

Lisa Holderby-Gersten, Recognized by BestAgents.us as a 2026 Top Agent

Lisa Holderby-Gersten: A Passionate Advocate for Homebuyers and Sellers in Southern Oregon's Rogue Valley



Portland, Oregon May 11, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Lisa Holderby-Gersten, a Licensed Real Estate Broker with Windermere Van Vleet Jacksonville, is making waves in Southern Oregon's Rogue Valley real estate market. With a deep-rooted appreciation for real estate stemming from her childhood in Huntington, West Virginia, where her parents managed income properties, Lisa has cultivated a career defined by her dedication to clients and her profound connection to the region.

Lisa's diverse professional background, which includes modeling in New York City and executive-level roles in the national healthcare industry, has honed her skills into those of a meticulous, detail-oriented professional. Her unique blend of business acumen and genuine warmth allows her to create an environment of trust and confidence for her clients. "Real estate is about much more than transactions; it's about relationships and understanding people's needs," Lisa explains.

At the core of Lisa's approach are three guiding principles: Receptive, Reliable, and Passionate. She is known for her ability to listen deeply to her clients before taking action, ensuring that their needs and desires are at the forefront of every decision. Whether she is assisting a first-time homebuyer with their initial offer, helping a retiring couple navigate the downsizing process, or finding the perfect equestrian property, Lisa's advocacy for her clients is unwavering.

"I love the combination of people, place, and purpose in real estate," Lisa states. "Guiding individuals and families through some of the most significant transitions in their lives is a responsibility I take very seriously. Every client has a story, and every property has a personality. Helping those stories find their perfect match is incredibly fulfilling."

Lisa's success is built on a foundation of honesty, authenticity, and a passion for helping others. Her commitment to clear and transparent communication has earned her the loyalty of her clients, who appreciate her approachable demeanor and relentless dedication to their success. Lisa prides herself on not just helping clients find a house, but the right fit for their future.

In addition to her thriving real estate career, Lisa is also an accomplished author and freelance writer whose work spans children's literature and short fiction. She is best known for the beloved "Soleil" series, inspired by the real-life journey of an adopted wild Mustang, as well as for her contribution to the anthology *Men & Horses...and the Women Who Love Them*. Her writing reflects a lifelong passion for animals, storytelling, and the enduring spirit of the American West.

Beyond her writing, Lisa is a strong advocate for wild horse preservation and Mustang adoption. She currently serves on the board of the United States Wild Horse & Burro Association (USHWBA), where she also holds the role of Public Relations Director for the organization's 501(c)(3) nonprofit arm. In this capacity, she helps support Mustang adopters across the country by promoting access to training resources, educational programs, and practical guidance designed to improve adoption outcomes and strengthen the human-horse bond. Her work is dedicated to ensuring more successful, informed, and compassionate adoptions for both adopters and the horses themselves.

When she is not helping clients achieve their real estate dreams, Lisa enjoys spending quality time with her family, engaging in equestrian activities, and nurturing her garden. She finds balance and inspiration in the stunning natural beauty of Southern Oregon.

Learn More about Lisa Holderby-Gersten:

Through her Best Agent's profile, <https://bestagents.us/profile?agent=2125474>, through her profile on Windermere Real Estate, <https://www.windermere.com/directory/agents/lisa-holderbygersten>, or through her website, <https://www.lisagersten.com/>

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Source : Lisa Holderby-Gersten

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