

# TOP AGENT MAGAZINE

## Sue Adler

Sue Adler is a rainmaker. Through innovative marketing, social media optimization, finely tuned lead conversion systems, as well as charisma and sheer force of her dynamic personality, Sue sets things in motion and gets amazing results. Sue brings in leads and generates new business, spearheads creative marketing outreach strategies, and leads a team of top-notch real estate specialists to superior performance. Sue's knowledge and understanding of every aspect of real estate together with her expertise in internet marketing, social media, video marketing, and marketing communities keep her listings in the limelight and her business thriving.

Sue's market spans the Midtown Direct train line towns of New Jersey, a string of communities within 45 minutes commuting distance of New York City. She is a magnet for both Buyers and Sellers because of her effective internet strategy for connecting relocation buyers to both her listings and to the community. Sue introduces them to the area on her websites through video town tours, robust community pages, and a rich trove of information about schools, homes, businesses, shopping, restaurants, real estate stats, and all things community-related. Links to these resources are provided on her drip campaigns, and also posted to her websites, blogs, YouTube, and social media fan pages and profiles.

"When people buy real estate, they need to connect with both the home and the community, and I am the connector," Sue says. Sue helps her

clients plug in to services, such as contractors and doctors, and even introduces them to each other through annual client parties and social media. "I love to introduce my clients to each other on Facebook, [www.facebook.com/sueadler](http://www.facebook.com/sueadler), and in person so that they make new friends right away," she says.

Since 2005, Sue has been the number one Keller Williams REALTOR® in New Jersey. Last year her team sold 85 homes totaling \$62 million. Her team is consistently one of the top Keller Williams teams worldwide out of approximately 82,000 agents. Despite the lackluster economy, the team is on track to do more than \$85 million in business this year. In addition, Sue is a regular presenter at major real estate conventions both locally, nationally and internationally. She contributes to training manuals and has participated in 'invitation only' summits for best practices in Internet lead generation, cultivation and conversion for Gary Keller's book 'The Shift.'

Sue sees real estate as an outlet for her creativity and her passion for people. The daughter of two successful real estate agents, she acknowledges that she "was born with a creative gene." Sue loves coming up with innovative new ideas and experimenting with them.

Sue's online marketing strategy is an example. Her strategy starts with SEO and lives by content. Her websites achieve consistently high rankings in both paid and organic search results. On her sites,

Sue shows a huge number of listings with search tools and regularly updated content, including monthly home sale prices and statistics, town fan pages with town videos, commuter information, blogs, a home match-making section, and more. This type of “stickiness” keeps her network involved, and Sue Adler top-of-mind as a real estate resource. And it works: 43% of her business last year originated from her Internet marketing.

Sue is equally deliberate in her research and outreach processes and in all other aspects of her business, including pricing, staging, and negotiating. As a result, 43% of her business is derived from referrals by past clients, repeat clients or other real estate agents. Out of that 43%, 82% of those were Facebook friends that Sue connected with on a regular basis.

Based on her experience and her amazing success, Sue offers this advice to new agents: “Join a team and learn from other top agents. Real estate has become a very skill-based business,” she says. “I get a lot of energy and ideas by associating with other top agents across the country. We share techniques, learn from each other at conferences, and propel each other to come up with even greater ideas. I

would advise anyone to join a top Keller Williams team, take advantage of the terrific training that is available through KW, and learn from other experienced top producers.”



## Sue Adler Team

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