

## Ep #1: Meet Harriet Libov and Her Approach to Real Estate



### Full Episode Transcript

With Your Host

**Harriet Libov**

[Your Real Estate Connection in Westchester](#)

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Welcome to Your Real Estate Connection in Westchester. A show for people looking to buy or sell homes in the Northern Westchester County area. Join local real estate expert Harriet Libov as she shares her professional advice on the local real estate market, connects you with knowledgeable community residents, and gives you helpful insights behind the home buying and selling process. Now, let's dive into today's episode.

Hi everyone, my name is Harriet Libov and I'm a real estate agent with Houlihan Lawrence in Westchester County New York. And welcome to my podcast. My vision for the podcast is that it will be a new way for buyers and sellers to dip their toes into the real estate market. Like they do when they're visiting Zillow online for the very first time. Or coming out to visit public open houses for the very first time.

I personally enjoy listening to podcasts, and I want listeners to have a sense of what the ultimate real estate experience could be like to buy or sell in Northern Westchester. I want you to be able to reach out to me to discuss any real estate choices you're making, locally or globally.

What's my background? Fair question. How can I make myself stand out from other agents and become your go to source for real estate in Westchester? I'll answer those questions today.

My business is primarily built on personal referrals from happy clients. Some of whom will be future guests on this podcast. I want you to be my next happy client, to experience real estate with me and be my next source of future referrals. That's my goal.

So, with 2020 behind us I'm feeling hopeful about 2021. One thing we've all learned, home is more important than ever. At this moment I'm all cozy recording in my home office. I have plans to renovate my own home in 2021 because it's time. I need upgrades in my kitchen, baths, and family rooms. I fell back in love with my house this year during the pandemic. And

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it's going to be really wonderful when it's completed. I'm excited about it. What have you reflected on and what's driving you to make decisions about your living situation in 2021? Let's begin this journey together.

Today, I would like for you to get to know me and my story. What brought me to real estate, why I love it, and what's my process for making someone comfortable with the daunting process of buying a home for the first time, second time, job relocation, or selling a home that you've lived in and loved.

Maybe you want to move. Maybe you don't want to move but your personal circumstances dictate that you have to, or it's prudent. It's not always a fun reason that you choose to make a move to a new home. What's the current state of the market? How do I, as a real estate agent, look at the big picture for my clients and create the ultimate real estate experience they are looking for and deserve?

To begin I want to introduce myself and share my personal journey. I'm a mom, a grandmother of two, soon to be three. With a passion for my work and a strong desire to create opportunities for buyers and sellers. Real estate is a 24/7 career. So you have to love it.

19 years ago, I got my real estate license. And back in 2001 I was a suburban mom who loved where I lived and loved the people I had met in my hometown of Armonk, New York. My education was a business degree in marketing. And my experience was in sales for the staffing industry. I decided to build a career in real estate combining the passion for my community, love of marketing, and experience in sales.

I wanted a career I could grow with. That had unlimited possibility and unlimited earning potential in my next chapter. I had life experience to share and I was ready for the challenge. Most importantly I had made the

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move from New York City in 1989 for more space with two kids and good public schools.

So, I felt my journey was a really valuable experience. I found a house in a community I loved with beautiful land. It wasn't as large as I would have liked or as updated as I would have liked. But it felt right. In 2009 I renovated and added onto that home. I worked with architects, designers, and contractors. And it gave me vision and a better understanding of doing work to a home.

Fast forward to 2011, my husband and I decided to downsize and sold our first home, where we raised our family. And then bought a new one. It gave me compassion for my seller clients that I never had before. How sentimental your home is. How weird it is to prepare your home for market. And how weird it is to have strangers opening your closets and touring your home. Aside from the knowledge I had from New York State and my associate broker's license there is no substitute for walking in somebody else's shoes.

So, back to my real estate career. From 2001 to 2008 I started getting listings and working with buyers and all was going really well. And then 2009 arrived, the real estate market was upside-down and no transactions were taking place. I had a lot of time to play on my computer and I became an early adapter on social media and started a blog. I truly believe that work propelled me to become the successful agent I've become today in 2021.

Now everyone is doing social media and I've been thinking, "How do I differentiate myself from other agents, once again, in 2021? How do I make somebody feel comfortable and confident working with me to help make the daunting process of buying and selling real estate the very best it can be for a buyer or seller?"

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Everyone wants to feel like they're working with a successful agent with experience. But you also want to feel that your agent has your back and will educate you to feel confident about your decisions. There's a connection that should happen between a client and their real estate agent. And I want that connection to happen with all of my clients.

I want to be their reliable source for all things real estate. I don't care if you're selling a \$500,000 condo or a \$5 million home. It's your asset and you deserve my full attention. So if a client is thinking about a move, the first thing a buyer or seller has to share with me is their why. The first thing for me, as their agent, is to listen to their why and their wish list if purchasing a home. Your agent's listening skills are the key to setting a path that will end with a successful outcome.

What if you just want to understand your options, the value of your home and begin a conversation? I look at every person I meet through my work as a potential client and a life-long client. No pressure. Isn't that what everyone wants to feel? That there's no pressure. Knowing that we can meet today and move as quickly or as slowly as you would like.

Real estate is an important asset but it's also where you live and it's your home. We will weigh your options together. I look at the big picture as your partner, whether it's an immediate need or a few years down the road.

So, what's the current state of the market? 2020 and the pandemic changed the real estate market and propelled us into a seller's market. With low inventory, high demand from buyers, higher prices, and multiple offers. What's working now? We're going to explore how the pandemic changed the real estate market in episode two.

How do you begin your search? How important is your real estate agent? I look at my relationships with my clients as a partnership. I hope you will too.

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This episode was about getting to know me and all things real estate. I aim to be your first call when you have questions and to have you tune into more episodes in 2021 about buying and selling real estate in Westchester.

If you enjoyed today's show and don't want to miss an episode you can subscribe on Apple Podcasts, Spotify, or wherever you listen to podcasts. And if you haven't already, I would really appreciate it if you would leave a rating and review to let me know what you think and to help other find Your Real Estate Connection in Westchester.

It doesn't have to be a five-star rating, although I sure hope you love the show. I want your honest feedback so I can create an awesome podcast that provides tons of value. Visit [connectnorthofnyc.com](http://connectnorthofnyc.com) for step-by-step instructions on how to subscribe, rate, and review.

Please share this show with anyone you know who may be looking to buy or sell homes in the area. See you next time.

Thanks for listening to your Real Estate Connection in Westchester. If you want more information on the area or you'd like more info on local real estate visit [connectnorthofnyc.com](http://connectnorthofnyc.com). See you soon.