

AGENT PROFILE *Susan Leone*

Helping clients reach goals

Growing up in the real estate business, Susan Leone has excelled using her marketing and people skills to become one of the go-to agents in both Westchester and Fairfield counties.

Leone's parents would invest in multi-family homes and she learned the tricks of the trade from her mother, Virginia Leone, who has been an associate broker and Realtor for more than 40 years. Leone, who has worked with her mother out of New York, said the working relationship with her "is inspirational and invigorating. She has so much energy and expertise. We learn from each other. We make a great team."

Leone's son, Austin Eterno, is an architectural and real estate photographer who captures the essence of her properties and has designed an exclusive cinematic collage for her Instagram posts.

"Image is everything in this industry," Leone said. "People often look for homes from their computer and cell phones. To stand out, it is vital to have professional photos, a cinematic tour and a unique website for each property. I offer that to my clients, regardless of the price point."

Leone, who said a professional social media presence is key, has 5,000-plus LinkedIn followers.

Leone, who divides her time between both states, said networking and her New York connections help her in her role as vice president of sales with Higgins Group/Christie's International Real Estate.



Business: Higgins Group/Christie's International Real Estate in Connecticut and Julia B. Fee Sotheby's International Realty in New York

Lives: New Canaan

Works: Stamford

Experience: Working with sellers and marketing

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"I have relationships in New York that help me here in Connecticut and vice versa," said Leone, who has been a Realtor for 10 years. "Many Connecticut sellers want a New York or international buyer. Because I've lived and worked in Westchester County and because of my affiliation with Christie's International, I have both local and international expertise. I draw on those connections."