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Starck Choice

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TO WATCH

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Buying and selling a home can be stressful and complicated in the friendliest of real-estate climates. Realtor Loretta Starck strives to de-stress and simplify the experience for every client, even in times of extreme volatility.

Starck’s path to becoming one of the area’s premier Realtors seemed mapped out at an early age. Her parents owned a title and abstract company in Trenton, New Jersey, where she started working at the tender age of 12. Her specialty at the time: photocopying deeds.

At 16, she began working with a local attorney. When one of the firm’s real estate paralegals retired, the ever-resourceful young girl learned everything she could. Later on, after getting married to her husband, Shawn, his military career took them to Colorado, Arizona, and Texas. In Austin, Texas, she excelled in her work in the marketing department of a law firm.

When the opportunity arose to return home to Bucks County, she used her self-confidence and tenacity to land a job as the assistant to Joseph Bograd, a Realtor with RE/MAX Elite. Her promise to her new boss: “I will be the best hire that you’ve ever had.” Three months later, she had to find her own replacement because of her superior job performance.

By the end of 2015, her first year as a Realtor, she sold 60 homes. Today, Starck reliably sells 100 homes a year and has a growing list of satisfied clients in Bucks, Montgomery, and Philadelphia counties. For the past two years, Starck was awarded the distinction of being a RE/MAX Diamond Club Member, which is one of the company’s most prestigious honors.

“Loretta has definitely changed everything we do for the better, and keeps me and her colleagues on their toes,” says Bograd. “Loretta is a firecracker who keeps this team on the right path. Her bubbly personality combined with her dedication, commitment, and consistency make her stand out among her peers.”

The number of five-star reviews—nearly 100 of them on Zillow—from pleased clients reinforce Bograd’s praise. One of her many happy clients described Starck on Zillow as “wonderful to work with. She had great suggestions and had many, many people interested in seeing my house. She was able to sell it in one hectic day. I would recommend her wholeheartedly.”

Starck’s husband and their 19-year-old son, Jake, are in the U.S. Army; her 15-year-old son, Sammy, plans to enlist in the military when he is of age. Unsurprisingly, she is particularly passionate about helping military veterans and their families. She advocates for clients who need help in navigating VA loans and is a major supporter of utilizing all of the benefits available to help military families.

Her big heart comes through at home, at work, and in the community. She also has a deep love of animals; her menagerie at home includes dogs, cats, and exotic birds. In fact, early on she had thoughts of becoming a veterinarian. She donates blankets and food to local animal shelters, and her family has volunteered their time and energy to helping animals at The Bridge Clinic in Bucks County.

“I am known as the humor-oriented member of the team, which is a positive aspect of my work,” she explains. “People can feel very overwhelmed when they are buying a house, so I deliver this experience with some levity and a bit of humor.”

Her lighthearted nature aside, Starck approaches her work with the respect her clients deserve.

“People are arranging their lives around these calls and meetings, so you cannot let anything simmer,” she says. “They can’t wait two or three days for an answer to a

vital question. In this market, there is no time for playing games or negotiating like there was five or 10 years ago. We sell listings in an hour and get 20 offers to pick from, so if you want the house you can’t hesitate. Right now, there is no such thing as a second showing.”

Starck and her hardworking 10-person team offer a full suite of real estate services. She prides herself on her accessibility; she answers her phone every time it rings and strives to respond to every client inquiry in a timely manner.

“I’m a people person, and I get to work with people who I enjoy,” she explains. “Over the years, most of them become friends who feel like family.” ■



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