

LS LISA SHEEHAN
DEDICATION
INNOVATION
RESULTS
ELEVATING YOUR REAL ESTATE EXPERIENCE

BERKSHIRE HATHAWAY | ROBERT PAUL
HOMESERVICES | PROPERTIES



Specializing in the Sale of Development Projects
Expert Guidance from Inception to Sellout

Elevating your project from solid to extraordinary.



LS LISA SHEEHAN
DEDICATION
INNOVATION
RESULTS
ELEVATING YOUR REAL ESTATE EXPERIENCE

BERKSHIRE HATHAWAY HOMESERVICES | ROBERT PAUL PROPERTIES

3 Porter Park Cambridge

Setting the Stage for Success

Who We Are

Lisa Sheehan and her team specialize in the sales of new construction homes and advise their clients throughout the project lifecycle, from site selection to sellout.

They can pinpoint the market-specific details from green building to floor plans to finishes that will ensure the highest price for your project.

Why This Matters

Lisa and her team are trusted partners who offer strategic planning, market insight and flawless execution that can evolve a solid project into an extraordinary one.



Understanding
Developer Needs:
Your Goals
Our Expertise

Key Challenges Developers Face

- Navigating market dynamics.
- Managing budgets and timelines without compromising quality.
- Standing out in a competitive market.

Our Approach to Solving These Challenges

- Custom strategies informed by deep market knowledge and hands-on experience.
- Proven approaches for reducing risks and maximizing profitability.





Setting the Stage for Success

Project Conception: Building a Strong Foundation

- **Market Analysis:** Identifying profitable opportunities by leveraging data and understanding buyer demographics.
- **Site Selection and Feasibility:** Evaluating potential locations and ensuring alignment with project objectives.
- **Project Vision:** Collaborating to create a cohesive vision that balances creativity with market demand.

Development: Turning Vision into Reality

- **Strategic Design Input:** Partnering with architects to create market-driven, cost-effective designs.
- **Budget Optimization:** Leveraging our experience to identify cost-saving opportunities without sacrificing quality.





Pre-Sale and Marketing: Driving Demand Before Project Completion

- **Tailored Marketing Strategy:** Developing campaigns that target buyers through digital, print, and event marketing along with organic PR placements.
- **Sales Enablement:** Managing a high-performing sales team to meet aggressive pre-sale targets.
- **Pricing Strategy:** Ensuring competitive yet profitable pricing based on market trends for individual neighborhoods.

Sellout: Maximizing Returns and Burnishing Reputation

- **Closing Expertise:** Coordinating seamless transactions, minimizing delays, and ensuring buyer satisfaction.
- **Post-Sale Reputation Building:** Capturing testimonials and fostering relationships with both buyers and PR professionals that can be leveraged for future projects.



Let's Build Together

Next Steps

Let's discuss your specific projects, needs and goals — partnering with The Lisa Sheehan Team will deliver value in the form of a smoother project lifecycle, a higher per square foot sales price and a reputation enhanced by a quality end product.



"We had the pleasure of working with Lisa to sell four units for our firm, and we were thoroughly impressed with her professionalism and expertise. Lisa has an extensive network of contacts and the ability to reach a large market of potential buyers. Her effective marketing strategies ensured maximum exposure for each unit. With her strong negotiation skills and attention to detail, Lisa made each sale smooth and successful. We highly recommend her to anyone looking for a knowledgeable and well-connected realtor. She's an incredible asset to the real estate industry!"

- Dominic Blad

"Lisa Sheehan was the listing agent for my property. She was a consummate professional and worked tirelessly to make this deal work. It was an enormous, and at times a difficult project; however Lisa was able to seal the deal! I highly recommend Lisa for any listing or project You will not be disappointed."

- Jill Corwin

"Lisa is a true professional with integrity and a hugely positive attitude that she backs up with action. She is a pleasure to work with and an expert realtor. Look forward to working together in the future."

- Max Taylor

"Lisa is very knowledgeable of different markets and in tune, with a good understanding of both buyers and sellers needs. I would highly recommend."

- Joel Rubiera

Publications Lisa Sheehan has appeared in:



About Lisa Sheehan GREEN

As a trusted real estate advisor navigating the Greater Boston market since 2012, Lisa Sheehan partners with buyers, sellers, investors, and developers to successfully achieve their property goals. Her consistent standing as a top producer isn't just about numbers; it's built on tenacious negotiation, insightful market analysis, and an unwavering commitment to prioritizing her clients' unique needs and financial success above all else. Clients value her honest counsel and the competitive edge she provides.

Lisa offers a distinct advantage by blending sharp real estate acumen with practical, hands-on expertise. With personal experience in both design and renovation, she possesses an invaluable ability to identify a property's hidden potential, visualize possibilities, and understand the nuances critical for maximizing value – whether preparing a home for sale or assessing an investment opportunity. Furthermore, her proven track record successfully marketing developer projects from initial concept through sell-out provides all her clients with access to sophisticated market strategies and positioning insights.

Deeply rooted in the community, Lisa's local knowledge is enhanced by her service on the **Middleton Planning Board (2020-2025)**. She is a dedicated **REALTOR®**, holds **Green Certification**, and chaired the **Greater Boston Association of REALTORS® Sustainability Committee in 2024**. As a devoted single mother of three, Lisa also brings a deep, personal appreciation for the importance of finding the right place to call home, skillfully balancing her thriving professional life with family and community involvement.

Contact Information:
978.821.4023
lsheehan@robertpaul.com
bosreal13@gmail.com
lisasheehan.robertpaul.com



BERKSHIRE HATHAWAY HOMESERVICES | **ROBERT PAUL PROPERTIES**

LISA HAS SOLD \$68+ MILLION ACROSS 25 DIFFERENT TOWNS.



42 Sargent Avenue Somerville

Featured Partners

DG Realty Development
On Point Capital Development
Matt Donahey LLC
Third Gen Development LLC
Edge Real Estate Investment LLC
Cardinal Capital Group LLC
Pasciuto Property Development



Proven solutions for
a competitive edge.



BERKSHIRE HATHAWAY HOMESERVICES | **ROBERT PAUL PROPERTIES**

Our Location: 140 Newbury Street, Unit 301 • Boston, MA 02116 • www.robertpaul.com