



Esin Susol has built a strong reputation for success in international sales. Originally from Istanbul, Esin made the move to Boston eight years ago and began working as a Foreign Marketing and Sales Deputy Manager, successfully increasing her company's exports by a 25% share. "Through personalized attention to clients and coordinated contracts and projects, we created new business from the start," Esin recounts. "We negotiated and successfully closed distribution contracts from some of the largest manufacturers in the world. With years of experience in sales and marketing, I now combine all of my expertise into my real estate

business." Since earning her license, Esin has swiftly made a name for herself as a dedicated agent with a true passion for her work. "My interest in real estate began a few years ago when we purchased our first home," Esin remembers. "I fell in love with the whole process, and now, real estate is more than an interest to me — it's a complete commitment."

Based in Boston, Esin primarily serves the metro region, including the South Shore and North Shore areas where she has regularly paired with investors. In addition to her years of hands-on experience in sales and marketing, Esin comes well-equipped with a formal pedigree. She holds a Bachelor's Degree in Economics, as well as a Master's Degree in Global Marketing and Strategic Business Management, and an additional Master's Degree in International Business. With more than half of her business driven by repeat and referral clientele, she has also built a proven track record of success in short order. As a highly vetted professional, Esin cites communication, strategy, and diligence as some of the key drivers of her professional philosophy. "One of my driving mantras in both life and business is, 'Attitude is a little thing that makes a huge difference,'" she says. "Listening with understanding and empathy is crucial when meeting my clients' expectations. My number one goal is negotiating the best price and best deal for my clients. It takes a lifetime to build a reputation, but takes seconds to destroy it. That's a guiding principle in

how I conduct my business. Being ethical pays more in the long run, and I take pride in the relationships I build. I work relentlessly on my clients' behalf to help them achieve their real estate goals, no matter how small, difficult, sensitive, or out of the ordinary the deal may be."

To market listings, Esin puts her education and professional background to mindful use. Likewise, she stays ahead of the game and incorporates social media and digital marketing to promote wide-ranging visibility for properties on the market. "I believe thinking and operating like a marketer is very important in our business," Esin says. "A central aspect of marketing involves interpreting the data and targeting the right audience. I try to gain insight into different personality types and different approaches for engagement. At the end of the day, we are in a people business. Knowing how to read people and understand their needs makes me more effective with my marketing." Rounding out her skillset, Esin also holds several designations and certificates that speak to her versatility and knowledge as an agent. She earned the Certified Buyer Representative designation (CBR) and is trained in marketing for luxury homes and estates from the Institute for Luxury Home Marketing. Recently, she even began taking event planning courses to round out her skillset. "I like to put all my skills to use in real estate," she says. "Learning is my passion and I love to challenge my comfort zone."

Beyond the office, Esin is involved with various charities and organizations that focus on women's empowerment and children's education. In her free hours, she keeps busy with her family — especially her four-year-old daughter — and enjoys trips to the beach and international travel. To date, Esin has visited more than 21 countries thus far. "Integrating different cultures is something I have always enjoyed," she says. "Traveling extensively through Europe and the U.S. has exposed me to so many new things, and I apply those lessons and inspirations in so many ways."

As for the future of her blossoming career in real estate, Esin intends to continue growing her business steadily, with hopes to one day open her own brokerage. Finally, Esin Susol reflects on what she enjoys most about her evolving career as an agent: "I love being social and meeting new people," she says. "Building relationships with clients from all different backgrounds in a fast-paced business like real estate really keeps me motivated. Closing days are my favorite. There is nothing more rewarding than being part of my clients' happiness when I see a smile on their faces."

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