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Steps to Success

By Sarah Juman-Yassin

In life, it is rare to encounter a person who can motivate, inspire, and achieve results like Sue Massa. A strong, determined individual, she projects such a sense of happiness and inner peace that one can't help but be enveloped in the positive energy she exudes, and inspired by the success she has achieved. She has persevered despite many obstacles, and has not only survived, but has blossomed into an incredibly successful woman who loves life and is determined to live up to her full potential.

With more than 25 years of experience, Sue is a skilled and knowledgeable realtor, who awes her clients with first-rate service, and helps them maximize-or as Sue's slogan says- "Massamize" results. Sue conducts her business with honesty and integrity. Her positive, straightforward approach brings peace of mind to clients, who are assured that their interests come first. When a client wants to sell their home, many agents simply sign a contract with the client, put up a For Sale sign, and see what happens. Sue, however, believes strongly in the value

of preparing a home for sale and has developed a brilliant team to help her do just that.

In fact, she thoroughly analyzes each home, and gets the home in top shape before it is listed. Sue even has a garage full of accessories for her clients' homes, so that they show in the best possible light. "We help



you 'Massamize' your potential. Essentially, we critique the home from top to bottom, to achieve the highest selling price," Sue explains. "Sometimes it takes two to three weeks, but during that time, we get all the marketing ready. It's a preventative measure. There's no point 30 days or 60 days into the listing to tell the client

they need to paint or clean."

Sue also develops a strong marketing plan for her clients, and uses the latest technology, such as Videowebmercials, Virtual Tours, Professional Photographers, Professional Stagers and Cleaners to get the home in top shape and obtaining TOP DOLLAR for her clients. The Multiple Listing Service (MLS), Internet advertising as well as her own website loaded with listings, and property information and any information a seller or buyer requires. Sue also hosts "by invitation-only" open houses to the neighbourhood to get maximum exposure for every home. This helps her qualify clients

prior to the open house to attract true buyers, and not allowing just anyone into a home therefore Clients don't waste time with "Professional Lookers".

When listing a property, Sue uses her own experiences to put herself in her clients' shoes. As a mother of four

children, she has a remarkable ability to understand the effects that moving can have on children, and she believes in getting the whole family involved. "I went through the process. Children have so many different things to worry about. We go through the whole process with them. That way, everybody gets involved." She gives the children a list of chores and goals to accomplish, and rewards them for their hard work. "After we all achieve the goal of selling the home, we all get to celebrate."

A little advance preparation in the beginning certainly pays off. Sue and her Team understand that the equity of homes is the largest investment most clients make in their lives – then why not help them get the greatest return on their investment? Every home is assessed and if required this special Team will send in a painter, general handyman for the necessary improvements, cleaners, bring in paintings, flowers and plants, remove or add furniture – whatever it takes to get TOP DOLLAR. Sue's Team consistently Sells at, above, or close to listing price, and in fact, her average listing sells at 98.5% of listing price, which is a remarkable record, and is one reason that Sue was recognized as the number one agent in Canada for



Disclaimer: This document is not intended to solicit already listed properties or buyers under buyer agency contracts.



buyer-controlled sales. She has earned many awards, such as the Top 10 in Canada for five years, the Top 3% in Toronto, plus many other awards.

Sue works equally hard for buyers. Buyers receive a detailed questionnaire so she can match the buyer with the perfect home. Unlike many realtors, she considers clients' personal needs when showing properties, such as allergies and pets. "If somebody is allergic to peanuts or smoke, we try to avoid those properties. We talk about convenience, double moves, timing, mortgage discharge fees, legal pitfalls and issues related to an agreement of purchase and sale, children's needs, Senior's needs, schools, parks, churches but most importantly - not getting lost in the shuffle. We try to accommodate the buyer with all their specific needs." Sue also ensures that her clients' legal rights are protected at all times. "When we work for a buyer, we make sure their legal rights are protected," Sue explains. "After we remove conditions in agreement, we like to take photographs of the property." This ensures that the home is left in the condition to which both parties have agreed, and all chattels are intact on closing and this gives clients peace of mind until closing.

Sue's Team with their determination to go the extra mile have helped them build a loyal client base, and they're proud of the fact that most of their business is from repeat or referral customers. Clients rave about the high quality, honesty and integrity with which this team conducts their real estate transactions. "The professionalism that Sue demonstrated in our dealings sets a new standard for the real estate industry," raves one client. "All realtors should conduct themselves in the same professional manner. She's an honest, gutsy lady." Another client raves about Sue's selfless service. "Sue has always put our best interests and best financial position ahead of her earnings. Thanks for being the best." From another client, who highly recommends Sue to others: "I am confident and proud to recommend Sue Massa to all of my friends and family. I place all my real estate needs to someone I can Trust."

Sue says her ability to put herself in her clients' shoes is pivotal to her success. "With every client I deal with, I always put myself in their shoes, and when I represent them as a purchaser, I think 'is this something I would buy, is this something I would do for myself?'" Sue adds that her honesty and integrity has contributed to her

success. "I wouldn't compromise myself for any amount of money, and that's come back ten-fold," she says. "Clients know I'm honest, knowledgeable and professional, and that's why we've received a lot of repeat and referral business."

Sue is also a strong believer in education, and continually keeps her skills sharp by taking courses. Once a year, she travels to the United States to take courses at the Master Sales Academy. "I'm a personal advocate of continuing education in any form, whether it's tai chi or an academic course," Sue says. "In my business, I've seen a lot of realtors who have stagnated-if you don't keep up with what's going on, you don't serve your clients in the manner they deserve. After all, they do pay the same fee, so why not hire The Best?"

A powerful force behind Sue is her Sell with \$ue Team, which consists of agents Teresa Scalia a professional Realtor of over 20 years, Rachele D'Alimonte, John D'Alimonte licensed Realtors, an assistant who assists with the administrative and promotional aspects of the business, Professional video personnel and professional photographers. "I have a team which means strength. Sometimes as realtors we can get busy with work or family, we can be sick or out of town, a lot of things can happen in our lives, which means our clients suffer from our setbacks. We want to make sure we are doing the best for the client, so having a team is very, very important. Our clients never

miss out – our team gives them power and strength in all their real estate transactions!"

The Sell with \$ue Team helps her to maintain a balance in her life, which

milestone was embraced with great satisfaction. Today, her children are in University and great contributors to many fundraising activities and organizations.

Sue's home is a beautiful reward for her hard work, and surviving the hard times. It is a sweet metaphor for the success she has achieved in her life despite many obstacles. After her divorce, and surviving cervical cancer, Sue had to rebuild her life, both financially and personally-that she chose the high road and didn't allow herself to be defeated is an inspiration. "The biggest goal for my family was that we wanted to build a home. We went from nothing to a 4,000 square foot custom-designed home," Sue says proudly. When faced with hardship, Sue says, "You can sit back and feel sorry for

yourself, or you can say 'O.K., I have a problem, what am I going to do?' I decided I will do what I aspire to do."

With her ambitious nature and keen instincts, Sue has big plans for the future. She will continue to build her Sell with \$ue Team, and provide her trademark service to her clientele. Sue also hopes to teach and mentor new agents. "To be a leader in real estate, you have to teach others how to do that too," Sue says. "Five years from now, I can see myself teaching, traveling, and doing more real estate. In ten years, I can see myself building homes for those less fortunate than myself - helping others build their dreams into reality." Sue explains. Sue has big dreams, and no doubt, this survivor will achieve anything she desires.



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is important for her to recharge her batteries so she can give her clients 100 per cent. As a single mother of four children, Sue's personal life is very busy, but she cherishes the time she spends with sons John, and Michael, daughters Rachele, and Mary. She involves her children in her business, and they set goals as a family. "If they weren't involved, it would make things much more difficult," Sue explains. One year, when Sue reached her goal, the family went to Disney World, another year to Hawaii, another in Europe. A few year's ago, they fulfilled a huge dream of building a beautiful, custom designed, 4,000 square foot house on Lake Wilcox. As a woman once left without a roof over her head and four children to support, this