate agent takes resilience, persistence and social intelligence. One of the most important skills to hone is listening to and understanding the needs of each individual while best managing their emotions and expectations.”