

north central new jersey edition

BROKER★AGENTTM

magazine



*Sue
Adler*

broker/agent of the month

Sue Adler Yours to Count On



**broker/agent
of the month**



Team members from left to right are: Victoria Szwedski, Sue Adler, Diana Litman, and Dawn Preziosi

Sitting around the family dinner table as a teenager, Sue Adler was used to emergency phone calls for her parents. But they weren't doctors; they were REALTORS®, and owned the top CENTURY 21 Office in Pennsylvania.

Those crisis calls convinced Sue that real estate was not for her. But seeing her parents handle those situations with professionalism left a huge impact on her. Her parents encouraged her get her license "just in case," and once she was out of college, she decided to give the profession a try until she could find a career to go into.

Now, as a top-producing agent with Keller Williams Realty, Sue certainly has found a new real estate business.

When Sue began in the business in 1983, interest rates were over 13 percent making for a difficult market from Day One. But, she continues, "I found that I really enjoyed the challenge. Everyone told me I was a natural. I think my parents' work ethic and confidence molded the type of person and REALTOR® I am. My parents, who retired years ago, were very well respected—to this day, I still hear glowing remarks about them."

Starting Over

Before Sue left her real estate business in the Philadelphia suburbs, she was selling 60 to 80 homes a year as a single mother. It was also during this time she met Peter Jacoby who lived in New Jersey.

"We were commuting back and forth for five years to see each other," says Sue. "One of my clients encouraged me to make the move insisting that I would be successful in any market. So I moved my daughters to Short Hills in December 2002, where I knew only two people, and hung my license in 2004 with a leading traditional corporate real estate office."

However, Sue quickly realized that the business model of the company was not in sync with her professional goals for growth and for many reasons, didn't make sense financially either.

"I set up an appointment with the Keller Williams Regional Director, and brought colleagues Cara (Moxley) and Howard (Bunn), who are now the Operating Partners of our Keller Williams Office," she explains. "I wanted to bring Keller Williams to our area because the entire culture of the company keeps the client's best interest the priority.

"Keller Williams caps the amount of commission agents give the company each

"We now have over 115 agents," she says. "It's almost surreal that just three and a half years ago, I was 'Sue Who' helping to open a new company called 'Keller Who,' and now look where we are."

year, which allows me to spend the marketing dollars I need to get multiple offers for my sellers," she adds. "I could never afford to do this kind of Internet marketing for my listings if I were still at the 'traditional real estate company.' Plus, unlike traditional offices, at Keller Williams, the policy is that the listing agent gets all of the lead calls on her own listings, which is a total win-win philosophy, because who has more motivation to sell the house than the listing agent?"

To ensure that Sue stays on top of her game, she attends "Keller Williams Mastermind Groups" with other top agents across the country. "As a learning-based businessperson, this company is a dream come true for me. We now have over 115 agents," she says. "It's almost surreal that just three and a half years ago, I was 'Sue Who' helping to open a new company called 'Keller Who,' and now look where we are."

One quick look at the numbers confirms that Sue Adler is riding high on the wave of success: Since 2005, she has been the number one Keller Williams Realtor in New Jersey; and in 2007 she sold over \$42 million in real estate, and was the number five "individual" REALTOR® in Keller Williams International, out of approximately 75,000 agents.

Professionally recognized by Keller Williams International, Sue was one of the 12 agents in the country appointed to the Associate Technology Council for the company. "I've also been part of 'invitation only' summits for best practices in Internet lead generation, cultivation and conversion for Gary Keller's new book 'The Shift.' This is a truly exciting opportunity because I get to mastermind with the top minds in the industry," shares Sue.

In addition, she was on a "Driving traffic to your website" panel in 2006 at the first Keller Williams Mega Tech Camp at the Austin Convention Center, and was also a part of a study for the Keller Williams Internet Lead Generation training manual that has helped Keller Williams REALTORS® throughout the country with their businesses.

For 2007, Esource Agent named Sue number 35 on its list of individual REALTORS® ranked by web visibility nationwide. Sue was the only New Jersey REALTOR® to be named on this list. "In markets like this," says Sue, "Sellers don't want to list with the 'part-time friend' in the business. They want to list with the experienced agent with a killer lead-generating website who is skilled at creating the sense of urgency needed to get top dollar in this market.

"I can't take all of the credit though," she continues. "I have an amazing assistant, Candace, as well as Peter, my tech-savvy husband, both who help me on a daily basis." Although Sue's team is made up of some of the best minds and ability in the industry, Sue's personal goals are to continue to grow her team with talent.

"I am always on a constant search to add talented agents and support staff to my team," she says. "I spend over \$100,000 annually in my marketing and have a constant supply of leads coming in on my listings so I thank my lucky stars every day that I have buyer specialists who are exceptional

agents in their own right helping to service our clients. Our buyers are truly 'wowed' by my buyer agents because they preview homes, and their only focus is to service the buyers' needs. Plus when a client calls to see a house, we never have to say we're too busy. There is always someone to accommodate them."

Serving the Customer

When Sue discusses servicing her buyer clients, she stresses how important it is to really listen to their wants and needs, help them with their options, and give them as much information as possible so that they can make the best decision for their family.

"I always tell my Buyers, 'I won't sell you a house that I can't resell some day.' If they still want to buy that particular house anyway, that's up to them but I will make sure they then get it at the right price," she says. "I don't view myself as a sales person; I'm a consultant and advocate for my clients' best interests every step of the way, from house hunting through negotiating the contract and inspection issues and even after closing." The Silbermans are just two of many clients who have benefited from Sue's attentiveness and expertise.

"When it came time for us to buy and sell, we called Sue," says Alex Silberman. "She is energetic, results oriented, honorable, ethical, deeply connected, resourceful, the voice of reason in a chaotic time, friendly, accessible, efficient, effective, and immensely helpful. I can't stress enough all the value that Sue has provided my family."

Sue was pivotal in negotiations for the Silbermans when there were multiple offers on the house they were purchasing as well as the house they were selling. "She was an amazing resource for excellent contractors, and made our deal happen when it was circling the drain more than once," adds Alex. "I cannot imagine how any real estate agent could do more or provide more value than Sue has."

When it comes to working with her Sellers, Sue has a no-nonsense attitude: she will do exactly what she says she's going to do, and knows what it takes to get a house sold in any market. She is a master at making sure the house looks perfect for photos, which is key to attracting today's buyer on the internet. "More often than not, Buyers rule out houses on line if they see dated furniture because they then assume that your whole house is dated." If needed, Sue works with stagers, painters, and handymen to get her listings into "show condition".

"What I stress to Sellers is that if it costs a few thousand dollars to get the house looking great, that is way less than what your first five percent price reduction will cost you if your house sits on the market," she says.

"Since so much of my business is relocation, I host an annual 'Client Mix and Mingle Party' to introduce my clients to each other. Its amazing how many friendships have been made through this party."



Sue's Annual Client Mix & Mingle Party.



Sue with husband Peter Jacoby, and daughters Abby and Daryl Seitchik, and dog Toby Jacoby

"In this market, Sellers don't want to list with their part-time friend in the business.

They want to list with the experienced agent with a killer lead-generating website who is skilled at creating the sense of urgency needed to get top dollar."

Robert Schoenberg, a Short Hills Home Seller says, "Even in a poor market, Sue's pricing, staging and internet marketing strategy worked for us as she was able to sell our house the first weekend with three offers, and for \$50,000 more than what we initially thought we would get it. She did the same for our neighbors the weekend before."

"Through my experience I know how to bullet-proof the transaction," says Sue. "In Philly we rarely used lawyers. We handled our own contracts and inspection negotiations so I learned early on how to ensure the success of every transaction. In today's market, this is especially important."

On a Personal Note

When Sue moved to New Jersey in 2002, she came to a new marriage, a new location and a new career. Maintaining balance in her life with so many changes has not been easy, but thanks to a supportive family, it has been possible.

"I have the most amazing husband, Peter, who has taken on the role as father to my children for the past several years," says Sue. "My friends call him 'Saint Pete' because he truly is a saint." Daryl, Sue's oldest daughter, is a writer and an artist who is attending Barnard College, (visit her portfolio at [visit www.DarylSeitchik.com](http://www.DarylSeitchik.com)) and Abby, Sue's youngest, is in high school and enjoys soccer, theatre and photography.

"To me, success is when my team and I have done such a great job as my clients' advocates that they then become our advocates by insisting to everyone they know that they must use the Sue Adler team as their REALTORS®," says Sue. "If I can achieve this with every client, I've succeeded." ★

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