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Through hard work, a focus on community, and a passion for helping others, **Erica Deuschle** has built a flourishing real estate business devoted to helping clients' dreams come true.

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A portrait of Erica Deuschle, a woman with long brown hair, smiling and wearing a colorful patterned top. She is standing in a modern interior setting.

→ PROFILE

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APART FROM THE CROWD

Never in a million years did Erica Deuschle dream she could turn her passion for all things home into a thriving real estate business, topping more than \$100 million in sales per year. But that's exactly what has happened.

From an early age, Erica appreciated the comfort of home, family, friends, neighbors, and the importance of community and giving back. Those driving forces, combined with her passion for helping people get from A to Z with ease and her innate ability to connect with clients on a personal level, helped Erica build a referral-based business. The core of a rock-solid business, she believes, is "working really, really hard to knock your clients' socks off, no matter what." Erica prides herself on treating every client like family, no matter the price point. It's what has set her apart.

In 2009, Erica and her husband, Dave, had just started their family, and times were tough. When Erica took the leap of faith by quitting a great job with benefits and steady pay, most people told her she was crazy. She followed her grandmother's advice to "go for it" and never looked back. She built the business slowly, from the ground up, simply on referrals. She worked anywhere and everywhere, just to get the experience needed and get her name out there.

By 2015, Erica needed the help of a partner. Dave Deuschle, her husband, joined her business full time in autumn of that year. Ever since, their business and team have grown, and the Deuschle name has become synonymous with professionalism, attention to detail, and dedication to servicing clients with the utmost respect.

Even as the business has grown, Erica has continued to manage her own listing business. Meeting with homeowners personally and coming up with customized listing preparation plans is not only Erica's specialty but also her passion. She loves being able to walk into a home, make a quick assessment, and offer easy yet impactful suggestions as to how a client can get top dollar. Erica is passionate about staging and redesign, and has the tools and inventory to assist her clients. Working



Erica Deuschle, Realtor

Managing Partner,

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with her cuts out a lot of cost as she has what her sellers need; it's just part of hiring her as your agent. Erica has spent years building an incredible book of local contractors who go above and beyond for her (and her clients). This is an invaluable benefit, especially these days, when getting a call back from a contractor is increasingly difficult to come by.

Dave runs the buying side of Erica Deuschle and Co. Real Estate Team, and consults with buyers right out of the gate. Dave offers advice on the market, tells buyers what to expect, figures out what they can truly afford, and hustles to make things happen. His motto: "We will never be the reason why our clients don't get into homes quickly."

"Our team has become an integral part of how we service our buyer clients," Erica adds. "We couldn't do it without them. Their ability to jump in and get our clients into homes quickly is crucial in today's fast-paced market."

In January 2021, Erica and Dave made the big move from their previous brokerage of 12 years to Keller Williams Main Line in Ardmore, where they are partners in the brokerage. The opportunity was given to them by Mike McCann, "The Real Estate Man" who is the operating principal at the new office in Suburban Square. The partnership was a "no-brainer" for Erica, as Mike's success, combined with his down-to-earth demeanor, made him one of the agents she admired most.

Remaining humble and kind, and using her success to help others, is Erica's WHY. She always reflects on her upbringing, how hard her parents worked for everything they had, and how important it was to always do the right thing. Over the last six years, Erica and Dave have built an incredible team of distinguished agents, each bringing something unique to the table. Team agents include Alexandra Stanziani, Bridget Fearow, Brian Griffin, Colleen Whitlock, Dylan Ostrow, Laurie Finger, and Michelle Goldberg, and Licensed Transaction Coordinators Shannon Ragazzone and Kerry Wynne.

The areas serviced by Erica and her team include Delaware County (the No. 2 team in the whole county and the No. 1 team in Haverford Township, where Erica and Dave proudly reside), Chester County, Philadelphia County, Montgomery County, and the Main Line. "Being a referral-based team, you work where your clients need you to," Erica says. "This truly gives our clients an edge because we have such a vast network of other agents to collaborate with."

Erica's primary focus is raising her children, followed closely by spending time with family and friends, and continuing to make her clients' real estate dreams come true. Building relationships is one of the biggest blessings of Erica's life, and she is grateful for the opportunity to help so many from one year to the next. ■