

SUSAN NEWBURG

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Summary

Licensed real estate broker with over 20 years of experience in the Greater Toronto Area, specializing in pre-construction sales. Proven track record of delivering exceptional client satisfaction and facilitating successful transactions.

Skills

- Pre-construction sales expertise
- Sales presentation skills
- Pricing strategy and analysis
- CRM systems proficiency
- Broker relationship management
- Client communication and follow-up

Experience

- 04/2025 - Current **New Homes Sales Representative**
JNC Real Estate Group
 - Selling new home projects across the GTA and the Ottawa Valley.
 - Delivered engaging presentations to brokers and prospective purchasers
 - Leveraged social media channels to enhance project visibility and increase engagement.
 - Guided clients through home buying process from initial consultation to closing.
 - Conducted market research to identify trends and competitive pricing strategies.
 - Recommended optimal unit configurations, pricing, deposits, and incentives to optimize sales strategies.
- 09/2023 - 03/2025 **Pre-Construction Sales Representative**
Marlin Spring Developments
 - Sold pre-construction projects in Toronto and Durham, contributing to overall sales growth.
 - Guided buyers through purchasing processes, ensuring informed decisions and satisfaction.
 - Developed tailored sales presentations addressing client needs effectively.
 - Conducted market research on competitors' pricing and incentives to inform strategy.
 - Maintained accurate records of sales activities in CRM systems for reporting.
- 12/2022 - 09/2023 **Pre-Construction Sales Representative**
Berkshire Hathaway HomeServices Advisory Realty
 - Provided strategic guidance on unit mix, pricing, deposits, and incentives to maximize sales.
 - Marketed luxury condominium in North York, driving sales growth through targeted strategies and positioning.
 - Engaged broker community with impactful presentations, enhancing relationships and collaboration.
 - Conducted in-person and virtual presentations for brokers and prospective purchasers, improving understanding of offerings.
- 05/2019 - 12/2022 **Pre-Construction Sales Representative**
In2ition Realty
 - Sold pre-construction condominium projects, including The Deane, 50 Ann, Maxx Towns, and Terrasse at The Hunt Club
 - Presented property features and benefits, influencing purchasing decisions of prospective buyers and investors.

- Established relationships with clients, identifying needs and preferences to tailor property recommendations.
- Collaborated with marketing teams to develop promotional materials and campaigns.

03/2016 - 05/2019

Real Estate Broker

Right at Home Realty

- Guided clients through home purchase process, enhancing decision-making and transaction efficiency.
- Managed property listings, maintaining up-to-date and accurate information to attract potential buyers.
- Conducted MLS searches to identify suitable properties for clients.
- Cultivated partnerships with developers and marketing firms, securing early client access to pre-construction opportunities.

11/2014 - 01/2016

Vice President of Sales

Baker Real Estate

- Led sales teams to drive project performance and achieve key objectives.
- Delivered broker presentations to effectively promote condominium projects and drive sales engagement.
- Recruited and onboarded sales staff to enhance team capabilities and support organizational growth.
- Managed daily operations to align activities with organizational goals.
- Conducted developer meetings to foster collaboration and expedite project progression.
- Collaborated with architects and designers to review floorplans and project amenities.

01/2012 - 06/2013

Pre-Construction Sales Representative

Market Vision Realty

- Site sales representative at Massey Tower and Monde
- Delivered comprehensive presentations to buyers, boosting engagement and confidence in decision-making.
- Executed proactive follow-ups to guarantee timely transactions and address client needs.
- Cultivated robust relationships within the broker community to enhance collaboration.

08/2000 - 01/2012

Pre-Construction Sales Representative/ Co-Founder

Insite Realty

- Directed sales teams for Thornwood I & II Quad Lofts and The Distillery Historic District, Pure Spirit, Clear Spirit and Gooderham, surpassing sales targets.
- Collaborated with architects and designers to position and launch projects, increasing market appeal and interest.
- Selected and developed sales and administration teams, optimizing processes to enhance sales performance.

Certifications

Real Estate Broker's License (OREA)

Member of the Toronto Regional Real Estate Board (TRREB)

Awards

2017 Gold Award for Sales Volume, Right at Home Realty Brokerage

2016 Silver Award for Sales Volume, Right at Home Realty Brokerage

Outstanding Sales Achievement, Kilgour Estates, The Daniels Corporation.