

TOP AGENT MAGAZINE

SUSAN HOMA

By employing a unique, balanced, and candid approach to success in the corporate world, Susan Homa of Montreal has launched a business enterprise that aims to holistically serve her clients: “The clients that I work with feel that I give them a bit of balance and humanity in the world of real estate. They can trust me in my decisions – it’s more than just real estate, it’s a lifestyle.” As the owner and soulfulpreneur of WELMÄ Lifestyle, Susan’s work as a REALTOR® is one of many avenues that she pursues to improve the lives of those around her.



Susan’s need for balance came when, during her successful career in interior design, she gave birth to twins. “I had worked in the field of high-end residential, hospitality, and private jet design for about twenty years. Serving a demanding international clientele, I was regularly traveling all over the world, which was achievable with my first child but, the moment I had twins I realized I needed to find a greater work-life balance – one that was more local in my community. I decided at that point to turn to real estate, and moved forward from there.” Now, eight years later, Susan works solo by choice, as a broker with Groupe Sutton - Centre Ouest Inc., servicing the Island of Montreal and its surrounding cottage area. Her previous career in interior design helps her specialize her services, whether working with the buyer to help fulfill their vision, for the sellers who are aiming to list their homes, or in negotiating a tough sale: “I give people a high level of personalized services, and since I have my design background I feel there’s added value in a house that I’m selling or helping a buyer find. I have a way of understanding architecture on a deeper level, and if there’s anything that’s missing or needs modifying, I can solve it.”

This top-to-bottom, inside-out service is one of the building blocks of WELMÄ Lifestyle. Susan’s strong

negotiation skills and keen architectural eye are instruments in her real estate trade, but her relationships with her clients extends far beyond the closing table. “I service clients on more levels than just real estate. I collaborate to create full packages with them – helping them with the staging of their home prior to listing it or designing their home after they’ve purchased it, is one part of the services I offer. I also work with natural products and skincare products that keep your mental and physical state fluid. It’s more of a lifestyle that they’re onboarding with – I’m not just a real estate broker, I’m a lifestyle broker.” This approach

helps Susan stay balanced in a bustling corporate world, and it also frees her from pursuing goals that she finds restrictive: words like “volume” and “commission” are all but foreign in the world of WELMÄ Lifestyle. “I’m not looking for volume to be my driving force. I feel like that’s not even worthy of my thoughts – I go based on working with people I enjoy working with, and volume comes from there. My motto is to work hard and play harder!”

Susan’s centered approach to the real estate industry presents opportunities to balance ambition with altruism. When a friend recently approached her to join as a member of 100+ Women Who Care: Montreal, an organization with over one hundred and eighty members who meet three times a year to nominate local charities to support, this was exactly the type of charity that felt right for her to support – one that gives back directly to the community. Her involvement in local events fuels one of her core professional tenets: interpersonal connections. “I love the connection with people that my career offers, and the freedom that this lifestyle gives me. I can give one hundred and fifty percent to my business and still schedule time to take care of myself and my family.”

For more about Susan Homa, visit welmalifestyle.ca, email susanhoma@gmail.com, or call 514-502-0777