

REAL ESTATE

Berkshire Hathaway HomeServices GA Properties' Lori Lane: Luxury Woman to Watch 2021

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Lori Lane

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Lori Lane, senior vice president for [new homes division City Haus](#), [luxury division, Berkshire Hathaway HomeServices GA Properties](#), Atlanta

"Finding a sense of balance between work and my personal life is often a challenge"

What do you most like about your job?

As a leader, the potential to innovate and inspire is an everyday possibility.

I am fortunate to work with a team of passionate and creative minds with diverse backgrounds.

Each project that my team and I take on, we look for ways to exceed our success from previous work.

I am a big believer in collaboration and challenging everyone to bring their perspective to the team effort.

I enjoy seeing our projects evolve from concepts that start with thoughtful research, planning and execution to when we can all celebrate our collective success.

What is the biggest challenge in your work?

Finding a sense of balance between work and my personal life is often a challenge for me.

As the mother of two children, I have personally dealt with the day-to-day struggles of working and raising a family. I know how precious time is and the importance of balance.

Because I am so passionate about what I do, it is hard for me to leave work at the office, and I have had to be intentional about focusing on my family and my personal interests outside of work.

How have you adapted to the new order of things with the public health crisis?

My team and I are extremely collaborative with the work that we do.

When we first began working remotely, I was concerned about how the shift would affect our work flow since we would not all physically be able to brainstorm, conceptualize and create in the office.

I was pleasantly surprised and proud of how my entire team shifted and embraced working virtually with such a positive attitude.

I can honestly say that our work and level of creativity have remained consistent even though we haven't been physically together in months.

What is your work priority for 2021?

One of the great things about being associated with a company like Berkshire Hathaway HomeServices is the expansive network of brilliant minds across the world.

The marketing campaigns that we produce here in Atlanta are something that have also resonated with other markets.

I am inspired by the idea of collaborating with other cities/countries within our network to continue to enhance our campaigns and how we market luxury properties to bring more value to our agents' clients and customers.

With the challenges in the world today, how we show and sell real estate may need another approach and having a large network to market our properties all over the world is a direction I am focused on.

What is your proudest achievement in luxury?

Upon taking over the luxury division in 2014, we rebranded and launched a black-and-white, iconic fashion aesthetic that not only differed from the national luxury brand but also established us as a luxury presence in Atlanta.

In 2015, we continued to evolve the brand with a partnership with SCAD, Savannah College of Art and Design, and created an award-winning experiential marketing campaign that had not been seen before in luxury real estate marketing.

This initiative grew the original black and white campaign concept to include a lifestyle focused approach that incorporates the use of the five senses and evokes an emotional and aspirational response.

With the success of these campaigns, our luxury market share increased by 111 percent.

We have expanded on the ideas brought forth from that collaboration, and now all of our luxury marketing campaigns are conceptualized and produced completely in-house by my talented team.

How do you see luxury evolving in 2021?

Because of everything that has taken place in 2020, I think we are going to see luxury take a different direction.

I am a firm believer that some of the best ideas come during a time of crisis, and I think that 2021 is going to be a year of a luxury renaissance.

Luxury is based on experiences, and because of the pandemic, consumers will be hesitant to take part in physical experiences.

Luxury leaders, myself included, are going to have to find a way to bring these experiences to consumers in a new virtual and digital way and still have the consumer feel a deep connection to the product.

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