

Every client has unique experience

Betsy Anderson takes pains to find what makes her clients happy.

A Realtor since 2002, Anderson initially got her license in 1984 but with her focus on college, she was inactive.

A bachelor's degree in math and political science and an MBA, Anderson worked as a permissions editor for Chelsea House Publishers on a series of literary criticisms by Harold Bloom, Sterling Professor of the Humanities at Yale University. From there she became an accountant, working for the former New Haven Savings Bank and then as a cost accountant for a restaurant chain breaking down recipes costs per ingredient.

She returned to real estate because of a love for houses and serves the Connecticut Shoreline from Milford to Old Lyme and inland.

When working with buyers, she gives her clients individualized attention.

"Every transaction is unique, so you need to tailor it to the client," she said. "There's not one general way to do it that works with every client."

She keeps in mind that selling a home can be emotional and is more than a transaction. Still, she reminds the sellers to move clutter and keep the place sparkling and strives to present photos which accurately depict what buyers will see when they arrive.

With buyers, she takes pains to find what makes them happy.

All the while, she focuses on clients' objectives, understands they often change their minds during the process and keeps a sense of humor. Additionally, she tries to make sure everything she does is done well and exceeds expectations.

"I don't think of real estate as sales," she said. "You have a menu and you're trying to find the best match of features for your client."

For Anderson, the reward is in the rela-



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tionships and being recommended by former clients to their family and friends.

She also enjoys seeing First Time Home Buyers embark on their path.

One of Anderson's favorite things is seeing the transformation of unattractive homes into spaces that make people say "Wow!"

"The uglier the house the better," she said. "It's the ugly duckling becoming a swan."

Anderson and her husband enjoy boating and traveling, going to the theater and anything that keeps them laughing. She also has a particular love for cars.

When her daughter — a recent college graduate — was in school, Anderson actively volunteered in the school system as well as religious education.

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