

TOP AGENT

MAGAZINE



Susan Stark



The Susan Stark Experience

With over twenty years of proven performance behind her, Susan Stark is truly a real estate Renaissance woman who can transcend any market. Everything she does, she does well. Her prowess spans from working with unique architectural properties from some of the world's master builders and the most desirable multi million dollar estates to providing guidance and support to first time homebuyers. She has dealt with transactions that run the gamut from a simple single family home to apartment buildings and investment properties. Susan is not limited by price point or location and she does everything with the same dedication to excellence that her clients have come to expect. Her experience has armed her with the knowledge; negotiation skills and problem solving know-how to tackle any problem that arises. This dedication and expertise has earned her industry accolades and the appreciation of her clients. However, it is more than her talent for adaptability and her impressive staying power in the industry that makes Susan Stark indispensable to her clients.

Those who have had the pleasure of doing business with Susan find that having her professional expertise is more than just a transaction, it is an experience. Her clientele is just as diverse as her impressive resume and is made up of real estate investors, baby boomers, and first time home buyers. Through the ebb and flow of the ever-changing marketplace, Susan has stayed at the pinnacle of her profession as a result of her ability to ride the tide of the market and build good relationships. Susan's sheer passion for her career, her sincere desire to serve others with integrity, professionalism, diligence and old-fashioned hard work are evident to those that know her.

Joe Maloof, Sacramento Kings and Las Vegas Palms Hotel/Casino owner and client says about Susan: "In all the different businesses my family is involved in, I have honestly never seen anyone follow up and get things done more efficiently than Susan. She is relentless and tireless and loves what she does. Most importantly, Susan knows the value of taking care of her clients."

Maralyn Facey Leski, one of her enthusiastic clients didn't hesitate to share why she chooses Susan to serve her real estate needs. "In demanding times and in good ones it is reassuring to know that you can call on people like Susan," elaborates Maralyn. "There are very few people who will actually do what they say, when they say they it and

Susan Stark

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do it well. I've moved three times in fifteen years, from a big house with my children, to a smaller house because of a divorce, and a wonderful home when I remarried. She has been a genuine, honest and straightforward professional."

Susan provides more than a one time service to her clients, she fosters friendships and clients become clients for life. She is always available and when she promises, she will deliver and she does it in spades. "I enjoy spending time with my clients and fulfilling their real estate needs. I genuinely care and I make sure they know I care. I always tell the truth even if it isn't what they want to hear. Sincerity is the best sales tool of all, it always shines through," she says with a smile. "It is a privilege and a joy to be able to be involved in my client's lives and to be a trusted friend of the family as opposed to just a real estate agent. I have always believed that being an agent is more than just knowing how to sell and understanding pricing and the market. It involves being a facilitator, a friend and a psychologist. It has to do with good listening, understanding people's needs, bringing people together and fostering open channels of communication. This allows me to get the best possible outcome in any scenario."

Her dedication to her clients and her business prompted her to join Gibson International, a fresh and cutting-edge company whose mission statement is aligned with her own high performance, cutting-edge work ethic. Susan says, "As a boutique firm, we are able to

provide hands on service and our clients appreciate this approach. Our firm is comprised of a group of senior, top producing, high quality agents who came together to create a company we can be proud of." Says Scott Gibson, President and Founder of Gibson International: "Susan is one of the most polished and accomplished agents that I know in the business. What makes her really stand out is her ability to see how a property should be positioned within its market place enabling the likelihood of a faster sale at a higher price than others within that same neighborhood. Susan's work with buyers is no less exemplary, as she is able to understand the buyer's objectives quickly with an uncanny knack of matching buyer and property together. She is truly a professional in all ways."

Pat Heller, Susan's Manager, echoes Scott's praise. "I believe that Susan personifies the 'exceptional professional' as a real estate agent. I have had the privilege of working with her for many years and have seldom observed anyone with the same passion, expertise, natural talent, and in-depth knowledge of her market as well as tenacious drive and thrill for the business!!! She has keen abilities to match her clients with the right properties and to create 'win win' deals in any market condition. Her clients often become business friends due to the enthusiasm and professional friendliness she naturally exudes. To say she loves her career in this case is definitely true and it comes across in all ways. We at Gibson feel tremendously fortunate to have Susan as one of the key members of our highly successful team. She is a





pleasure to work with and helps us to set our standards of excellence at the highest level always!"

Another aspect of Susan's portfolio that makes her shine is her aggressive marketing strategy. Susan spares no expense. Gibson provides her with the tools she needs to harness the power of the Internet including an in-house marketing consultant that assists agents in providing the most up to date and effective campaigns. "Understanding the current real estate market requires constantly upgrading your information resources and on-going education. I believe in always having the latest and the greatest tools to provide the best service to my clients and the future is online," relates Susan. "Our society is very fast paced and the beauty of the internet is the instant gratification we have at our fingertips. The stakes are high and my clients have high expectations. I thrive under those conditions!"

The fact that Susan thrives in adversity is evident in the beginnings of her real estate career. During the aftermath of the real estate boom of the 1980's, the market was once again in a downturn. This was precisely the time when Susan began her new profession. She had been living in Los Angeles and working in television for 20th Century Fox. "I had been reading about real estate and all the exciting things that were happening in the industry. I began taking night classes while working and obtained my license," she recalls. Susan now faced the challenge of succeeding when the odds were against her. However, she has always believed in making her own odds, "One of my first managers once said success in real estate is 'diligence and hard work' and that was something I never forgot."

Susan's strength of character stems from more than just her dedication to her career. The core principles she lives by pervade every aspect of her life. Susan grew up in Memphis, Tennessee and was born into a large southern family that was built on a strong work ethic. She was raised to appreciate the benefits of working hard. "I have a firm belief that the best thing I can do is to be of service and give back to others. It is my purpose. The most satisfying moments in my life have been as a result of providing service to others." Today, Susan is still very close to her family and has eleven nieces and nephews whom she adores.

In order to promote balance in her life, she subscribes to the age old motto, "work hard and play hard." She takes time to travel and gain new perspectives on life and the world. An avid athlete, she dances and loves to play tennis. Communing with nature is also something Susan enjoys whether it is biking or hiking and spending time on the beach. She takes the time to live life to the fullest. Being spiritually balanced keeps her focused and grounded and allows her to consistently perform at an optimum level in all her endeavors.

A "perpetual student of life," Susan appreciates every day, even the bad ones. She says, "The relationships I build keep me motivated and I am competitive by nature. It is the desire to achieve and give back that fuels my love for my career. I never stop learning! I've had to shift gears with the changing markets and no transaction is easy." She has a very strong faith in the positive nature of the universe and it is this mindset that keeps her always pushing onward and upward. "I know that if I send out positive energy, it will always come back to me in one form or another. I don't believe I can lose something that is meant to be mine. Everyday, I just show up and do the best I can and I am assured that the universe will reward me." she says with confidence.

There are no limits to the heights to which Susan plans to soar. Regardless of the terrain, she will face each and every challenge head on and prevail because it is in her nature to succeed and she doesn't settle for less for herself or for her clients.

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