



## Susan Sterbinsky, B.A.

Sales representative:  
Sutton Group – Old Mill Realty Inc., Brokerage

INTERVIEW : Jessica Moren    PORTRAIT : Craig A. Williams

Success for Susan came at an early age. Upon graduating from the University of Toronto with a B.A. more than 20 years ago, Susan got her real estate license. Within weeks, she climbed the ladder of success and was listing and selling homes alongside the most influential people in her industry. To this day, she continues to build on her initial successes, further developing her knowledge of real estate and building connections to best benefit her clients.

### What first drew you to real estate?

Real estate was in my blood and has always been a key part of my life. My mom, now retired, was a very successful real estate agent and a great role model. She always stressed that the only place where success comes before work is in the dictionary. Because of her, I learned the value of hard work at an early age.

### What do you offer your clients?

My clients rely on my knowledge, expertise and many years of experience. In turn, I rely on a team of specialists such as photographers, stagers, social media marketers, and copywriters etc. to make sure the home is presented in the best possible light in order to meet my clients' financial objectives. As an example, I recently sold a home for \$255,000 over asking!

On the buying end, I know the importance of their wish list. I have to know my market. Through years of experience in the real estate industry, I am able to satisfy their wish list, knowing that list may change during the process. I recently had a client that wanted a two-story, four-bedroom home, but fell in love with a bungalow. If you're good at what you do, you make the process look easy. However, there's a lot that goes on behind the scenes!

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### What do buyers and sellers need to know about today's market?

It's a fast-paced market, where decisions have to be made quickly. Typically, homes sell fast and due to the low inventory levels, there usually is more than one buyer. However, it's not always the highest offer that wins. I had a seller that sold their home to my client (even though we weren't the highest offer) because my client had taught her piano as a young girl, and the seller wanted her former teacher's family to live in the house.

### Is real estate really all about the numbers, the data and the statistics?

Yes and no! Today, more than ever, the home is an individual's single biggest investment. However, selling and buying a home is also one of the most emotional decisions that any person will make in their lifetime. The emotional aspect is affected by the client's finances (what they can afford) and by the home's location (certain areas being more costly than others).

### You do a lot of business in The Kingsway area—what's the appeal?

I am an expert in The Kingsway area because I've lived here all my life. While going to university, my favourite subway stop was The Old Mill station and I just knew I would make my mark here. I'm passionate about living in The Kingsway and working here, and I have an incredible understanding of The Kingsway market. When speaking to prospective clients about this area, it doesn't take them very long to realize that I know what I'm talking about.

