

TOP AGENT

MAGAZINE



Area Specialist

SUSAN BATTERTON



Top Agent Susan Batterton is honored and feels privileged to be chosen as a Founding Member of REALM—membership of the most accomplished real estate professionals ever assembled: A global platform for the top 10% of agents by sales volume.

“TO AFFECT THE QUALITY OF A DAY, THAT IS THE HIGHEST OF ARTS” —Henry David Thoreau

Susan Batterton is a passionate individual who specifically focuses on making a difference in people’s lives. She has a Master’s Degree from Columbia University, Teachers College, and 25 plus years of experience as a Special Education teacher. Because of her career experience, she has a significant level of sensitivity and compassion. When she retired from teaching, she knew she still wanted to assist others to reach their personal and business goals. Susan’s innate insight of others and well-honed communication skills make her a go-to agent. She really understands her clients and makes certain each client feels like they are her only one. Susan is also a powerful businesswoman and is proactive, foreseeing challenges before they occur. Her persistence is evident as she thrives on negotiating and advocating for her clients. Susan doesn’t see real estate as a job. She loves guiding people through the process of selling or buying a home. Her positive attitude, smile, and sense of humor are contagious. Working in real estate allows her to facilitate a transition her clients want, starting a new chapter in their lives. She loves watching homeowners sell their homes or find a new place to call “home” and create lifetime memories.



As it's one of the biggest decisions people make in their lives, the process of buying or selling a home can be daunting even if you've done it before. It's a thrilling, emotional, and exhausting time, made much easier when you have the right partner, and Susan Batteredton is that partner. Susan's willingness to explain processes thoroughly translates to how she interacts with clients as well. It's important to Susan that they

understand the market and how to achieve the best price. To do this, she really wants to get to know them as if they are family. "I want my clients to feel that they can trust me from day one and that means getting to know them on a deeper level." She keeps in close contact with previous clients who always become friends and part of her family. She likes to send handwritten notes on any occasion such as weddings, babies born,



birthdays, and anniversaries of sale/purchase. Susan takes great pride because she consistently receives referrals from past clients.

She is determined and perseveres until she accomplishes anything she sets her mind to. Susan fervently believes in advocating for anyone who needs help and negotiates on their behalf until there is a solution that meets her high standards. She has an intuitive sense of people and a huge heart. Innately nonjudgmental, she unconditionally cares for everyone, as all are equal in her eyes. Susan's primary goal is to support and nurture people of all ages in their physical, mental, and emotional needs. Susan has lived in Larchmont for over 25 years. She grew up in NYC and understands the importance and significance of having the best of both worlds. As they say "You can take the girl out of the city, but not the city out of the girl." She loves the convenience of hopping on a half-hour train ride to New York City for her big city "fix"-theater, concerts, shopping, and restaurants. After being a single mom for 10 years, Susan now has a beautiful blended family with three stellar daughters and also dotes upon

her furry 4-legged children. She can often be found with them at the nearby parks, beaches, or at the gym (known as a gym rat).

She is honored and feels privileged to be chosen as a *Founding Member of REALM*. The membership connects her to top-tier agents for referrals and delivers unmatched data and insights not available elsewhere through a brokerage or other professional community. This gives her a huge advantage to serve her clients infinitely better. REALM is a membership of the most accomplished real estate professionals ever assembled: A global platform for the top 10% of agents by sales volume. It is the largest data consolidator for HNW and UHNW individuals. Sell with the confidence of extensive knowledge regarding your clients and prospective buyers. REALM's proprietary matching technology is a powerful differentiator that provides a competitive advantage, whether working with buyers or sellers. REALM has 425 members, among 100 brands in 33 states and 10 countries, with 160k clients, and 1,700 listings totaling about \$6.5 billion in current inventory.



An accomplished agent, nominated for *Top Agent Magazine 2022*, this incorporates nationally highly achieved agents' sales, by sales price and volume. Additional awards include *Five Star Professional 2022* based upon clients' referrals and she is also a certified *Global Luxury Specialist*.

Susan is infinitely committed to educating others. She provides guidance to every member of her team, including a full-time assistant, marketing director, and social media manager. "Over the past eight years, I've seen what works and have tweaked our strategy to become better and better." Susan and her team's powerful negotiation and unparalleled marketing skills drive the price up for sellers and down for buyers and have achieved rapid success. All of their listings sell at list price or up to 103% of the list price. After several sales of owners who said, "I can't sell my home the way it looks now." Susan soon recognized she had developed a niche, supporting sellers' emotional and empathic needs when accepting and embracing the concept of a big change in their lives, moving and all the overwhelming parts to get to the finish line.

A systematic approach has been implemented to assist sellers with this transition. Susan walks through the house several times to discuss what to do to increase market value. "I work to net the owners much more money than they thought was conceivable. Equally as

important, what *not* to do to save their money, as it won't increase the sales price. Perhaps they are widowed, their parents have passed away, they want to downsize, or they simply want to take advantage of this insane sellers' market." Susan thrives on negotiating. She under prices the list price always (if sellers are on the same page) where numerous persons want to make an offer and thus, buyers' bidding begins and driving the sale price up. Her listings sell within days; starting with *a coming soon* on the MLS, act as a teaser, similar to a trailer of a movie, where buyers are anxiously awaiting to visit the home when *active* on market.

Since elementary school (at graduation awarded most volunteer service) she has been devoted to navigating and negotiating challenging situations and bettering people's quality of life. She is deeply involved in volunteering in various non-profit organizations. She is proud to have the opportunity to share her time and love with others who aren't as independent as they wish. She knows from personal experience how emotionally challenging, unbearable at times, and distressing it is to watch one's self deteriorate. She is a member and volunteers her time with *At Home on the Sound*, not for profit organization that assists local residents in the Larchmont-Mamaroneck community. Their mission is to assist those over the age of 60 to maintain a vibrant lifestyle as they age while remaining in their own homes.



In addition, she volunteered at The Jewish Guild for the Blind and Candy Striped at Lenox Hill Hospital with Dementia and Alzheimer's patients. She became involved with the Delta Society and trained her dog to become a therapy dog. Susan visited nursing homes and people in assisted living residences with her dog; brought smiles and laughter to everyone that she visited. Her parents have sadly both passed and had long-term illnesses. She cared for them as they declined for years; seeing and imparting only positive vibes and sunshine through a dark place.

For the whole of, five years ago, Susan was appointed as a *Board Member of the Town of Mamaroneck Board of Assessment Review*. She loves working with Veterans and as a *Board Member of ECAD* "Educating Canines assisting Disabilities," which is a great way to change a veteran's quality of life. Susan is dedicated to stopping the drug and alcohol abuse that is destroying children and adult lives and tearing families apart. Also a *Board Member of Mamaroneck Drug Culture Committee* and a *Board Member of Radar*, (Responsible Action, A Drug and Alcohol Resource) a *community coalition* that supports teenagers and their families...and assists people in recovery and encourages a healthy lifestyle.



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