

TOP AGENT

MAGAZINE



**SUSAN
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When speaking with Top Agent Susan Miller of Diane Turton Realtors in Spring Lake, New Jersey, one can't help but notice the enthusiasm she possesses for the real estate industry. A true go-getter, this top-producing agent has been helping clients on the Jersey Shore find their dream homes and simultaneously providing the very best client service available.

A former manager in the biopharmaceutical industry in California, Susan made the switch to real estate ten years ago after returning home to the east coast. Currently working solo, but with the support of the other employees in Diane Turton's top-producing Spring Lake office and partnering with Patricia Hamilton

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on many occasions, Susan has established herself as a go-to realtor who can be depended upon to take good care of each and every one of her many grateful clients.

This care and concern she shows her buyers and sellers has translated into a business that is based more than 80% upon repeat and referral business. "I know my clients appreciate the service and expertise I give them during the transaction. We stay in touch, some of my client's children have bought houses from me. I work at all levels, whether it's first-time buyers, or a multi-million-dollar property."

Cutting-edge marketing techniques ensure that Susan gets top dollar for her listings. "It is really important to work with a realtor who understands positioning, pricing and mar-



keting to get you the results you're looking for," says Susan. "I stay on top of the market and I impart that knowledge to my sellers. "I'll target buyers with a custom marketing program." This is where Susan's expertise in technology also comes into play. "I think it makes a big difference in getting my listings sold for the best price. I can track what's going on with people viewing my listings to see what area the buyers are coming from, and then I can do some targeted marketing in those areas," she says. Professional staging and photography are also imperative.

Client loyalty is something Susan has earned over the last decade. "They remember that I'm always there for them," she says. "I

think one of the things they liked most about working with me is that I always answer my phone." "I pay attention to details, and to deadlines. I'll personally pick up deposit checks, especially if it's a big transaction, just to make sure they get in and that we're satisfying every aspect of our contract. I'll do whatever it takes." I have surrounded myself with a network of trusted professionals so that no matter what situations arise I will give the best solutions for my clients."

It's not the obvious financial rewards that motivate Susan. Rather, it's the more personal side of the business. "I love working with people," she says. I love helping people get into their homes with the least amount





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of stress for them as possible.” Monmouth county is a true jewel and introducing clients to their new home is a pleasure, community knowledge and a great list of restaurants get everyone started.”

As for the future, Susan’s plan is to continue building her business, while sacrificing none of the exceptional client service that has become her hallmark. “My focus is to be the best in this field, and I feel that you have to

continue to educate yourself, particularly with the ever-growing technology. Being on the cutting edge benefits both my sellers and buyers.” That same desire for continuing education has resulted in her achievement of both the ABR (Accredited Buyer’s Representative) and SRES (Seniors Real Estate Specialist) designations.

“I just really love this job, let me bring you home.”



For more information,
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