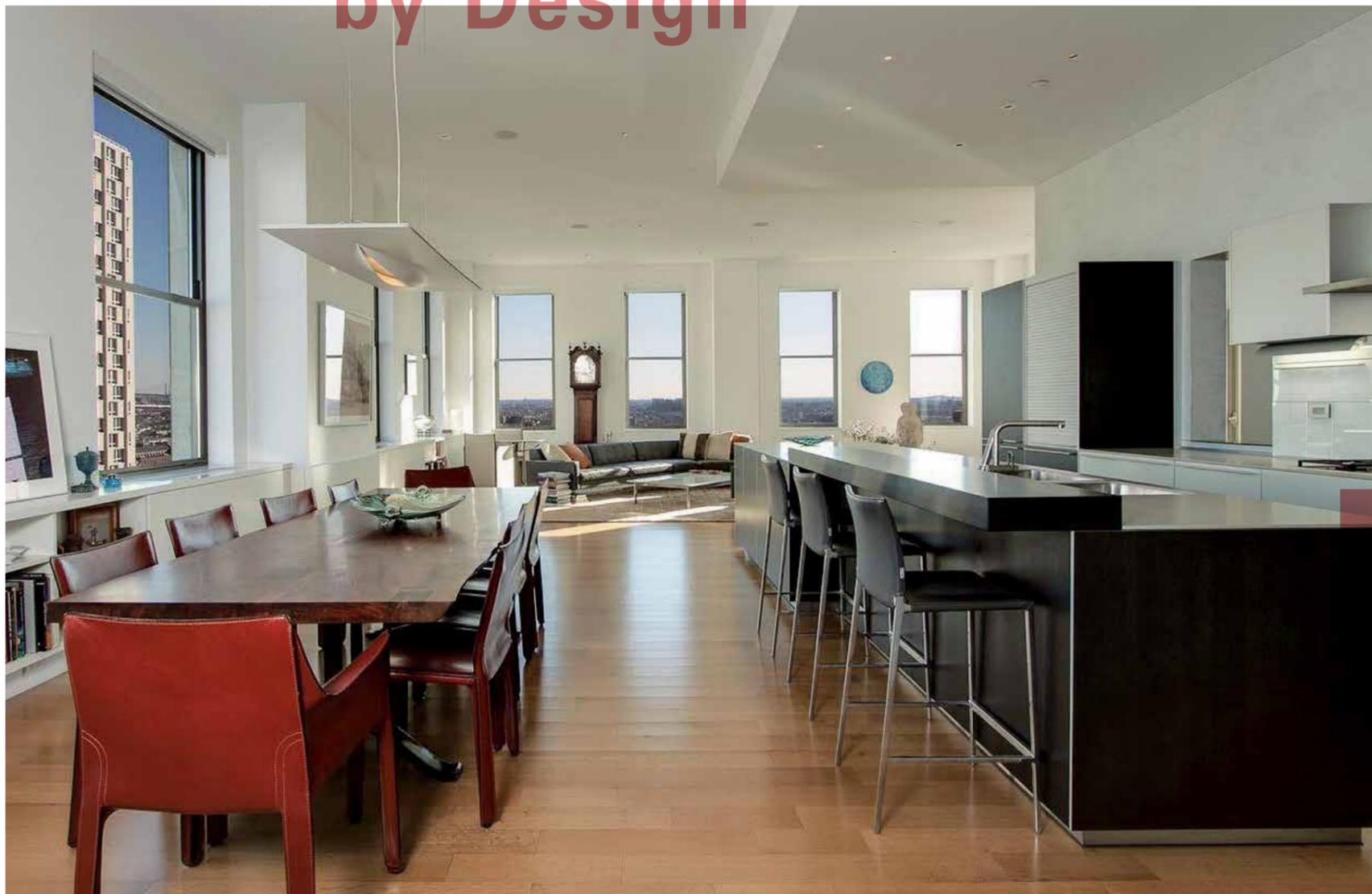


Luxury by Design



LAURIE PHILLIPS

BFA '78



Laurie Phillips used her background in art and design to build one of the top luxury real estate agencies in Philadelphia.

LAURIE PHILLIPS BFA '78 (PAINTING/DRAWING) remembers the early days of her career as one of Philadelphia's top luxury-property real estate agents like they were yesterday. And they weren't easy.

"I was one of the first agents in Philadelphia selling high-end lofts and condos from either raw building space or abandoned office space," she says. "One of the huge advantages I have is my art and design background. I remember climbing over old dentist chairs and office tables in dilapidated old spaces, envisioning for the clients what that mess could become. These are sophisticated clients with high expectations, very design driven, and to be able to incorporate my skills as an artist in 90 percent of my business is very satisfying."

Phillips began selling advertising, then designing it, after graduation from UArts (known then as the Philadelphia College of Art), which she entered at the age of 16. As she describes it, she continued to use her art education and her "eye," and after six years, she had saved enough money to buy some property near Graduate Hospital.

"I fell in love with real estate," she says, "and I found quickly that my background as a visual artist could drive a lot of success. I still design most of my company's marketing and advertising. And almost all of the properties I work with are very design-focused projects."

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Redefine
how people
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She emphasizes that her background in design and the fine arts allows her to help "redefine how people use space," and as a result, she has become the go-to agent for architects and developers coming to Philadelphia.

As a top agent with Prudential Fox & Roach Realtors, Phillips works with some of the highest-end properties in some of the toniest neighborhoods in Philadelphia, from Rittenhouse Square to Fitler Square, Washington Square, Old City and Society Hill.

Across her 32-year career, she has collected many of her firm's awards as a leader in her field, including Top Producer (City of Philadelphia), Top Lister (Center City), Top Seller (Center City) and Top Overall Combined Volume (Center City). Prudential Fox & Roach named her one of its elite 100 agents nationally, and in 2012, she was recognized by *The Wall Street Journal* as one of the country's top real estate agents.

And she's still painting and always looking at art. "Just today, in the middle of the day, I went to a gallery," she says. "It's still a major part of my life."