

# TOP AGENT MAGAZINE



## Karen Briscoe & Lizzy Conroy

### Selling All Price Ranges with a Higher Level of Service

Business partners Karen Briscoe and Lizzy Conroy of Keller Williams Realty in McLean, Va., empower each other. They are the principal agents of the Huckaby Briscoe Conroy (HBC) Realty Group, their team of agents, in business since 1977.

Their agents each have a niche based on geography or client need. "We are a team of specialists, and there also is a lot of cross pollinating among our agents," notes Lizzy. The team works with buyers and sellers of all property types from \$300,000 condominiums to multi-million-dollar luxury homes in various areas of northern Virginia, but their clients come from all over.

Both Karen and Lizzy are actively involved in their business every day and are known for handling complex transactions. Due to their location, they have some influential corporate, military and entrepreneurial clients that appreciate their level of knowledge. Karen states their motto is: "Experience You Can Trust Since 1977." It's those years of experience that draw clients and garner referrals. "We are very well respected," say Lizzy, "and we automatically earn client's respect over other agents." Karen adds, "Longevity is a huge benefit to our clients, as we have ideas to handle difficult situations."

They attribute their success to customer service skills, a business background and keeping up with the market. "We have experience and market knowledge that client's trust," notes Lizzy, "and we are advocates of previewing and analyzing properties." They pride themselves on their team and the quality service provided year after year. "We come to the table already at a pretty high level with over 1,000 transactions," Karen states. "We try to be as proactive as possible."

There is a very personal story behind their long-standing practice. Karen Briscoe was asked to join Sue Huckaby's thriving real estate business as a partner in 2006. In 2008, Sue officially passed the business on to Karen months before cancer took her. "I didn't want to do this alone after Sue passed," Karen says, "so I brought on Lizzy as my partner in 2009." Together these two have

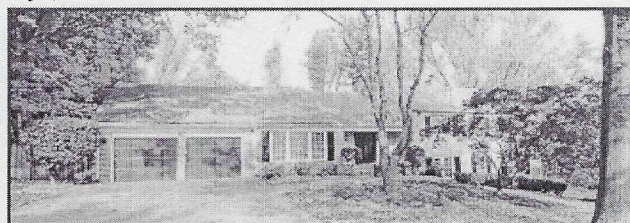
masterfully built upon Sue's real estate legacy. In part because they work so well together. "We can always give each other a little pep talk," notes Karen.

Although they practice residential sales now, both Karen and Lizzy started in commercial real estate, but missed the personalization of buying and selling a home. Now they have two skilled agents who work the commercial side of their team known as HBC Commercial.

Both women are entrenched in their community. Karen is on various community boards, and relaxes by traveling with her husband and riding bicycles. Lizzy, with two young children and a supportive husband, is a member of the area's Junior League. About two years ago, they started HBC Community Charity Champions—the team's fundraising section—to raise money for charities, nonprofits and organizations. Karen emphasizes, "We want to give back and be good community representatives."

Future growth includes newly offered real estate investor seminars for this highly rented Washington, D.C. area. The by-invitation-only seminars are to help them connect with mostly novice property investors who wish to understand how to diversify their asset portfolios.

Perseverance, listening skills and their level of communication is what clients remember most about Karen and Lizzy. "We have done some very difficult transactions where others may have given up," Karen says, "but that's where we excel."



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