

TOP AGENT MAGAZINE

SUZY TORRES

When the mortgage industry took a hit, Suzy Torres saw it as a sign to leave her job in mortgage financing and try something new. Having always had a passion for real estate she decided to get a license and become a REALTOR®. Fast-forward 12 years later, Suzy is a member of Carolina One Real Estate, and the team leader of The Lowcountry Elite Group—serving Summerville, Charleston, and the surrounding communities.



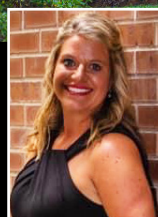
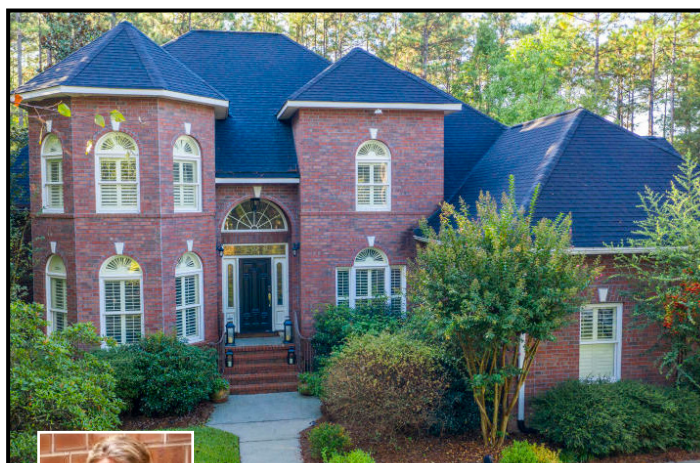
For Suzy, a huge percentage of her business rests on repeat and referral clients. “I no longer have a need to market for new business because of the amount of repeat and referral business I get,” she says. And it’s not difficult for her to build strong relationships with clients and provide them with excellent service that will keep them coming back. “I’ve met some of my very best friends through real estate transactions. I always strive to build a relationship with everybody I work with; I don’t do this just for the sale. There are many people that I’ve worked with and then also sold for their parents, grandparents, and coworkers.” And in order to show clients how valued they are, Suzy and her team host fun client appreciation events every year.

When it comes to marketing, Suzy focuses on professional photography, house staging, as well as aerial shots. As a featured agent on Zillow, her listings show up on top, but she also likes to utilize social media and her blog for the ultimate amount of exposure. And putting a high emphasis on communication throughout the entire process, she stays connected to clients and provides them with activity reports every week. Her marketing strategy definitely pays off, as last year she closed \$17 million in volume, while her team closed at \$37 million. And thanks to her outstanding results she has been voted the #1 agent through the Post and Courier Low County Parent magazine amongst other company and local awards and accomplishments.

Despite her level of success, for Suzy this job isn’t about the dollar amount. “I truly love what I do and the

people I meet. I came to Charleston from Ohio 13 years ago, so I know what it’s like to relocate and to not know anybody, and not know the area. That’s why I’m so passionate about the people moving here, and helping them make that transition. I’m engaged in the most important part of somebody’s life: their home. This is the largest financial transaction most of us will ever make, so it’s an honor for me to be chosen to help with that.”

When she’s not busy working, Suzy is involved in her community. She’s an ardent supporter of the local military and offers a military appreciation discount as a thank you for service for both buyers and sellers. She likes to promote small local businesses, and as the guardian of three of her own pooches she is a big supporter of the ASPCA and animal adoption. Outside of her community work, Suzy likes to spend time with her two kids and relax at the beach. She’s also an active member of the local fitness community, and participates in yearly runs and marathons. Going forward, she would like to continue growing her business and add more agents to her team. And she is open to the idea of one day starting her own brokerage.



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