

## AGENT PROFILE *Laura Cruger*

# Expert in staging, relocation

**L**aura Cruger never wants anyone to have the same bad experiences she had when buying her second home.

“I really did have a bad experience prior to becoming a Realtor,” she said. “It was not a good situation, and it wound up in arbitration.”

The experience compelled her into real estate and in 2002, she obtained her Realtor’s license.

Cruger takes great pain to ensure her clients best interests are represented well throughout the sales process, referring only the best professionals and service providers, to work for her clients.

“I represent them one thousand present,” she said. “I really hold their hands through the whole process.”

Her extensive education and list of special certifications and awards prove she has succeeded in her quest to be the best she can be, as do past clients calling to work with her again or sending her referrals.

A keen listener, Cruger treats her clients like family.

“I really feel like I’m very hands on and treat each client as if it was my son or daughter buying a house,” she said.

She knows how to determine the best value for sellers’ homes and can zone in quickly to determine what a buyer really wants. When it’s time to make a deal, she can negotiate with the best of them.

She also skillfully readies houses for sale, including decluttering and staging.

In addition, Cruger is adept at helping many clients, including seniors who are downsizing, through the emotional process.

“What’s rewarding to me as a Realtor is these are life changing moments, and I am



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so grateful to be a part of them,” she said.

In 2013, Cruger was hired for a special assignment as a relocation real estate specialist at one of the largest domestic and international relocation companies in the area. This brought another level of expertise to add to her business practices.

Prior to launching her career in real estate, Cruger worked in New York City for many years in advertising as an administrator for a copywriter and an art director.

Those experiences fed her creative side. Now, she releases her creative juices by making flower arrangements and wreaths.

Cruger is married with two children aged 20 and 22, who, she said, are the lights of her life.