

TOP AGENT

MAGAZINE



HOLLY MEYER LUCAS



In her short time as a Realtor®, Holly Meyer Lucas has already built a stellar reputation as a rising star in the industry. She and her team of five agents make up The Meyer Lucas Group, and are establishing themselves as one of the most in demand teams working in the South Florida areas of Jupiter and the Palm Beaches.

Holly had a successful career in medical sales, but as the wife of a professional baseball player, she

got a crash course in real estate and quickly discovered she had a real passion for the industry. “You move around a lot when you’re married to a ball player. I became a professional online home searcher and I discovered my passion for this industry. I love everything about real estate - the homes, the transactions, the negotiations, it was just a natural fit for me. It was hard leaving a career that I enjoyed but it ended up being the best decision I ever made.”



Meyer Lucas Team

One of the keys to Holly's remarkably fast success has been her niche market of serving professional athletes, particularly professional baseball players. Her client list reads like a who's who of the MLB thanks to Palm Beach County being the Spring Training home of the St Louis Cardinals, Miami Marlins, Washington Nationals, and Houston Astros. "It's a unique and dynamic world. The majority of my baseball clients are millennials who are purchasing or upgrading their first

homes or establishing an off-season home base for their families in Jupiter. They usually only have short windows of time to shop during the off season or on off days and need to make decisions quickly. One thing that really sets me apart is my ability to navigate and work with my clients' teams of people. For most transactions, I'll end up working with their wives, their agents, their personal managers, their financial advisors, and sometimes even interpreters. I'm usually tasked with providing a



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lot of information and evidence that the purchase will be a solid ROI. And obviously I operate with a lot of discretion. For some of these twenty or thirty year-old guys there can be a lot of money at stake so being highly

informed, communicative and trustworthy is imperative.”

Holly is all about building relationships with her clients, and continues to keep in close contact long after the



transaction is over. “My team and I have a pretty active presence on social media. We make a real effort to keep things interesting on our Facebook page and like to provide an informative yet fun experience there. Another thing we love to do is sort of inspired by our logo (the Meyer lemon). As a closing gift or an anniversary gift, we’ll give clients a Meyer Lemon tree for their yard. I

love closing gifts. It’s a great way to be creative and to show our appreciation to our clients. We appreciate each and every one of them.”

Holly started a charity last year called Cupboard Clean Out For Kids. In a nutshell, it is a way for snowbirds to donate their unopened food items back to the community when they leave our area for the summer. She



has recently been taking donations for the victims of Hurricane Matthew in Haiti and at home.

Holly would like to continue growing her team and expand into new areas, offering more people the personal, next level service her team has become known for, while also

being an ambassador for the community that she loves and represents. “I really care about our clients. You become so intimately involved during the transaction, they become my friends. If we aren’t hugging and crying and popping champagne at the closing table, then I haven’t done my job.”

To learn more about Holly Meyer Lucas
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or visit <http://www.meyerlucas.com>