



Suzanne Anderson—Starting and Finishing Strong

Like most residents of Fort McMurray, Alberta, Suzanne Anderson wasn't born there. However, she is one of thousands of people who found reasons to make it their home, with the city more than doubling in size since 2001. This surge is being fueled by tremendous growth in the oil and gas industries, bringing people in from near and far around the world. Once there, they find the natural beauty of the area and the upbeat mood of the residents enticing. All these people need a place to live, and the real estate business has grown along with the city.

Suzanne Anderson was not in real estate when she came to Fort McMurray in 1998 for her job as a corporate analyst and trainer. After she settled in the area, Suzanne became a Real Estate Agent to apply her business skills to the opportunities created by the burgeoning population and real estate market. From the start, Suzanne focused on satisfying her clients' needs and working with them through the entire process. Her relationship-based approach is gratifying for both agent and client. Anderson stays connected with her clients and they provide her with referral and repeat business. "It's a treat to touch people's lives and have them touch mine," she says.

Suzanne takes a measured approach to her real estate practice. She spends time learning about each client's situation: their time frame, price points, background, and knowledge of the area. After the contract is signed, Suzanne creates a marketing program and ensures that her clients and transaction contacts know about each step in the process. Her goal is to communicate and follow up with each party to craft a smooth closing experience. This can be tricky in a three-shift economy, but Anderson makes herself available when the clients are available. "I'm

there from dusk to dawn, if necessary, to help people through the process."

Anderson's method puts her at the forefront of local real estate production, with over \$35 million in total credits for 2011. She was ranked #36 Worldwide with RE/MAX and the recipient of the Prestigious Diamond Award in 2011, as a Top Producer. She worked on her own for the first 10 years of her real estate career, but added another agent to her team last year and plans to add another in 2012. Her target market is residential sales in Fort McMurray and the immediate vicinity. In addition to acting as a buyer or seller's agent, she represents developers and builders. Suzanne has worked hard to create awareness of what she's doing around the area, not just with clients. "I've been told that I'm enthusiastic, caring, with unrelenting energy," she says. "Clients would rather work with a top producer because they know their goals will be met and they will be taken care of."

Suzanne Anderson was raised in the eastern Canadian city of Halifax, Nova Scotia and lived in Toronto as well. She has extended family in all parts of Canada and visits as often as possible. But it's her home and business in the fairly remote Fort McMurray area that has really captured her attention and ignited her passion for helping people achieve their real estate goals. Her enthusiasm is evident in her slogan, "When my sign hits your lawn, start packing." Through it all, she remains grounded and in touch with her basic philosophy: "It's not about you, it's about the clients."

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