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Known for her persistence, warmth, and open communication, COMPASS RE Realtor **Debbie Wilson** makes buying or selling a home feel less stressful—like working with a friend. page 56



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In Good Hands

Known for her persistence, warmth, and open communication, COMPASS RE Realtor **Debbie Wilson** makes buying or selling a home feel less stressful—like working with a friend.

Realtor Debbie Wilson is about three-quarters through her “best year ever” from a career standpoint.

Wilson attributes her success to subtle shifts in market dynamics, though her approach to the work—a positive mindset, deliberate marketing, industry experience, and tenacity—has played a big role in her ability to help clients get to the closing table.

“I’ve been doing this work for over 20 years, and I still love it because I genuinely enjoy helping people achieve their goals in life,” says Wilson, who focuses primarily on Chester, Delaware, and Montgomery counties. “The work is meaningful; buying and selling a home can make people scared, nervous, or unsure. They are trusting me with their biggest asset, and I help them make important decisions regarding how to handle it.”

She also credits her brokerage, COMPASS RE, and its robust technology-driven marketing platform. Specifically, she cites COMPASS RE’s three-phase marketing strategy, which she describes as “a big differentiator.” Phase 1 begins with a COMPASS Private Exclusive listing, showcasing the home only to COMPASS agents—a network of tens of thousands of

fellow Realtors across the country—and their buyers; doing so helps the seller validate the pricing strategy, measure buyer interest, and protect privacy without the risk of public exposure. Phase 2, the COMPASS Coming Soon stage, builds demand and gathers insights while still protecting the listing from days-on-market and price-drop history. By the rollout of Phase 3, a public launch on the MLS, COMPASS RE has fully validated the pricing strategy and built buyer anticipation. The likely end result: a strong, efficient sale at the best possible price.

Wilson enjoys working with every kind of client, and she has earned the Seniors Real Estate Specialist® designation, which qualifies her to help older adults downsize into homes with less upkeep, including 55-plus communities and continuing-care retirement communities. No matter the client, Wilson keeps in touch long after closing. As a result, she has nurtured a network of repeat clients and earned countless referrals from those clients’ friends and family. It’s no surprise she has been named a Five Star Real Estate Agent—an annual award based on a Realtor’s client-satisfaction scores—for 13 years and counting.

Apart from her career, Wilson is a married “hockey mom” of three children and the proud “pet parent” of Auggie, the family dog. She’s devoted to her family, though she always makes time to take calls, respond to texts and emails, and advise buyers and sellers on their next move.

“I think people like to work with me because they feel that I care about them,” she says. “Clear communication is important to me, so the client always knows exactly what’s happening at each stage of the process. Our COMPASS One platform is a central place where my clients and I share all information pertaining to their transaction. I’m a problem solver, I know the market, and people feel they can trust me to get it done so they can move forward with their lives.”

What Clients Have to Say

“My family has worked with Debbie for over 15 years, and in that time, she has helped us buy and sell at least five homes across three generations—my parents, my sister, and my husband and me. Debbie is incredibly thorough when it comes to staging and pricing homes appropriately for the market. She consistently goes above and beyond to ensure every detail is handled with care. Her kindness, thoughtfulness, and unwavering support make the process of selling a home far less stressful. ... Debbie doesn’t just treat you like a client—she treats you like family. You always know you’re in good hands with her.” —*Trish*

“We recently sold and purchased a home, with Debbie representing us on both transactions. She is wonderful to work with and bring a wealth of real estate knowledge and expertise. We made an immediate connection with her from our very first meeting. She is very personable and professional and will treat you like family. She knows how to deliver on the client’s ask. We got exactly what we wanted out of both deals and couldn’t be happier. ... I would highly recommend Debbie to anyone looking to sell or purchase a home.” —*Saqib*

“Debbie is an all-star. We were looking for a home from out of state for nearly a year and a half, and Debbie patiently guided us through it all. She was always responsive, patient, and understanding, taking time on weekends to meet with us, always with a smile on her face. Debbie clearly has deep experience in the field and her down-to-earth, easygoing personality just made her the perfect person to work with. [I] couldn’t recommend Debbie more highly.” —*Hannah* ■

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