

## CREATING RELATIONSHIPS AT THE HEART OF FREESTYLE REAL ESTATE

The real estate industry is booming. Whether you are buying or selling real estate, you have your pick of agents at every corner. So how does an agent stand out in a crowd of hundreds (more like thousands) of agents fighting to secure your listing? The team at Freestyle Real Estate in Gilbertsville, Pennsylvania, talks strategy and what makes them stand out in the fast-growing real estate industry.

"This day and age, it is all about technology. We wake up and fall asleep with our smartphones, iPads, Netflix accounts keeping us company, reminding us of the importance of being connected. It is easy to hide behind a screen, post over a dozen times a day, just to let people know how great you are and why people should pick you from the thousands of agents out there," says Ellie Trovato, Freestyle's Director of Communications. "We don't settle for that. We want to meet people, face-to-face, and develop relationships," she explains. Freestyle makes sure you are their top priority and focus. "When you work with any of our agents, that agent works with you from start to finish and beyond," says Freestyle's Broker and Owner, Suzanne Kunda. "We have a support team to help us, but we don't hand you off to them. You work strictly with your agent from day one—you're in it together," she explains.

A bonus is what Suzanne calls their "white glove service": a concierge service for clients seeking services. Freestyle Real Estate has a list of preferred, trusted vendors throughout Southeastern Pennsylvania who can help their clients. "Whether it is a mover, painter, inspector or home cleaner, Freestyle can reach out to their trusted vendors and schedule everything," says Ellie. "Buying and selling can be stressful. We want to take stress out of the equation by reaching out to our vendors and scheduling services at a date and time that is convenient for our client. They don't have to worry about calling around trying to find someone.



### The Freestyle Real Estate Team

Suzanne Kunda (middle), Sue Cusumano (top right), Rachel Hartline (middle right), Janice Kutt (bottom right), Kathy Merkel (bottom, middle), Ellie Trovato (middle left).



That's what we are here for," adds Suzanne. And clients love it— "Such a pleasure to work with," "amazing experience," "five stars" are a few of the headlines found among the pages of positive reviews for Freestyle Real Estate.

Freestyle Real Estate is a boutique real estate agency that packs a real punch, never skipping a beat. They also want to make sure they are educating and giving back to the community. In fact, they offer a series of webinars, seminars and events on topics ranging from steps to find your dream home to kick-starting your real estate investment portfolio. And that's not all. "We are launching a podcast, *The Real Deal with Freestyle Real Estate*, starting in early Fall. We'll answer real estate questions, share stories and provide tips for new homebuyers, sellers and investors. It's about keeping it real and honest, so people know what to expect," says Suzanne. For updated information on Freestyle Real Estate, upcoming events, and webinars, and the many services they offer their clients, visit their website at [www.FreestyleRe.com](http://www.FreestyleRe.com).



Suzanne Kunda and Ellie Trovato with John Ralston after an interview at PBR Productions in Perkasie, Pennsylvania.



The Freestyle team all smiles at a recent team photo shoot.