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LARRY
LESSIN

SAVE 6: A NEW MODEL

AGENT SPOTLIGHT

BLAKE HERING

—
RISING STAR

BARRETT STARLING

JUNE 2023

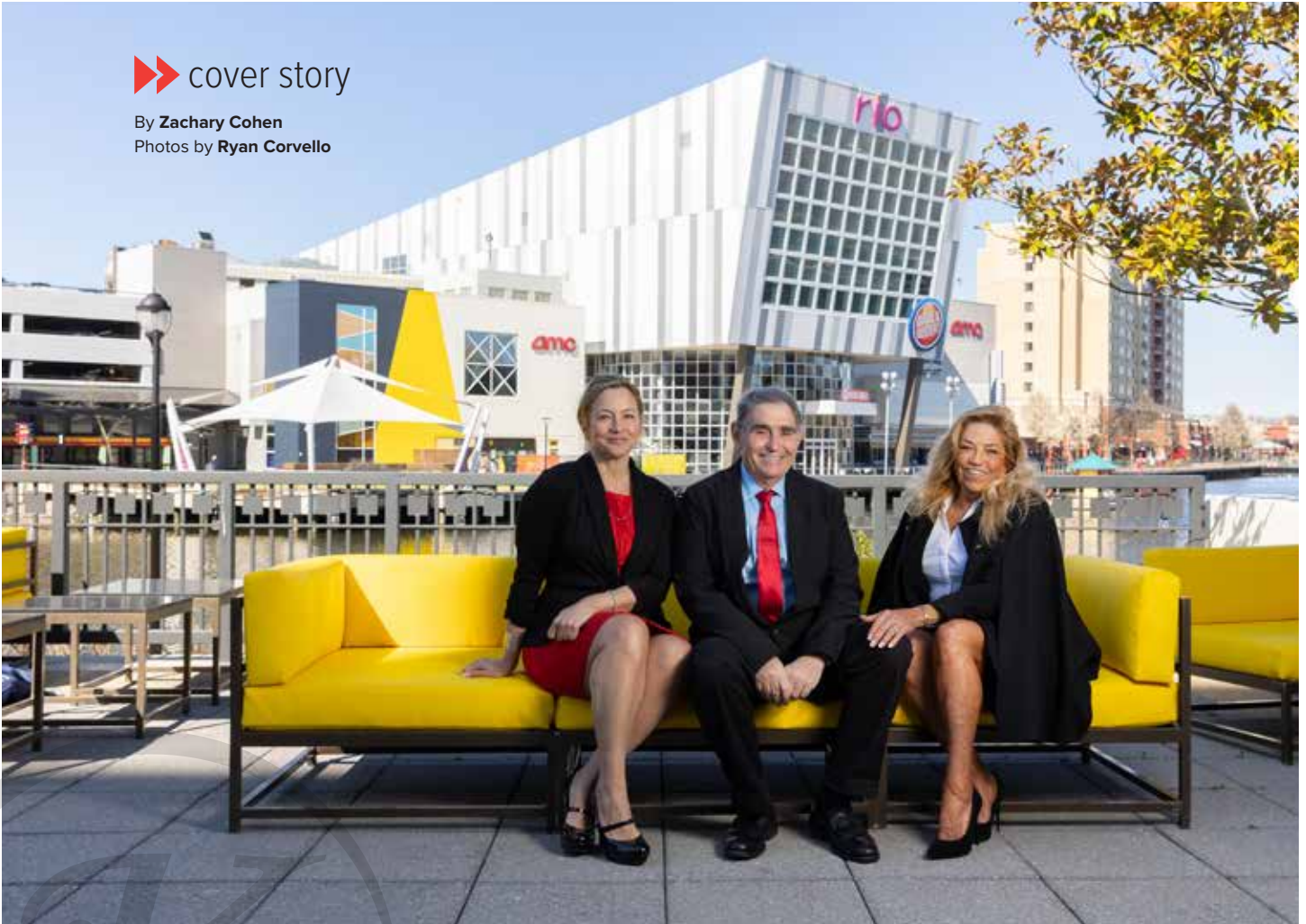
A man with grey hair, smiling, wearing a black suit jacket, a light blue dress shirt, and a bright red tie. He is standing outdoors on a paved area, leaning on a black metal railing with his left hand. His right hand is in his pocket. In the background, there is a modern building with large windows and a sign that says "Angus Cullen".

LARRY LESSIN

SAVE 6: A NEW MODEL

cover story

By Zachary Cohen
Photos by Ryan Corvello



Larry Lessin and his wife, Debbie, were first introduced to the For Sale By Owner model when they purchased their home over 35 years ago. During the process, they delved into every detail of the transaction, from contracts to home inspections to title work.

Just a few weeks later, Larry and Debbie were on vacation in Florida when they saw an ad for an FSBO advertising service that would forever reshape their lives. Larry and Debbie ultimately decided they would launch a similar program in their home market.

"We returned to the D.C. area, and there was nothing like it. We saw an opportunity. We started with an initial investment of \$1,000 and started calling FSBOs from The Washington Post and other newspapers. This was in 1990, well before Craigslist, Zillow, Facebook, and personal internet use," Larry reflects.

Larry and Debbie went on to create a For Sale By Owner magazine, which they delivered to hundreds of local stores. They ended up being featured in The Washington Post and on several local and regional news stations. The publicity helped grow their business and brand awareness. A few years later, they started an FSBO TV show on Channel 50, which they produced themselves.



Larry Lessin's wife, Debbie (left), and Laural Findley (right) are agents on his team at Save 6.

Over the years, home sellers began asking if they could list their homes on the MLS network. So Larry got his real estate license and started listing homes for a flat fee. He discovered a creative way to allow sellers maximum exposure and broker assistance throughout the process while saving them thousands of dollars in commission fees. Once again, Larry was a trailblazer with his model.

"The focus was the buyer's agent commission was paid to the buyer's agent if and when the property sells," Larry explains. "This was a new concept in this area, and it really took off. We became licensed in Maryland, Virginia, and D.C."

Fast forward to 2023, and Save 6 is still thriving in the D.C. metro market. They continue to list homes for a flat fee, offering sellers an option they would otherwise be without. They've also expanded their services, providing assistance with contracts and other questions about selling homes — all included in their flat listing fee. As a testament to the value they provide, over 80 percent of Save 6's business comes from referrals or repeat customers.



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“We have helped our customers save millions of dollars in real estate commissions over the years and have helped protect their equity in most people’s largest single investment,” Larry says.

More than a Businessman

Larry is a successful businessman, but he’s proudest of his other titles: husband and father. He and his wife, Debbie, have been married for 35 years, and she’s been part of Save 6 since day one. The couple have twins, Jessica and Austin, who are now in their 20s. Outside real estate, Larry enjoys traveling and beachgoing.

Save 6 has been a blessing to Larry’s family life, offering him the type of flexibility many fathers only dream about. He’s able to take the business with him anywhere he goes, which is especially true because he’s not responsible for showing properties or holding open houses.

As a father, husband, and business owner, Larry has learned a great deal about how to be successful at each. It hasn’t always been easy, but he’s been wise enough to continue working at it, day after day.

“Family, particularly when your kids are young, is a lot of work. Be there and make time for your family. Clients are going to come and go, but your family won’t. You have to be available for your family. Take the time. Make the time,” Larry closes.



Larry's son, Austin, and daughter, Jessie



Leaving a Legacy

Larry Lessin wants to leave a legacy of being dependable, honest, and a man of integrity. “I’m always there for people when they need me. Honesty and integrity are super important. If a friend needs help, I’ll always give them 100 percent. I want to be remembered for being there for people if they need me and being a true friend.”