SOUTHERN VENUES

Real Estate Investment | Property Management | Creative Deal Structuring

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Company & Leadership Profile

Southern Venues is a family-led real estate investment and property management company built around a simple philosophy: **every deal should create more than one winner.**

Led by principal owner **Lisa Etris** and managed alongside her husband, **Joseph Etris**, Southern Venues combines finance, operations, strategy, negotiation, and entrepreneurship to uncover value that may not be obvious at first glance. The husband-and-wife team approaches each opportunity with a disciplined but creative mindset, looking beyond a property's current condition to understand what it can become.

Their process is to **take a deal apart piece by piece** - financing, operations, income, expenses, market position, capital needs, and seller objectives - and then thoughtfully **put it back together** in a structure designed to work better for everyone involved.

> ***"We look for the win-win-win: a structure where the seller can accomplish an important objective, the investor can earn a compelling return, and the property can be strengthened for the people who live in it and the community around it."***

That may mean creative financing, repositioning a property, improving operations, creating new income streams, renovating strategically, or structuring terms that align the goals of sellers, lenders, investors, and ownership. Southern Venues believes some of the best real estate deals are not simply found - they are **carefully engineered through thoughtful underwriting, disciplined execution, and strong relationships.**

From traditional rentals and multifamily investments to value-add properties and creative acquisitions, Southern Venues remains focused on **responsible stewardship, durable cash flow, and long-term value creation.**