

Profiles of
SUCCESS®

ONTARIO NORTH EDITION

INVESTIGATING
CONCEPTS OF SUCCESS

Trademark and Copyright
held by Profiles of Success
1888.906.5527



**CITY WOMAN COUNTRY
PROFESSIONAL**

Trademark and Copyright held by Profiles of Success 1888-906-5527

CITY WOMAN COUNTRY PROFESSIONAL

By Kate Richardson



Susan and Peter at their home in the Mulmur Hills

Susan Brown has surprised even herself in her evolution from a confirmed city girl to an award-winning real estate salesperson in a rural community north of Toronto. After 17 years of working in country real estate, she has combined sophisticated leading edge technology and innovative marketing with country-style personal caring and support to build her real estate business.

Susan first discovered the area around Orangeville, including Dufferin County, Caledon and Adjala/Tosorontio, when she and her husband, Peter, used to escape from the city for weekend drives and picnics. With growing fondness

for the area, she responded to a two-line advertisement one day in 1978 and found herself the owner of a vacant lot the next. Friends back in their city condominiums thought the couple was crazy but within a year, Susan and Peter had built a house, learning as they went.

After commuting to the city for a few years, Susan opened a business in Mulmur with a friend, designing, manufacturing and selling a line of knitted clothing. With the economic collapse of 1989, her friend opted to find a paid position and Susan, acting on her entrepreneurial spirit, decided to go into real estate. It was 1990, a time

when many real estate salespeople were fleeing the business. House prices had plummeted and businesses were closing.

“It was a wonderful time to get into the business,” Susan says, without a trace of irony. “Having worked for myself for so long, I realized that nothing comes easily. For me, it was just business-building. I put one foot in front of the other and heard “no” so often, it no longer had impact on me.” Susan credits her early days in real estate with helping her hone the skills that have made her successful. One of the most important personal skills that she learned was not to take things personally. “If you took all the

rejection to heart, it could crush you,” she explained. “It helped me define more clearly what I was expected to do, and that was to learn about the clients’ wants and needs.” That valuable lesson has allowed Susan to handle all kinds of crises with a calm, professional approach.

All of this experience has helped Susan become the number one agent in sales among the 208 agents in her brokerage, Royal LePage RCR Realty, for the first quarter of 2007. She has consistently been among the top 10 in recent years. The brokerage has its head office in Orangeville and 12 other offices stretching from King City to

Markdale. Susan finds that the broker, Bill Wildeboer, has always supported his sales staff and is a constant positive force. This has continued with Bill’s son, Andrew Wilderboer, who is now the managing broker of the head office in Orangeville.

Susan handles country properties, including vacant land, in all price ranges from \$100,000 to almost \$3 million. She primarily works in the townships of Mulmur (where she and Peter live) and Mono, a magnificent swath of country filled with rolling hills and spectacular views. She also has had many listings throughout the rest of Dufferin County, Orangeville, Shelburne, Caledon and Adjala/Tosorontio. The area covers almost a thousand square miles and it can take three hours to show just a few properties to one buyer.

Covering such a wide area requires innovative marketing techniques, especially since her buyers are often not local. The Internet is a significant

marketing tool. Peter - an IT professional who trained real estate sales representatives across Ontario when the industry first went on the Internet - looks after Susan’s technology requirements. He places Susan’s listings on several major real estate web sites, all of which

business means that she has had to work hard to maintain balance in her life. “Multi-tasking and prioritizing have been transformed into an art form,” she says. “Every day, events happen to upset the most carefully laid out schedule. I have become a master at knowing which to bump to the head of the line and how to accomplish everything seamlessly, effortlessly and with good humour.”

As well as her personal efforts at balancing her work and home life, Susan found that the demands of a successful real estate business compelled her to look at different ways of managing her business. Her first task was to persuade Peter, who had had over 25 years in corporate marketing before starting his IT

training company, to take over her marketing, advertising and technology. Her next step was to hire Linda Greer, a former client who had been a real estate sales representative in the past, to handle client inquiries and administrative duties. And in 2006, Bruce Livingston joined the team as a buyer agent. Susan met Bruce when they had taken their real estate courses together and knew his ethical, honest and hardworking approach would suit the team well.

“It’s not easy to find people who can work in harmony,” Susan says. “Peter, Linda, Bruce and I have established a great working relationship. We respect one another’s strengths and attributes and regard each of our positions as working to serve those who need us in a real estate transaction.” Susan finds the rewards of the real estate business even sweeter when sharing them with a team. The team has won the Diamond Award for the last two years and the Sales Achievement Award for four years in a row.



The Team From left: Bruce, Susan, Linda and Peter

link back to Susan’s own web site, www.susanbrown.com. He has developed a unique system of presenting Susan’s listings, which have become a potent tool for attracting buyers from as far away as BC, the Maritimes, USA, the UK and even Dubai. “We get rave reviews from buyers and sellers alike,” Susan says. “The web site attracts over 3,000 visitors a month.” In fact, Peter likes to point out that a Google search for ‘Susan Brown’ will pull up over 30 million results, and Susan’s website is first on the list!

Susan also places advertisements in high profile media such as The Real Estate Book, The Globe and Mail Real Estate Collection, Prestige Homes, In The Hills (Caledon and Dufferin County area), Homes and Land and local newspapers. She publishes a newsletter and has a 24-hour hotline with pre-recorded messages on all her listings. All her marketing drives people to her website.

The astounding growth of Susan’s

The real estate industry is always changing and successful real estate salespeople stay current by taking advantage of educational opportunities. Susan is motivated by the challenge of keeping up to date on new developments. "Real estate offers the most challenging and wide ranging learning curve," she says. "It combines sales with marketing, servicing with a comprehensive knowledge of country properties, and even legal issues. I have never been bored and I love taking courses to further my knowledge."

Working in an increasingly popular rural community requires an equal amount of work to stay up to date with new developments as well as familiar rural issues. Susan's 27 years of country living gives her the ability to handle any questions that clients may ask her about septic systems, country roads or wells. "Having experienced it, it's easy for me to talk about it," Susan says. "We had all the same questions when we moved

from the city. Each time I deal with a new client, I'm right there with them." At the same time, the rapidly developing area is becoming home to both wind farms and high tech recording studios. It offers theatre and restaurants that tempt city dwellers to move to the country either part-time or full-time.

Whether her client is familiar with country living, or moving within the area, Susan and her team pride themselves on their professional approach and quick response to client requests. She works with each client at a pace of their choosing and emphasizes the need for trust to build between herself and her clients. "Our business depends on our whole team being trustworthy," Susan says. "This is still a rural community and word of mouth travels fast. A lot of history gets sold here. The seller often wants to know that the next person will continue the legacy. I enjoy the feeling that people

trust me to understand the motivations on both sides of the transaction and bring it to a successful conclusion." With a flourishing business continuing to grow and a focused team in place, Susan finds being part of the personal process of change in people's lives rewarding. "Many of our clients experience a whole new way of life moving to the country," she says. "It's a privilege to serve them; the rewards of their success become my success in turn."

Susan Brown
Royal LePage RCR Realty
Orangeville, ON
Tel: 519-925-1776
Fax: 519-925-1533
susan@susanbrown.com
www.susanbrown.com

