

# THE BEACH REPORTER

*The Community Newspaper of The Beach Cities*

Manhattan Beach • Hermosa Beach • Redondo Beach • El Segundo

December 6, 2007

(310) 372-0388, www.tbrnews.com

Volume 31 Number 44

## Susan Boettner of South Bay Brokers

by Jennifer Evans

As a Realtor and broker for more than 15 years, Susan Boettner of South Bay Brokers has weathered many markets and said the key to her success is to always have the same professional approach no matter what the market is. "I've been in this business for more than 15 years, and I've seen recessions and booms, and my principles has always been the same," she said. "I offer my clients professional and personal service; I give 110 percent to every client."

Boettner added that her referral business is a reflection of her reliable service. "Most of my business is referral-based and that is because my clients can trust that I am going to give them my complete attention and do everything I can to ensure that the transaction is a success."

Joining South Bay Brokers more than 10 years ago, Boettner came to the firm with several years of experience and wanted to be with a reputable firm, which serviced clients throughout the South Bay. "I have done a lot of business in Torrance, Redondo Beach, Hermosa Beach and Manhattan Beach. I have had some clients who have started out buying their first home in Torrance and then moved to Hermosa Beach or Manhattan Beach; and I have had other clients who are retired and want to sell their home by the beach and move a little more inland. It just all depends on where they are in their life

and what their needs are."

Earning several designations including Certified Residential Specialist, Senior Realtor Estate Specialist, Accredited Buyers Agent Specialist and a Graduate Real Estate Institution Specialist, Boettner is among 5 percent of Realtors and brokers nationwide who have not only taken specialized courses but also been consistent in their production to receive the designations.

Lately her specialty has been helping the "move-up" seller. "I prefer to list someone's home but most of my sellers are buyers on the other end," she said.

Working with both buyers and sellers in all areas of the South Bay, Boettner is very familiar with the current market and sees it as a "professional's market." "In this market we need to rely on our fundamentals," she said. "People buy and sell in good or bad markets, the fact is that life happens whether the rates are 5 percent or 25 percent. Buyers and sellers need to be realistic about their expectations, and they need to look at the big picture; real estate is a long-term investment."

Boettner said that although the market has slowed down from what it was two years ago, the South Bay is not headed for a recession. "This is not going to be a repeat of the early '90s. Our economy is much more diverse than what it was then. We have evolved in terms of what our current economic



Susan Boettner

situation is, we have a very strong employment base here."

With her degree in psychology from University of California Los Angeles, Boettner said she understands the stresses of moving and how that can impact a person's life. Helping relieve that stress is, above all, one of her favorite aspects of being a Realtor. "Moving is one of the top five stressful events in a person's life. It's up there with death of a spouse, death of a child, marriage, divorce," she said. "People need someone they trust during these transitions, and someone they know has their best interest at heart. I enjoy being a trusted adviser."