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Excited for the Next Step

Proud of their firm's rich history, the team at **Quinn & Wilson REALTORS** continues to drive the company forward by giving each client a seamless transition.

by **MATT COSENTINO** | photography by **GABRIELA BARRANTES**



During a time when anyone with a smartphone can instantly send out a scathing critique of a company with the push of a button, many business owners find it best to just avoid online reviews entirely. Pam Rue-Sheehan, however, takes the opposite approach.

As the president and associate broker at Quinn & Wilson REALTORS, Rue-Sheehan finds it enlightening to peruse each and every submission made by a client to find out what her team is doing right and where improvements can be made. Of course, what she has discovered over the years is that few if any buyers or sellers ever have a negative word to say about the firm. The one description that seems to come up over and over again

is about how *seamless* Quinn & Wilson made the process from start to finish.

"Most clients say they felt like they were really being taken care of by our agents, and that's important," Rue-Sheehan says. "Especially nowadays, because we are not face to face with our clients as much as we used to be. It's critical that the communication stays strong and that we have a close relationship with the client, and I think that's where we shine."

As Quinn & Wilson continues to honor the rich history and many successes of a company that has been a cornerstone in the area since 1995, it is also focused on moving the business forward and staying at the forefront of trends in real estate. It recently adopted

the tagline, "Transitions Made Seamless," which perfectly encapsulates what the company has always stood for and still strives for today: making the process of buying or selling a home as smooth as possible.

"This is a very exciting time for us," says Chris Beadling, the firm's vice president and broker of record. "We're at a great inflection point right now because we have this great team and we're putting a new brand behind them and giving them great tools. 'Transitions Made Seamless' is more to us than a tagline that some graphic designer made. It really is the way we want to run our business."

An independent company, Quinn & Wilson was born out of the merger between highly respected agents Terry Quinn and



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Buzz Wilson, and quickly became a household name in places such as Jenkintown, Huntingdon Valley, and Abington. Today, both founders continue to sell real estate but have passed the leadership baton to Rue-Sheehan and Beadling, who have seen the company's influence extend across Montgomery County and into Bucks County.

Rue-Sheehan has been in the business for nearly three decades, and for 20 of those years she managed offices for a branded company after getting her start with an independent firm. Quinn & Wilson offered her the best of both worlds.

"When it was time to think about where I was going to spend the rest of my career, I wanted to go back to my roots, and that was with an independent company," she says. "I've known Buzz and Terry my whole career, and when they approached me it was a natural fit for me to go back to an independent office. In an *independent* office, all of your questions get answered right there under that roof. Your broker is right there, your owner is right there, and we can make decisions and make them quickly."

Beadling, who has an M.B.A. in marketing and ecommerce, is helping to drive the company forward by transforming how Quinn & Wilson uses technology, not just from a marketing standpoint but also a business operations standpoint. Yet he stresses that the artificial intelligence and algorithms being adopted by other companies will never replace the personal side of real estate.

"We have people who have been selling these houses and working with buyers in these communities for 20 or 30 years," he says. "Those people know a lot more about values than an algorithm is going to know. Our clients need advice. You don't buy and sell a house every day, so when you make that decision you really need someone you can count on to help you understand the process and try to make it as easy as possible."

Next year, Beadling will also serve as president of the Pennsylvania Association of REALTORS, overseeing an organization with 37,000 members. He feels the role will benefit clients of Quinn & Wilson.



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—CHRIS BEADLING, QUINN & WILSON'S VICE PRESIDENT AND BROKER OF RECORD, WITH PAM RUE-SHEEHAN, THE FIRM'S PRESIDENT AND ASSOCIATE BROKER

"It's a big job, but one of the things I really love about it is I have up-to-the-minute knowledge on everything the association offers out to its members, and I take full advantage of that," he says. "There are plenty of technologies that we would have to search for a solution if I didn't already know about it from the REALTOR association."

Quinn & Wilson has adapted throughout the pandemic to serve its clients during a challenging time. The expertise of experienced agents has helped sellers sift through multiple offers and understand complex contract language, while educating buyers on how to make the best offer possible. Those professionals also happen to live in the communities

where they conduct business, and can offer vast knowledge on certain neighborhoods or school districts.

"We don't have part-timers who are just doing this on the side," Rue-Sheehan says. "These are full-time agents, they take it very seriously, and they care about their clients. They care about the seamlessness of the transaction from the day they meet their client to the day they go to closing. That's what makes us special.

"We really do have a people-first philosophy in our company, which I think has helped us continue to be successful in all of the years that Quinn & Wilson has been around. It has kept us ahead of the curve." ■