

Realtor *of the Week*



“When a family, a couple or an individual asks you to manage their home sale or purchase, they’re entrusting you with one of the biggest and most important transactions of their lives. I take their trust very seriously and do everything in my power to ensure the best possible results for my clients.”

— *Suzanne Kropf*

Professionals derive their sense of confidence and feelings of self-worth from a variety of sources. For instance, some individuals are empowered by awards and accolades. Realtor Suzanne Kropf could easily be a prime example.

At Prudential Real Estate’s recent national sales convention in downtown San Diego, Kropf received the prestigious Chairman’s Circle Diamond award, ranking her among the top 1 percent of Prudential’s more than 68,000 agents across America. Recognizing her standing as a Chairman’s Circle member for five consecutive years, Prudential also honored her with its equally significant Legend Award.

Steve Rodgers, president and CEO of Prudential California Realty, is proud to have Kropf representing the firm. “Suzanne is a fantastic agent who really understands the importance of having a top-notch, well-rounded marketing plan to help drive the best results for her clients’ properties,” he said. “She’s equally well-versed in serving her buyers’ needs because her market knowledge and negotiating skills are superior in the real estate business. We’re proud to have her representing our firm and serving the community.”

Kropf has clearly earned such praise. But this consummate professional, who’s based at Prudential California Realty’s Rancho Bernardo office, has always had a higher priority: “While receiving awards is great, what’s really important to me is honoring the best interests of my clients every step of the way,” she said. “It’s also what I find most satisfying about this business.”

When a home is sold or the keys are handed over for a new residence, it’s a wonderful moment not only for the clients, but also for Kropf. “In my professional experience,” she said, “there’s absolutely nothing more fulfilling than that!”

Inspired and guided by such a client-focused, service-oriented philosophy, Kropf has been a top producer for nearly a decade, repeatedly achieving neighborhood-high sales prices. In 2006 she was the No. 1 agent for sellers and buyers combined of homes in Poway ranging from \$1 million to \$2.4 million.



SUZANNE KROPF

Kropf earned her bachelor’s degree in marketing and finance from Northern Arizona University. With her signature combination of education, finance experience and marketing savvy, she is particularly adept at helping clients “move up or down” to meet changing family needs. She’s especially proud of her state-of-the-art Web sites (www.PowayHomes.com and www.4RBHomes.com), interactive, 24/7 resources for sellers and buyers alike. She also provides her clients top-notch color brochures, substantial local advertising, targeted mailings, timely open houses and refined staging skills.

As a further advantage, Kropf possesses extensive knowledge of the San Diego area. She’s lived here for two decades and currently resides in Poway with her husband and their three children. In her spare time, she enjoys boating and other outdoor activities.

Kropf believes in “giving back” to the community and typically donates thousands of dollars annually to local schools and nonprofit organizations. She’s a member of the Poway Chamber of Commerce and is active in the National Charity League.

Once again, awards and accolades have their place, but they’re not what matter most to Realtor Suzanne Kropf. Not even close. Instead, it’s all about delivering superlative service and optimal results to each and every one of her clients.

Contact Kropf at 858-618-5691, or visit www.PowayHomes.com or www.4RBHomes.com.