

You'd like to know a little more about me?

SUSAN de STEIN, MBA

Susan de Stein is an award-winning Realtor® with Macdonald Realty Ltd. on Salt Spring Island:

- Gold Medal winner, MLS Sales, Victoria RE Board, 2018
- MLS Medalist since 2011: Silver in 2017, Gold in 2014, 2015, 2016 from the Victoria Real Estate Board – also 2011 (bronze), 2012 (silver), 2013 (silver). Special VREB award for consistently top results, 2012 to 2016.
- Top salesperson in Salt Spring Pemberton Holmes office for 8 years (by sales \$ and # transactions)
- 3rd highest producing realtor in 2016, 4th highest in 2017 in entire Pemberton Holmes roster of over 300 realtors; top 10% of all Pemberton Holmes realtors in 2012 – 2018

She provides exceptional service, and is knowledgeable, analytical, and professional. Her passion for photography – an essential ingredient in the business of real estate – coupled with marketing skills and a business background give her an edge in all aspects of providing real estate services to buyers and sellers.

In her working life, she has been a journalist, a corporate media spokesperson, a bank executive, PR agency president, consultant and advisor. She brings various skills and knowledge earned during her career, as well as her personal love of both real estate and Salt Spring Island.

She has an MBA and the Canadian Securities Course, has managed multi-million-dollar bottom lines, held executive positions in large and small organizations, and has honed her expertise in marketing, customer service, and communications/public relations.

After spending 20+ years of her career in Toronto working at Shell Canada and TD Bank, she has called British Columbia (both Vancouver and Salt Spring Island) home since 1996.

She graduated from Queen's University (where she was the Editor of the student newspaper) in 1974, and began her career in print journalism in Ontario. She became the managing editor of three Ontario community newspapers then moved to Canada's largest weekly newspaper in the metro Toronto area. Her corporate career began at Shell Canada in 1978, where she worked in marketing communications and consumer relations.

In 1983, she joined Toronto Dominion Bank in a senior public affairs capacity in the Toronto head office. From 1983 to 1990 at TD, she acted as the Bank's primary public spokesperson and public affairs strategist, responsible for communicating the Bank's view in all print and broadcast media. She managed TD's investor publications and provided support and advice on sensitive public situations to various internal business units and subsidiaries.

Through a succession of four executive assignments, she headed retail financial services, real estate, and marketing function for 60 branches in Toronto. As a VP, she was responsible for retail treasury products, then the Bank's Visa cardholder business, and lastly, its direct marketing unit.

In 1996, she moved to Vancouver as Director of Market Information Services at the Vancouver Stock Exchange. She became President of Verus Group Public Relations in 1998, then founded her consulting firm DDSM Partners in 2001. Was an active leader in her professional association, serving as President of the Toronto chapter of IABC (the International Association of Business Communicators) and sat at various times, on both the Canadian and international executive boards.