

FOCUS ON SUCCESSFUL ENTREPRENEURS



Suzanne Kunda, Freestyle Real Estate

Suzanne Kunda is the sole proprietor and broker of Freestyle Real Estate in Gilbertsville. Starting in 2008, Freestyle has successfully grown in production and sales as an independent real estate brokerage servicing Montgomery, Chester, Berks, Bucks and Lehigh counties.



"After obtaining my real estate license, I always knew I wanted to open my own office. Entrepreneurship and independence runs strong in my blood coming from a family of entrepreneurs. My dad and grandfather owned and operated Kunda Sign Company for nearly 60 years and my great-grandfather started Kunda Bev, both in King of Prussia."

"I was told that I was crazy opening a new real estate office at the tail end of 2008, but it was a great opportunity for me to start out slow and grow, and grow we did. We worked with the market through the ups and downs. During the low times I became short sale and foreclosure certified so we could work with homeowners that were underwater in their homes." Suzanne's experience has stretched a timespan with a variety of real estate trends. More recent times have shown the return of multiple offers, bidding wars and preparing clients to put them in the best position to win the bid; or sell for the highest price. Her knowledge and experience has allowed her to successfully work for a variety of clients all with unique needs. "We began working with new construction with a number of local builders and expanded our reach. Today we work with a variety of clients from first-time buyers, home sellers, new construction, vacant land, farms, rentals, property management and nearly any need within the residential spectrum."

"I feel very fortunate. I own my own business, find exciting new opportunities each and every day, and have the chance to meet and help interesting people. When we first started, my daughter was less than 1-year old. My dad, husband and I built out our first office while she was in her playpen. Everything was new at the time, from the first sign in a front yard to our first print ad and website. I continue to feel that excitement each time we start a new project, marketing campaign or successfully help our clients."

"I don't view myself as a 'salesperson'. I love my job because it provides me with the opportunity to help people find something they want...and in most cases in the beginning, they are not sure what they want. I love going through the process with them to discover what they are looking for. Sometimes it is bigger, smaller, more yard, less work...the list can go on. There is no experience like the excitement when someone finds 'the one'. I can see it on their face usually within minutes of being at the house. Then I know it is my job to figure out the details to get them the house under the best terms possible."

In selling homes, Suzanne's extensive background in marketing has helped create unique and custom marketing campaigns. Each property receives a custom marketing package with Freestyle Real Estate. "Today there is so much more that expands the marketing from a sign in the front yard. The internet and social media have certainly taken the

front seat in marketing so we focus our time and efforts in that media for new listings. It is all focused on creativity to have our listings stand out."

"In today's times, finding a buyer and seller and putting them together is only a small piece of the puzzle. The numerous regulations and guidelines make each transaction unique and challenging. I pride myself on staying informed within the industry and navigating my clients through the process. No transaction is simple but it is my job to be aware and educated on what is going to happen and inform our clients how we will handle it with each step." Suzanne believes that client representation and professionalism are the most important aspects to her job. "Clients need to know and understand that they have someone on their side looking out for their best interests and only their interests."

Suzanne has remained a local to the area. A graduate of Spring-Ford High School, she also attended Ursinus College and Cabrini College for her undergraduate degree before obtaining her MBA from St. Joseph's University. Her continued education

earned the respected designations including Graduate of Realtors Institute (GRI), Accredited Buyer Representative (ABR), Certified Residential Specialist (CRS), Internet Professional (ePro) and Real Estate Negotiating Expert (RENE) these in addition to her Real Estate Broker courses and training.

Suzanne also serves on a variety of Boards and Committees within the REALTOR organizations including; Montgomery County Association of Realtors (MCAR) Vice-President 2017, Treasurer/Secretary 2016; MCAR Grievance Committee Chairperson 2016; Pennsylvania Association of Realtors Board of Directors. She has also been awarded the Philadelphia Magazine's 5-Star Agent Award 2010-2016.

My husband, Jamie Scheck, is a teacher at Spring-Ford School District. "Both my husband and my children have been huge supporters to my success along with all of our family as they flex their schedules to allow for my appointments and commitments. A strong support system is the foundation for any successful business owner and I know how fortunate I am."

