

# INFLUENTIAL WOMEN IN BUSINESS - MINNEAPOLIS



**W**hen realtor Beth Ulrich sold a lot to builder Lori Serum, she saw more than a transaction – she saw a future partnership. “We had the same ethics, the same integrity,” Beth says. “I proposed we team up. I’d find the land, she’d build the house.”

Since 2014, the two have created a seamless process that puts clients first. From scouting property to final walkthrough, their collaboration is built on transparency, constant communication, and a shared belief in doing things the right way.

“We listen,” Lori says. “Every project starts with understanding needs, wants, and budget, and then we work together to get the design just right.”

Their woman-owned investment company and hands-on involvement have set them apart in a male-dominated industry. Clients are drawn to their responsiveness, clarity, and the genuine care they bring to every phase of the process.

Whether remodeling, designing a custom build, or flipping a spec home, Beth and Lori approach each project with precision and heart.

“We treat clients like we’d want to be treated,” Beth says. And with decades of combined experience, that approach is more than a philosophy. It’s the foundation they’ve built their business on.

**COMPASS**

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**ULRICH**  
REAL ESTATE

**REGENCY**  
*Celebrating 40 Years*  
**HOMES**