

## Love of her work spurs Suzy on Tonia still gets rush from selling

*Bellcourt Property Group consultant Suzy Costanzo rises at 5am most mornings for a power walk in Kings Park before heading to her office in Shenton Park. Working in a team with Kirk Bellerby, her clients get the benefit of the 'power of two'. This teamwork has resulted in shorter times on market and the achievement of rewarding sale prices for Suzy and Kirk.*



**Shenton Park and Subiaco are competitive markets for buyers, what advice do you have for someone trying to get into the area?**

Do your homework – look at the capital growth over the past five and 10 years, not just the past 12 months. This will give a good indication of the future of your investment and potential capital growth over a period of time.

**When you're off-duty, how do you spend your time?**

I'm a real foodie so you would find me going to

breakfasts, lunches or dinners with my friends and I do love a good dinner party. I am a Subi girl and love to go to my locals – Juanita's and the Subi Hotel. But my favourite place of all is Kings Park where I go power walking most days – I particularly love the memorial and eternal flame. That's my "go to" place when I want some quiet and inspiration.

**When did you start as an agent?**

The majority of my career has been in the luxury building industry in sales and marketing roles, so there was a natural transition into real

estate when I made the switch five years ago.

**How has the industry changed since you started working in real estate?**

There have been a lot of changes from the Real Estate and Business Agents Association and now the Department of Commerce, but essentially the method hasn't changed to get the results.

**What's your advice to women in the early years of their career?**

If you are not passionate about your work, try another avenue. I love my job and wake up each day excited and looking forward to it. ■

*Only in its fourth year of operation, TM Residential has made massive in-roads in the competitive western suburbs market. Headed up by proud mum-of-three Tonia McNeilly, it is the only non-franchise agency in the area owned and managed by a woman. As testament to her natural talent for the game, Tonia has been awarded REIWA Master Salesperson every year since she started selling in 2006. Earlier this month, she was singled out at the REIWA Awards of Excellence for her outstanding customer service and took home two major awards.*



**What skills do you draw on from your previous career?**

My previous job involved cutting record, publishing and merchandising deals. All I did was build relationships – you need to love people, love working hard, and have a passion for what you represent. One of my biggest clients was The Wiggles – I managed their music publishing and merchandise from inception and sold them to the world. My deal value has gone from \$30 million per transaction to an average of \$2 million but I still get a rush.

**What does a day in the life of you look like?**

In the office at 8.30am out by 5.30pm unless I have evening meetings which is about twice a week. I can achieve everything I need to do in a working day and if you're working more than that then you're clearly not organised and need to get some life balance!

**What are your goals for the next 5 years?**

We don't want to get big, but we have some things on the business plan we are aiming at achieving such as a new prominent office, some new staff and expansion

of our rent roll.

**What are your top three pieces of advice for someone in your area who is looking at putting their home on the market?**

Firstly, don't believe the hype – if it sounds too good to be true you are bound to be disappointed. Second, research prices and take the rose coloured glasses off when evaluating your home – try and detach to make a rational evaluation as opposed to emotional. Lastly, spend some time on presentation – you only get one opportunity to knock the socks off a buyer! ■



### Invest in the South West

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Please feel free to call or drop into our friendly office during your next visit Down South where we will be happy to assist you with your real estate needs.

Julie Fairclough  
0407 174 258  
jfairclough@realmark.com.au

Realmark Dunsborough  
08 9750 5598  
4/58 Dunn Bay Road, Dunsborough



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