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From Groupon to Guru: National Association of REALTORS® Honors Sarah Lyons
as the Only 30 Under 30 Award Recipient in DFW

Each May/June, *REALTOR® Magazine* published by the National Association of REALTORS® features 30 rising young stars in the real estate industry. Sarah Lyons, 28, a real estate professional with the Fort Worth office of CENTURY 21 Judge Fite Company, was the only agent selected from the Dallas/Fort Worth Metroplex, and one of only two in Texas, for the 2017 issue.

In determining who makes the 30 Under 30 list, *REALTOR® Magazine* staff looks for candidates who are successful in the real estate business and have demonstrated skill, success, creativity, and leadership in their careers.

Lyons' story begins as more of a struggle than a success. "In 2010, just after having our first son, getting married, and graduating college, my husband and I moved to Fort Worth for him to attend medical school. I was a full-time stay-at-home mom while he was in school. After three years of medical school my husband decided to no longer pursue a career in medicine. We then needed to figure out what to do to pay the bills," said Lyons.

From Groupon to Guru

"We both were working odd jobs," Lyons reminisces, "and one day I saw a Groupon for real estate classes through Realestateexpress.com. I didn't have the money for the course so I called my mom and asked for that Groupon as my Birthday/Christmas present. She agreed, and I worked every day in between boy's nap time and after bedtime to complete my courses. Four months later, I received my license."

It was one of the best decisions Lyons ever made. "In the last three years our family's whole world has changed. This business has allowed me to pursue my passion of helping people and selling real estate, and also allows us the ability to have my husband at home full-time homeschooling our boys for the past 2 ½ years."

It's About Relationships

Quick success has been a bit of a surprise to Lyons. "As a 25-year-old woman transitioning into real estate from being a full time stay at home mom, I feared that my role would be that of an assistant or administrator," she said. "I didn't realize that I would have the opportunity to jump in with both feet and start selling real estate. I love real estate for providing me the opportunity to have an awesome job as well as giving me the gift to change my family's life."

Lyons attributes much of her success to her focus on relationships and says most of her clients come as referrals from previous clients she has helped over the past three years. "I enjoy helping clients sell, buy or rent to help change their lives for the better," states Lyons. "My goal is to continue to provide value before, during and after the transaction. I host client appreciation parties twice a year, meet your neighbor parties in client's front yard so they can meet their

community, house warming parties after clients get settled, and do seasonal pop bys.”

Success has not come without hard work and passion. Lyons said that a hunger to provide for her family is what has her working harder than some people you will meet. That hunger is what drives her to continue one-on-one coaching with her mentor, listening to real estate podcasts every day while driving, working on an e-PRO certification, and completing the Certified Negotiation Expert course.

In 2016 Lyons received the Century 21® President’s Award, given to agents who achieve both Centurion Award status and Quality Service award in the same year. She was the #1 Century 21® agent in Fort Worth for 2015 and 2016 and was named a top agent in the area by *Fort Worth Magazine*.

Giving Back

Lyons is actively involved in the local community. She serves on the Board of Managers for the Southwest and Ryan Family YMCA, and in addition to being the youngest person on the board by many years, was selected as Volunteer of the Year for the branch in 2016. She regularly uses the power of social media, including Facebook Live, to increase community involvement and donations for the organization, and introduced marketing to local businesses by allowing them to purchase advertising space at the sports complex. She has coached youth soccer through the YMCA for three seasons.

In 2015, Lyons was the CENTURY 21 Judge Fite Company “champion” for the annual Easter Seals North Texas charity event held by the company.

Small Town Living

Lyons resides in Springtown, Texas with her husband and two sons – a small rural town outside of Fort Worth. Her family loves the area and as part of their homeschooling, the family is raising chickens. “We call them Lyons’ Layers,” says Lyons. “Sometimes I have given fresh chicken eggs to clients as part of their closing gift. We let the chickens free range during the day and have trained them to come back to the coop when they hear a specific bell that we ring. We have been raising them since they were one day old and it’s been a fun experience. It’s been a wonderful experience teaching my sons how to care of animals, plus being able to give my clients something that isn’t just bought in a store.”

About the 30 Under 30 Award

REALTOR® Magazine is the official magazine of the NATIONAL ASSOCIATION OF REALTORS® and the business tool for real estate professionals.

More than 500 applications are received each year by the National Association of REALTORS® for the 30 Under 30 award. In the initial screening, the group is narrowed down to 75-100 semifinalists. A panel of judges then reviews this group, weighing the factors mentioned above, until a consensus is reached on 50 finalists. Of those, 30 honorees and five alternates are tentatively chosen. The 30 are vetted with their local and state associations and with the state regulatory boards for ethical violations or disciplinary actions. Only REALTOR® members of the National Association of REALTORS® are eligible.

About the National Association of REALTORS®

The National Association of REALTORS® is America's largest trade association, representing 1.2 million members, including NAR's institutes, societies, and councils, involved in all aspects of the residential and commercial real estate industries.

Our membership is composed of residential and commercial brokers, salespeople, property managers, appraisers, counselors, and others engaged in the real estate industry. Members belong to one or more of approximately 1,200 local associations/boards and 54 state and territory associations of REALTORS®. The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.