

lisa wise



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

Speaker Introduction

lisa wise is the Founder of Flock-DC, a family of real estate companies in Washington, DC that manages over \$2 billion in property. On top of managing a successful family of companies for 14 years, she also co-founded BirdWatch in 2021, a national home maintenance subscription service that is a public benefits corporation.

lisa believes that justice is business imperative and that all businesses must self-elect to build a more equitable society. One percent of BirdWatch profits are donated to The birdSEED Foundation, a housing justice program that lisa brought to life in late 2020. It's precisely because of her success in real estate and industry with an unquestionably racist history that lisa was compelled to make "no-strings attached" down payment grants to BIPOC households, to help bridge the racial wealth gap. Alongside an advisory board deeply rooted in their communities, birdSEED now offers grants in both DC & Philadelphia.

She guide us through her journey, a convergence of social justice + profit, in her first book, *Self-Elected: How to Put Justice Over Profit and Soar in Business*.



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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