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By providing an award-winning client experience rooted in communication and trust, **COMPASS RE** Realtor **Debbie Wilson** turns many buyers and sellers into friends and referrals. page 26

Communication is Key

BY PROVIDING AN AWARD-WINNING CLIENT EXPERIENCE ROOTED IN COMMUNICATION AND TRUST, **COMPASS RE REALTOR DEBBIE WILSON** TURNS MANY BUYERS AND SELLERS INTO FRIENDS AND REFERRALS.



It takes talent and dedication to excel in any given field for 20 years, especially one as specialized, complex, and time-consuming as real estate. Debbie Wilson, a decorated Realtor with COMPASS RE, attributes her long-flourishing career to a combination of hard

work, marketing expertise, thorough communication, and genuine compassion.

“I think I’m good at what I do because I care and I get it done,” Wilson says. “I’m persistent and thorough, and I’m dedicated to the Golden Rule; I always try to put myself in the

client’s shoes. When they succeed, I succeed.”

Wilson graduated from Drexel University with a bachelor’s in business and majored in marketing. She began her career in the tech sector, where she honed her skills in marketing and sales. The experiences of purchasing an investment property in Stone Harbor, New Jersey, and building her home in Pennsylvania rekindled an interest in real estate that began while taking a real estate law course in college.

Wilson decided to make a career change around the time when she and her husband prepared to build their family. In 2002, after earning her real estate license, she joined Weichert Realtors in Chadds Ford.

“Twenty-plus years later, I’ve been through all kinds of markets,” says Wilson, who has been with COMPASS almost five years since leaving Weichert. “Buyers and sellers need someone who’s on their side, now more than ever.”

The current real estate market is, in a word, complicated. An environment of limited inventory, stiff competition for available properties, and elevated interest rates have sidelined some prospective buyers and sellers. Wilson’s advice: “The time to buy or sell is when you’re ready and when it fits into your life goals.” She wants these individuals to know she can lead them through every step of the process, right up to their day at the closing table.

Wilson focuses primarily on Chester, Delaware, and Montgomery counties. She works with all kinds of clients and sells all types of properties, including single-family homes, townhomes, condos, new construction, land, and investment properties. Also, the Seniors Real Estate Specialist® designation qualifies her to help older adults transition into smaller homes with less upkeep, 55-and-older communities, and continuing-care retirement communities.

Regardless of the client’s goals and needs, Wilson strives to educate each client so they feel informed and confident in their decisions. This includes preparing clients for every eventuality, so they can fully consider the “what ifs.”

“If you’re putting an offer on a house that you really want, will you be more upset if you don’t get the house you love over a little more money that you could’ve offered or that you got the house but feel you overpaid?” she says. “I’m here to prepare you for what’s going to happen, what to expect, and the possibilities surrounding each decision.

“I just love people, and I love real estate,” she continues. “I also love working for COMPASS, which only hires principal agents who have achieved a certain level of success. They also have a lot of unique tools you won’t find anywhere else.”

COMPASS, which has a network of 30,000



Wilson with Auggie

Five Stars from Clients

“Debbie Wilson was the consummate professional in our dealings with her. She solicited our business early, over a year prior to us being ‘ready’ to sell. She helped us through the entire process, including ideas and contractors to get our house up to ‘market’ standards. The result was over 30 showings in a two-day period and selling our home over a weekend \$45,000 over asking price. I would highly recommend Debbie to anyone looking to sell their home.”

—Potter and Carol

“We’ve known Debbie for more than 10 years now. Debbie found us our first home in a wonderful neighborhood and school district when we were still a growing family and our budget was limited. Eight years later, Debbie was a huge asset to us, again, when we decided to sell our beloved first home and purchase our dream home.”

—Patrick and Carmela

“Debbie was our agent for the sale of our family home of over 25 years. Her assistance was stellar in every aspect, including setting a sweet-spot asking price, marketing the property, communication, updates, obtaining gorgeous photos of the home and creating a fabulous online presence. ... Our time under contract was full of curveballs (all from the other side), and Debbie handled each one with professionalism and determination. Her dedication saw us through to closing. Debbie also represented us in the purchase of our beautiful new home.”

—David and Wendy

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Realtors across the country, is well known for its robust technology-driven marketing platform. Wilson cites three components in particular: COMPASS Concierge, COMPASS Collections, and COMPASS Private Exclusives.

The COMPASS Concierge program enables a seller to invest in vital home improvements without incurring upfront costs or interest. Popular options include painting, new carpets, landscaping, decluttering, storage, and staging, all of which are designed to help the home sell more quickly and at a higher price. At closing, the buyer simply reimburses COMPASS for the cost of the work performed out of their proceeds. “I connect my clients with proven vendors and help them decide how to prepare their homes for market to gain them the most profit,” Wilson says.

The COMPASS Collections feature provides a curated, visually compelling workspace known internally as “the Pinterest of real estate.” COMPASS Collections enables agents and clients to collaborate in real time—organizing target homes, centralizing discussions, and monitoring the market with up-to-the-minute updates about each home’s status, listing price, and other details.

COMPASS Private Exclusives are a way to promote off-market homes that COMPASS agents can share directly with colleagues and their buyers. Similar to a movie trailer, a private exclusive enables a seller to test a high price before accruing days on the market in the MLS. Not only will the seller receive high-profile exposure through the COMPASS network, but they can also control how and when information about themselves and the property is shared.

“These are huge differentiators,” Wilson adds. “We may be 30,000 agents, but we’re

all one company with a huge collaborative spirit. Buyers have been referred to me from California, Texas, Pittsburgh, and Virginia, and I’m also referring buyers to agents in Cape Cod, Maine, New Jersey, and Delaware. It’s very convenient for clients who need to relocate, purchase a vacation home, or are just looking to move to a new and unfamiliar market.”

She recalls one client who was relocating to West Chester. The couple “fell in love” with a specific house that had multiple offers, and Wilson felt compelled to make sure they got it. She succeeded by helping them field a very competitive offer but also by communicating directly with the seller’s Realtor about how intensely the couple wanted the house.

“Most sellers want someone to buy their house who loves it like they do,” she says. “If I hadn’t been in constant communication with the listing agent, I don’t believe they would’ve gotten the house.”

Driven by the belief that “each client is a client for life,” Wilson keeps in touch with her clients long after closing. Doing so has resulted in numerous repeat clients and referrals to their friends and family. It may also help to explain why she has been named a Five Star Real Estate Agent—an annual award based on a Realtor’s client-satisfaction scores—for 11 years and counting.

Apart from her career, Wilson is a married mother of three children—a daughter and two sons, both of whom play ice hockey. Her husband works at St. Joseph’s University, which her children attend. She’s also the proud “pet parent” of Auggie and Beamer, the family’s dog and cat, respectively. While she’s devoted to her family, she’s always available to take calls, respond to texts and

emails, and advise buyers and sellers on their next move.

“Communication is my No. 1 priority, because I want you to understand everything that’s going on,” she says. “Every house is different, every buyer or seller is different, and every cooperating agent on the other side is different, so it’s important to work well with all parties. Many of my clients become friends. Honestly, it’s work I love to do.” ■