

"Her focus on profit with purpose is a model business leaders should adapt and could lead the way to a more inclusive and equitable community for us all. She is someone to watch."

— Alex Orfinger, Market President + Publisher at Washington Business Journal

# lisa wise

## Author of Self-Elected Social Justice Entrepreneur Real Estate Industry Expert

Growing up throughout rural Idaho, lisa wise was surrounded by love, though short on resources and stability. She sought security by building businesses from a young age, starting with her first of many enterprises, The Sherlock Holmes Detective Agency. Offices were open for business in her parents' backyard tool shed, but clients and their mysteries never materialized. Like any passionate entrepreneur, she moved on, unphased, to the next hustle.

Today, lisa successfully oversees real estate management and technology enterprises anchored in justice and profitable by design. In 2020, she founded and launched birdSEED, a housing justice initiative granting no-strings attached, down payment grants to first time BIPOC buyers. In 2022, birdSEED was named a world-changing idea by Fast Company. You will hear lisa declare often: "I want to get rich and give it away!" She lives in Washington, DC with her little family.



Nest DC

Exceptional Urban Living



Roost DC

DC condo and HOA management



Starling DC

Maintenance and renovation  
service



BirdWatch

The Homeowner's Landlord



birdSEED

A Philanthropy Home

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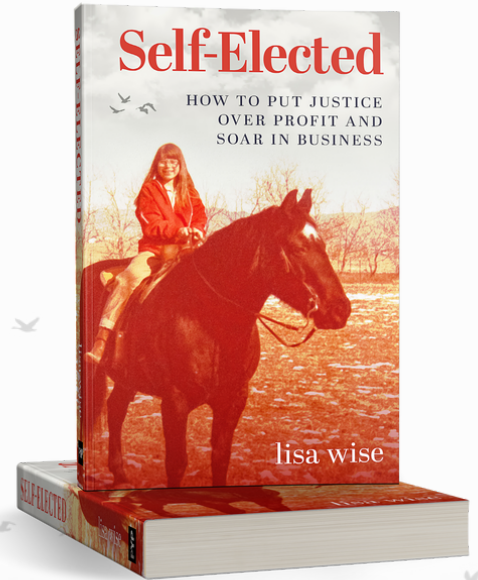


## "...wise reminds us that purpose means profit—for all..."

The bottomline seems to be the primary indicator of success for many businesses. However, lisa wise has not just learned but implemented, first-hand, the truth that businesses and business leaders who redefine business success—adjusting their focus away from profit and onto their people and those in their communities—see business soar.

*Self-Elected* is lisa's personal testament to the power of abundance and the profitable outcomes that occur when business leaders embrace social entrepreneurship, investing in their people, in their communities and in causes that matter to them and their customers.

Part memoir, part business guide, and part manifesto, *Self-Elected* invites readers to explore the convergence of social justice and profit and uncover the secret sauce to business success—and it is people. People connect with people. People buy from people. People have the opportunity to serve people.



"*Self-Elected* is the perfect kind of business book for entrepreneurs to read at any stage of their journey. Part memoir, part how-to guide, lisa's story shows us that putting people over profit can also lead to financial success."

— Stacey Price, Co-Founder + Chief Localist, Shop Made in DC

## Inspire your team, organization or members to self-elect.

Stop waiting. Stop looking. The answer isn't out there; it's inside each person. It's time to self-elect.

Invite lisa to speak to your group, team, business or organization about the power of standing out by standing up.

Her keynote addresses, roundtable discussions and workshops highlight:

- How socially just businesses are a win-win for business, employees and the community.
- Why businesses have a corporate social responsibility to make a difference for the greater good.
- The secret sauce to business success is people. People connect with people. People buy from people. People have the opportunity to serve people.
- How we shouldn't look for the change, but become it. Each person, each business and each leader has the power to self-elect.

