

TOP AGENT

MAGAZINE

Susan McVey



A professional portrait of Susan McVey, a blonde woman with a friendly smile, wearing a black top with a white collar and a necklace. She is standing in front of a stone wall.

Get Sold on Susan McVey

by Michelle Llamas • photography by Virginia Hall

Dorinda Burnett, has the pleasure of working with Susan as a Buyer's Agent. "Very few times in a 30 year career do you meet an agent that has the determination, loyalty and ethics of Susan McVey. I have been fortunate to have seen her from the very start of her real estate career to the pinnacle of success that she has attained. It was obvious to me from the very beginning, when she was so focused on getting her real estate license that anyone with that amount of determination and willingness to learn would soar in this business. She never disappointed me. Susan has the work ethic that destined her for success. She believes that the client deserves the best she has to offer as well as the best that available in services. Susan's thirst for knowledge has been a tremendous asset and has never wavered."

Dorinda adds that each time Susan was pregnant with both of her lovely children and growing her family, she still delivered 110% to her clients while still being dedicated to her family. "I realized that she had been pregnant for nine of the 12 months and still had a fantastic year. I think her positive attitude must have an impact on that. Susan is living proof that you can have it all and be great at everything. One of the best experiences of my career is to be associated with Susan McVey."

In addition to Dorinda, Susan also works with Konnie Keilbach - Client Services Specialist. "Konnie is responsible for the day-to-day operations of the team, including marketing, transaction management, client care coordination, and, her biggest challenge, managing the partners Konnie," shares Susan. "Konnie is excellent at ensuring that everything runs smoothly from the first point of contact with the client to well after the closing has occurred. She is detail-oriented and holds everyone accountable for all systems needed to maintain a functioning, productive real estate team."

Her business philosophy, while not original, is nonetheless revolutionary because of the fact that Susan whole-heartedly believes in it: "Always do unto others as you want them to do to you." She is able to put herself in the shoes of others and be understanding and tolerant of all the varied personalities she works with, clients and fellow agents alike. She does this all while remaining a sincere professional. Her expertise in her field is impressive. She employs custom marketing plans and excels in dealing with a wide variety of price points and properties. Each home is given its own toll free number that can be tracked, a virtual tour and heavy internet

As Susan McVey reflects on her success as a top producing real estate agent, she recalls one of the golden moments when she made her career goals a reality. She thinks back to a goal she set as a nine year old daydreaming in her hometown of Ellijay, GA. She had always wanted a red Corvette convertible. When her career as a real estate agent blossomed and Susan was able to sit in the plush seat of that exact red Corvette, she was that same little girl again. "As I was driving home with that car, I had tears running down my cheeks," Susan shares as she recalls that fateful day. "Setting a goal and accomplishing it is an achievement. No matter how tough things may seem at times, those are the moments that are my light at the end of the tunnel!" For Susan, it was a symbol of the fact that through her own perseverance and hard work she had made that personal dream and countless others come true. Along the way, she has also helped her clients reach their own goals in real estate.

"Susan has been our agent for four years. During that time, she has always 'gone the extra mile' to satisfy all parties involved. Susan's ethics and personality make her a great agent to work with! We are glad to call her our agent and our friend," says Kelly Willis, one of Susan's loyal clients.

In her roles as a REALTOR®, mother, wife and friend – Susan invests an equal amount of herself. Successfully managing all aspects of one's life is no small feat. Friend, colleague and fellow RE/MAX Hall of Fame inductee,

exposure. In addition, clients are provided with their own password to access a feature called Home Feedback online. Clients can access comments visitors to their listing have left on the site.

Serving the areas of North Georgia, including Ellijay, Blue Ridge, Jasper, and Blairsville, Susan handles all her clients' real estate needs from lake homes, log cabins and mountain retreats to wonderful long-range mountain views, investment property, and commercial real estate. Having grown up in Ellijay, Susan has first hand knowledge of the area. She adds, "All the beauty of the mountains, lakes, rivers, and streams are within a convenient distance of Atlanta – just one hour away."

Susan feels incredibly blessed to have the support of her husband, Patrick, whom she has known since she was eight years old. In fact, she credits him with giving her the push to begin a real estate career. "Susan treats her clients with the same care that she does her family and friends. Susan genuinely has her client's best interest at heart. Her experience has expanded so much in the years she has been a REALTOR®. I am proud of the reputation that she has built in the North Georgia area. I am also very proud of the wife and mother that she is to our family. This is why I give her my full support in her career," he says proudly.

According to Susan, one of the things she loves most about her career is being able to help provide a better quality of life for her family. Even with her current success, she shares that her career was not without its ups and downs. Susan relates the amusing and yet inspiring tale of the first home showing she handled as rookie agent. "I had some clients that were interested in Blue Ridge property. As soon as I met them at the property in question on a Sunday, they wanted to see another property that I was unfamiliar with," she begins with a smile as she recalls that day so many years ago as if it were only yesterday. Like a proper trooper, she got back in her car. However, before they could proceed, the couple's newly adopted dog jumped out of their vehicle and proceeded to run off into the woods.

Susan laughs, "I got out of my car in the Georgia summer heat and helped chase the dog in the woods. He ran into the river and back out again. I was chasing him

through the brush and was able to grab his collar. After that was over, I spent the entire day with the clients looking for properties in unfamiliar territory and kept turning down the wrong roads. At the end of the day, I didn't get the sale. However, I just dusted my knees off and kept going. I was able to sell a home to the next client I had." While there were



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many fantastic stories where the transaction ended satisfactorily, Susan always recalls those moments when the outcome was not always the best one. She treats them as learning experiences and perseveres. She has also learned that a positive attitude is one of the best assets an agent can have.

The love of Susan's life has always been her growing family and she currently lives in her hometown of Ellijay with her husband, Patrick. "You have to be very self motivated. Lying about has never been an option for me. I find that setting goals is the best way to be the most productive," says Susan. She also refuses to fixate on the negative aspects of life.

In order to manage her stress and keep healthy, Susan stays active by making trips to the gym and taking long walks. Sports have always served as recreation for both Susan and Patrick. In fact, Susan led her Gilmer High School basketball team to the state championships several times and received a full basketball scholarship to North Georgia College and State University in Dahlonega. She earned a Marketing degree with a Minor in Accounting in only three years. Patrick, also a local basketball star, and Susan were married after she graduated college.

The McVeys enjoy the companionship of family. On a plot of 100 acres of land in Ellijay, the couple's parents live less than a mile away from their children and grandchildren surrounded by natural splendor. The couple takes weekend trips to Pigeon Forge, Tennessee and a yearly trip to Beaver Creek, Colorado for snow skiing. Susan laughs, "I overcame a fear of heights and now adore skiing!"

Now, Susan is blessed with good friends, a shining career, and the love of her family. "When I first set out to become a REALTOR®, I didn't know what was in store for me. Now I can't imagine doing anything else," she says with a smile. At the heart of this successful real estate agent there will always be that nine year old girl daydreaming about bright red convertibles. Susan McVey will always be reaching for that next lofty goal. Through her special brand of dedication, she will accomplish anything she sets out to do.



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