



Margaret Poisson launched her career in real estate back in 2006. At the time, she was in search for a path that would give her the flexibility to be a mother, with the self-direction to maximize her entrepreneurial side. Because her past experiences with real estate had left her wanting more, Margaret knew she could add a conscientious perspective to her client care. “I wanted to look out for others,” she remembers. “When you’re working with

an agent, you have to build trust.” In the years since her industry debut, Margaret has established herself as a top agent in her market, dedicated to her clients’ best interests through savvy, streamlined transactions.

Serving the Kent and Sussex County areas, Margaret drives nearly half of her business through repeat and referral clientele alone. Clients remember her candid counsel, professionalism, and level-headed approach, and Margaret too emphasizes the importance of transparency. “I’m very honest with my clients,” she says. “I’m always straightforward about a house and its potential, and clients appreciate that openness. I won’t sugarcoat a situation just to make a sale,” Margaret explains. “If it’s not the right fit, you have to be willing to walk away, because sometimes that’s what’s in the best interest of the client. It’s also important to treat everyone like an equal. At the end of the day, we’re aiming for the same goal.”

One of Margaret’s defining attributes as an agent is her client advocacy. Not only does she demystify the buying and selling processes on behalf of her clients, but she also respects their budgets, long-term goals, and creates clear expectations from the outset. “I’m a people person, and I’ve always been able to figure out exactly what someone is looking for and take them right to it,” she explains. “I’m good at ascertaining

what clients want, but I also try to make the transaction a little less stressful along the way. I tell clients up front: whatever the issue is, we can handle it. It doesn’t matter what bumps in the road arise; we can find a way to take care of it.”

Beyond instilling confidence and security in her clients, Margaret embarks upon the listing process with the aid of professional photography and marketing campaigns that net wide-ranging interest. Over the course of her 13-year career, she’s also built substantial experience working alongside retirees making major life transitions and relocations. Additionally, with a military base located nearby, Margaret has cultivated experience working with servicemembers and veterans as they navigate the buying or selling process.

No matter what side of the closing table she’s on, Margaret relishes the personal impact she’s able to make when assisting others in pursuit of their goals. “I treat all my clients like family,” she says. “I really love helping people with this milestone. There’s nothing like watching the smiles on their faces when they finally reach their goal and get everything they’ve fallen in love with.”

Beyond the office, Margaret makes a concerted effort to stay actively involved in her community. She is an avid supporter of Code Purple, an organization aiding the community’s homeless population, and she also sponsors local children residing in area group homes. When she’s not hard at work, Margaret most enjoys quality time spent with her family and loved ones.

As for the years ahead, Margaret is in the midst of earning her broker’s license and intends to keep progress steady, with the potential of opening up shop near the beach communities in the future. Now, with 13 years of experience and a legacy of client care and success already behind her, the road ahead looks bright for Margaret Poisson.

Margaret Poisson

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