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COMPASS Realtor Georgi Sensing
takes a personal, strategic,
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Serving and empowering others

has long been a calling to Georgi Sensing. She began her career in the field of social work before making the transition into real estate. Today, as a COMPASS-affiliated Realtor, Georgi cherishes the opportunity to guide clients through the intensely personal, increasingly complex, and deeply rewarding process of buying and selling their homes.

asked about what makes her unique as a Realtor, she cites her work ethic, the ability to think strategically, and the network of resources she has cultivated over the course of nearly 30 years in the business.

“Each transaction adds to my level of knowledge and my skill set,” she says. “People come to me seeking my advice and guidance,

where the heart is

COMPASS Realtor **Georgi Sensing** takes a personal, strategic, and service-oriented approach to helping clients buy and sell their homes in a highly competitive market.

by *Bill Donahue*
photography by *Alison Dunn*

“Realtors are more essential and relevant than ever,” says Georgi, who earned her real-estate license in 1992. “We are not salespeople; we are consultants for what will be one of the largest financial transactions a person will ever make. The knowledge and experience of someone like me, meaning someone who knows the market through hundreds of transactions, can help navigate the process and all the bumps along the way.”

Having grown up in Princeton, New Jersey, Georgi has spent most of her adult life living across the Delaware River in Bucks County. She focuses on working with buyers and sellers throughout Bucks and Montgomery counties, though she has since made deeper inroads into nearby Lehigh County. When

so it’s my duty to be honest and direct. Buying and selling a home is a very personal experience—it’s not just a financial transaction—and sometimes difficult things need to be said in order to get something done. Depending on the situation, my best advice to a buyer might be, ‘Maybe this isn’t the right time to make a move,’ and at others it might be, ‘Buckle up and let’s make this happen.’”

Georgi enjoys working with clients of all ages, from first-time homebuyers to those who are prepared to sell their family home and move into an active-adult community. In regard to the latter demographic, Georgi has earned the Seniors Real Estate Specialist® designation through the National Association of Realtors. The process of acquiring this





designation has honed her ability to help clients ages 50 and older make informed decisions about how and where they choose to live. Georgi also works closely with families, attorneys, and estate properties to help ensure the most favorable outcomes.

“The population is evolving in our area,” she says. “People are living longer, so you have members of the Silent Generation who are now in their 80s and 90s and want to remain in their homes. You have baby boomers, many of whom are now snowbirds but want to keep their homes here for when their kids come home. And you have more millennials who are getting ready to move out of the city and establish themselves in the suburbs. All those trends are coming together, but you’re not seeing the new construction like we did before.”

To her point, demand in the Philadelphia suburbs and across the country has been white hot over the past two years. Current market conditions strongly favor the seller,



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— *Georgi Sensing,
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due to the combination of elevated demand and limited inventory. Georgi does not expect trends to shift anytime soon, even with interest rates set to rise. She has seen “unprecedented” situations, such as available properties fetching exorbitant bids from multiple buyers and a willingness among motivated buyers to waive inspections in order to make deals happen. Georgi has helped clients adapt to the times.

“If I’m representing the seller, we might have 12 bids on the table, and it’s my job to

analyze the terms of each bid and make sure my clients are informed to make the best possible decision,” she adds. “With buyers, I’m educating them and making sure they understand what they’re walking into, because we won’t win a bid if we did it the way we used to with all the buyer protections.”

The behind-the-scenes work needed to help buyers and sellers achieve their goals has evolved considerably since Georgi first entered the business. Technology has made buying and selling a home vastly more convenient. However, the entire process has become much more demanding of a Realtor’s time and energy. Although her experience and perseverance have proven invaluable to her clients, she believes last year’s decision to link arms with COMPASS has enabled her to serve clients more effectively than ever.

“COMPASS provides the administrative, technology, and marketing support their agents need so we can perform at our best,” she says. “As a result, I can be in front of my clients in a way that I hadn’t before. It frees me up to spend more time with clients, so I can guide them from Step 1 to Step 10, from the initial consultation to closing and moving in. I’m very fortunate that I work with a team of productive, collaborative, and culturally minded people. Combine that with the COMPASS technology platform, and I feel I have really been able to elevate what I do best.”

Apart from real estate, Georgi enjoys gardening, horses, and spending time with her friends and family, including her adult children and, recently, her second grandchild. She also appreciates the opportunity to give back. For example, she works closely with community-building organizations such as Soroptimist International of the Americas, which provides women and girls with access to the education and training they need to achieve economic empowerment. Georgi also enjoys supporting and working with Bucks Beautiful, a nonprofit organization dedicated to the beautification of Bucks County.

“I love what I do, and I’m passionate about what I do,” Georgi says. “My goal is to make moving simple. Considering where I started my career, with my background in social work, being a Realtor is about much more than a transaction. Whether I’m helping someone sell a home or move into a new place they love, I truly enjoy getting to know my clients as people and partnering with them on their journey.” ■

