

suburban life

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page 56

+
**Also
Inside:**
Top Realtors,
summer camps,
and more



One in a Million

KNOWN FOR HIS WORK ETHIC, HIS RESOURCEFULNESS, AND THE RESULTS HE GETS FOR HIS CLIENTS, THE INDEFATIGABLE **ABE THOMSON** BUILDS ON HIS REPUTATION AS ONE OF THE AREA'S PREMIER REALTORS.

by **BILL DONAHUE** | photo by **JODY ROBINSON**

One might describe Abe Thomson as the quintessential Philadelphian: **hardworking, resourceful, down to earth, and chock full of grit.** All of those qualities not only helped him overcome the challenges of the real estate market early into the pandemic, but also shaped him into one of the region's most in-demand and prosperous Realtors.

"When the pandemic started, we couldn't show houses, so it was almost like we were unemployed," Thomson recalls. "It was tough for a few days, but I knew I had to make a choice: I could either let time go by and wait for things to get better, or I could take action."

So, he took a deep breath, opened his laptop, and went to work. He quickly nurtured prospective buyers and sellers. At the same time, he was also interviewed for a news story on NBC10, in which he provided some guidance for buyers and sellers. Results soon followed.

"From January to June 2020, I was on pace to sell \$9 million in volume (not quite one-third of his volume for 2019)," he says. "From July to December, I sold \$18.5 million. In December alone, I sold \$6 million in volume. I had another record-breaking year in 2021, beating my previous record by 15 percent."

His ascent has only continued in the time since.

Born and raised in Philly's Olney neighborhood, Thomson was a teenager when he first tapped into his cleverness and old-fashioned sweat equity to outperform his peers. Now, as a top-performing Realtor at the helm of his own firm, Thomson has the support of a skilled team to help his clients buy and sell in Philadelphia, on the Main Line, and in surrounding counties.

After the 24/7 grind of the past few years, Thomson has adjusted his schedule slightly to achieve more balance between his career and his personal life. He's also chosen to become a bit more selective in terms of the clients he takes on.

"The inventory level is rising every month, but it's still a seller's market," he says. "With sellers, I have a proven marketing strategy designed to achieve the optimum selling price for their home. With buyers, I make the search process fun, but I'm also efficient so we look only at the houses that make the most sense for them. No matter who I'm working with, first and foremost I want them to know I'm going to work my tail off for them."

Countless five-star reviews from sellers sing Thomson's praises. From Melissa Lonie: "Abe put

together a pre-marketing campaign that brought over 46 showings in just two days, including an open house that he personally hosted. After multiple rounds of negotiations, [he got us an offer] \$104,000 over asking with no contingencies, while our comp down the street got \$36,000 over asking [with both sales happening within weeks of one another]." From Maureen Luck: "Abe Thomson has a talent for making the impossible possible. ... Defeat is not in his vocabulary." From Brian Mazuk: "Abe never gave up trying to maximize the value in my home. Abe is a tough negotiator, increasing the final offer by more than \$10,000."

His buyers are equally effusive. From Tristan Ashcroft: "I called Abe on a Friday to see if he would like to work with me, and by Monday evening I had my offer on the house accepted. ... He knows how to close the deal." From Natalie Koch: "He was able to weed out a lot of places before touring so I didn't waste my time. Then he helped me win a bidding war to get the perfect place!"

Thomson's increasingly visible profile has been helped by his burgeoning TV career. He's a recurring host on *The American Dream*, a TV show that appears on local cable channels. In each episode, he takes viewers on a tour of some of his favorite neighborhoods (Conshohocken, Fairmount, Fishtown, Wayne, etc.) and talks about the things that make each neighborhood special—namely, its culture, history, businesses, real estate, and lifestyle.

"In this climate, having a sharp, highly productive agent by your side is more essential than ever," he says. "You have to be very strategic with marketing to create maximum exposure for properties; be a strong negotiator; and have good relationships with other agents. People want to do business with people they like. In some cases, relationships can be the difference in getting your dream home. Marketing strategy and negotiation skills can help maximize your return."

"To me, helping someone buy or sell a home is not a one-time transaction," he continues. "It's an ongoing relationship based on trust and respect. Whether it's a client, a lender, or another agent, relationships mean everything to me. You have to love helping people to work as hard as I do, and I love every minute of it." ■

➔ Abe Thomson

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