

A woman with blonde hair, wearing a black and white patterned jacket and a black scarf, stands in an ornate room. She is positioned next to a large, dark wooden table with gold accents, which holds a large vase of purple hydrangeas. In the background, a large, ornate mirror reflects the scene. The overall atmosphere is one of elegance and sophistication.

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# A Touch of Class

By Heather Navarra, *The Write Type*

**W**ith the utmost dedication, integrity and professionalism, Susan Macarz places her clients' interests first and foremost. Whether buying or selling their first home, or moving up to or selling their dream home, Susan consistently demonstrates a genuine interest in her clients. She provides all of her personal phone numbers and she is always accessible to answer any questions, day or night. This is an unusual level of service, providing incredible comfort to her clients.

Susan really listens to her clients to ensure that she understands exactly what they are looking for. She has clients develop a wish list that she translates into customer satisfaction. Susan handles clients gently, believing in the soft sell. "My business is my name and my reputation," shares Susan. "Repeat clients and referrals represent most of my business. I always strive to provide service that will keep clients coming back. I feel a great sense of accomplishment when I find my client their dream home, or when I get my client an amazing price for their property. Bottom line: when the deal is done, I want my clients to be happy."

With a Bachelor of Arts (Honours) from York University and a Bachelor of Education from the University of Toronto, Susan also has a background as an Interior Designer, and is a member of the Association of Interior Designers of Ontario and the Interior Designers of Canada. From 1972 until 1990, she actively ran her own interior decorating company.

As the recession hit, Susan felt that real estate was her calling. She enjoys working with people and real estate seemed a good fit with her experience. In fact, the opportunity to interact with people is what she enjoys most about this industry. "As a realtor, you get to meet people from different walks of life and different professions," says Susan. "It's always a refreshing change."

Susan's background in interior design enhances her role



as a realtor. She is able to envision how rearranging clients' current furnishings may help market their home. Clients benefit by getting more money for their home because it is more appealing to potential buyers. Susan's decorating advice to clients provides a value-added service that is invaluable to her clients.

Susan earned her Real Estate license in 1991, quickly followed by her Broker's license in 1993. She began working for Sadie Moranis Limited, Realtor, moving to Re/Max Ultimate Realty Inc. Realtor in 1994. Re/Max Ultimate is recognized as one of the top agencies in the country. Established in 1985, Re/Max Ultimate has over 80 agents and is located at 1739 Bayview Avenue. Re/Max is the premiere real estate company in Canada, with the highest percentage of market share (over 30 percent) in the Greater Toronto Area.

The large number of awards Susan has received is a testament that her hard work is paying off. Over the years, Susan has achieved numerous 100% Club Awards, has been inducted into the Re/Max Hall of Fame, and has achieved the prestigious Platinum Club award.

"I always go the extra mile," says Susan. "I truly believe that honesty is the best policy, to a fault – if something is wrong, I will say so." Most of her clients are surprised at Susan's honesty at first, but actually appreciate her candour. "It ultimately translates into exceeding my clients' expectations."

According to her broker, Mireille Elsley, "Susan Macarz is the consummate real estate professional - elegant, intelligent and savvy. She will look at a situation from different angles and will invariably choose the best approach. As an Associate Broker, she takes great pride in being knowledgeable and up-to-date. She is well respected by both her clients and her fellow associates. She is the kind of agent that every broker would like to have - productive and professional, and always with a touch of class."

This straightforward agent shares her time equally between representing buyers and sellers, selling new and resale single-family residential homes and condominiums, typically in prices ranging from \$250,000 to well over \$2 million dollars. No property is too small for Susan's personal attention. Because so many of her clients are referrals, she covers a wide geographical area across Toronto. Typically she sells as far north as Richmond Hill, and south to Thornhill, North York, Lawrence Park, Forest Hill, Rosedale, Etobicoke and downtown Toronto.

In addition to being a full-time agent, Susan is also the Director of Sales and Marketing for 'Bloor Walk', Phase I, a new high-rise 165-suite condominium project in downtown Toronto that is now registered. Involved since its inception, Susan notes that the project will have over 500 suites upon the completion of Phase II. Susan has worked with the developer, architects, advertising agencies, the media (public relations), lawyers, sales staff, and walk-in customers. She



enjoys this unique and different experience in management and negotiating, while still being able to service her resale clients.

Susan treats real estate as a business. She travelled to mainland China in November 1994 as a member of a trade mission, as a Toronto real estate representative. She has also served as both a Director and Vice President of the North York Chamber of Commerce. Her clients are the beneficiaries of all these experiences.

Susan loves the creative side of real estate. She often takes her own digital pictures, writes descriptions for feature sheets and advertising, and even works with photographers to determine the most marketable angles for virtual and website tours of her properties.

In addition, Susan has her own newsletter that is sent out regularly to clients, as well as a personal, professionally-created website. "I am very particular in terms of marketing, and I am very detail-orientated," says Susan, "so when it came to developing the website, I wanted some specific customization. The final product is very professional. My

website, combined with the TREB site, ensures listed properties are advertised world-wide, providing excellent exposure.”

Results clearly indicate the website is sending the right message. It includes a substantial amount of information that is freely available. Susan also maintains a database of top agents and potential customers who may be looking for a property, and is therefore often able to match potential clients with listings. Newspapers are another potential advertising route, although Susan believes that the more recent trend is towards Internet use.

For over ten years, Susan has had the same part-time assistant to help with her administrative paperwork. “I am very grateful that Kendal is part of my team,” states Susan.

One of the key contributions to Susan’s success is her keen negotiating skills. One recent client said, “Susan’s knowledge and skill in preparing and presenting an offer were of the highest standard. As a lawyer, I considered her negotiation skills to be nothing

short of excellent. The follow-up Susan provided after the sale continued to reflect her high standards...as she is a highly motivated professional and an absolute delight to deal with.”

Clients are consistently thrilled with the results this self-motivated agent achieves. One client wrote, “I would like to thank you so much for your dedication, patience and total professionalism during the difficult process of selling my house. I appreciated the fact that you were always there for me, every step of the way. Not only were you always looking out for my best interests, but you were also scrupulously honest and forthright.”

Re/Max Ultimate is an official ‘Miracle Office’, where all the sales associates participate in making a donation to the Children’s Miracle Network for each home sold, supporting the Hospital for Sick Children. Susan has also supported Ronald McDonald House, Children’s Wish Foundation, the Baycrest Hospital Foundation, Princess Margaret Hospital and Mount Sinai Hospital. She is also a Benefactor member of the Stratford

Festival of Canada.

Although balancing family and clients is sometimes difficult, Susan often works extended hours in order to make sure that each of her clients’ needs are met. “My family is my inspiration,” states Susan, who enjoys spending time with her family. She also enjoys golfing, travelling, theatre, cultural events and dining out.

Over the next decade, Susan looks forward to continuing in her role. With her refreshing honesty and integrity, her professionalism, knowledge and her love for the business, Susan’s clients will always be in good hands.

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