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Working with a WINNER

Realtor Connie Berg uses a combination of passion, wisdom, and experience to help clients achieve their goals in a dynamic real estate market. *by ERICA YOUNG*

The current real estate market is complicated, to say the least. With challenges such as limited inventory, stiff competition for available properties, and shifting interest rates, prospective buyers and sellers often struggle to know who to go to for help.

They would be wise to turn to someone like Connie Berg, a highly decorated Realtor with Berkshire Hathaway HomeServices Fox & Roach.

Connie has more than 40 years of experience in real estate in the Philadelphia area, during which she has earned more than \$783 million in sales. She and her team of dedicated real estate professionals have contended with just about every challenge a prospective buyer or seller might face. Considered one of the region's top Realtors, Connie has earned a reputation for excellence and honesty, driven by her passion for helping clients succeed.

"After being in the business for 43 years, I have a different mindset than a lot of the newer agents," she says. "My desire is to service my clients. I put their interests before mine. I am not afraid to tell my clients the truth. I'm not going to tell them what I think they want to hear; rather, I am telling them what is going to help them achieve their real estate goals."

The hyper-competitive market, in which available homes often receive multiple offers, dictates that buyers act quickly. Preparation begins with in-depth discussions about the important things a buyer wants from a future home. Location remains a vital part of the conversation, pertaining to school districts,

community amenities, and proximity to a family's places of work and nearby attractions.

"Besides location, the three other important things to buyers today are: uniqueness, practical layout, and storage," says Connie. "I treat every sale as important and significant. Knowledge and ethics are paramount, and it's vital to always do the right thing."

Likewise, buyers need to have their own "houses in order," so to speak, so no time is wasted. Connie works with buyers to make sure they are pre-approved and otherwise able to make a compelling bid when they find an opportunity to land a home that satisfies all their needs and wants.

Connie specializes in properties in Montgomery County, Philadelphia, and the Main Line. In addition to having helped countless clients find homes in the area ideally suited to their families' needs, Connie raised her three children in the Meadowbrook area. Having lived in the area all her life, all of these neighborhoods are very familiar to her. In other



Photos by John Brueske/APO Corporate



Connie Berg (center) lead a team of dedicated real estate professionals, including (left to right) Cindy Doyle-Avrigian, Vicki Klink, Jenna Koser, and Shawn Gibbons.

“Real estate is not a job to me. It’s my passion and my love.” —Connie Berg

words, she has an intimate understanding of which communities “check every box” for a client.

The home-buying process looks different for every buyer, depending on where they are in their life. While older adults may be looking to downsize to a smaller and more manageable home, others might be looking to invest their assets in a second home.

“For 45- to 50-year-olds entering the next stage of their life, instead of selling their houses, they’re taking that money and buying houses at the Jersey Shore or in Florida,” says Connie. “I focus on the Philadelphia area, but I have a well-developed referral process where I can help those people across those markets. Because I’ve been in the business so long, I have gotten to know agents across the country, and that means that my buyers can get personal experience with me no matter where they are looking in the country.”

Recent headlines about the real estate

market may be causing some buyers to delay a decision to make a move, but Connie says there are always opportunities to be had for a motivated buyer. Of course, current market conditions are ripe for sellers.

“A seller has a great opportunity right now,” she adds. “A lot of people are eager to move, and many of them are offering above asking. We have no way to know how long this market will last, so I tell my clients that if they’re seriously considering selling to start the conversation now.”

As part of the conversation, she gains an informed understanding of the value of the seller’s home and discusses their goals for where they will live next. She also provides resources to show the home in the best possible light in order to sell the home quickly and for the highest possible return.

Each of Connie’s listings comes with a comprehensive sales-and-marketing program: professional photography, a virtual tour, a market analysis with strategic pricing, immediate showings when requested, and distinctive marketing materials, along with advertising across various social media.

Whether someone is looking to buy or sell, Connie employs the expertise of a seasoned support team to help clients achieve their goals. Her team’s combined experience all but ensures that the process of buying and/or selling a home will run smoothly. While even the smoothest transaction is likely to have some stress, Connie and her team provide a steady hand.

“My team is wonderful,” Connie says. “Vicki Klink has been with me for 22 years, both as a sales agent and an assistant. Jenna Koser, my marketing and IT person, who also sells homes, especially in the Collegeville/King of Prussia area, has been with me for 11 years. Cindy Doyle-Avrigian, who has been in business for over 50 years, has worked with me for over 35 years, including helping me open Prudential Preferred Properties in Jenkintown; Cindy lives in Upper Dunlin, and has been involved in many community activities. The newest member of our team is Shawn Gibbons, who has had her own company of commercial interiors and design, and worked as a sales manager at Toll Brothers for many years.”

It’s telling that Connie’s clientele includes many repeat customers, and that she has grown her business primarily through referrals—the mark of a job well done.

“Real estate is not a job to me,” she says. “It’s my passion and my love. It’s a very personal experience helping [clients] make one of the biggest decisions of their lives. It’s one of the most important pieces of my life, and I think that comes through in what I’m able to offer my clients.” ■

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