

Helping others find their way home

Susan Aser had several other careers before becoming a realtor for RE/MAX.

By AMY CAVALIER

Messenger Post Staff

In college, Susan Aser wanted to be a horse veterinarian.

After attending Morrisville College, she bred, raised and trained race horses in Mendon, some of which competed at the Finger Lakes Gaming & Race-track.

As a child, she was also interested in architecture and interior design. Instead of asking for her parents to buy her a Barbie house, she used old shoe boxes to build her own. She added indoor plumbing and working ceiling fans to the house using plastic straws, popsicle sticks and some ingenuity.

"I never played with Barbie," she said. "I was too busy building her house."

In the 1980s, as an adult, Aser used her interest in architecture to design a barn for her horses. She also began doing interior-design consulting from her home studio.

Once she began ordering furniture for clients, she opened a furniture shop in Mendon, and then in the village of Pittsford, on State Street. She ran SPK Home Furnishings for about five years, before meeting the man of her dreams, Bob Aser. After they got married, Aser closed the business to start a family.

When she decided to get back to work, she landed a job as an interior designer for a local real estate company that dealt with new construction. There, she was encouraged to get her real estate license. She did, about six years ago. The rest is history.

She's been an agent with RE/MAX Realty Group for a little over two years. A resident of Brighton in the Penfield School District, Aser's son Owen attends Indian Landing. Her daughter Tyler will start kindergarten there in the fall.

Selling homes, Aser said, is a good fit for her combination of her talents and helps her stand out among the 3,000 other realtors in the Rochester area.

"It's one of the things that really sets me apart, that I can walk into a house and help my clients envision what it could be," she said. "I can help them focus on the house and their lifestyle in it, not the current owners."

Aser sells homes all over Monroe County, and helps people looking to buy homes. She said 85 percent of people begin their home search online.

She's created her own Web site, www.rochesternyrealty.com, to help those searching the Rochester area for a place to live. The site features home-buying tips, a checklist, virtual tours of the homes she's listing, photos and maps on how to get to the homes. People can even sign up for a service that alerts them when a home that fits their criteria hits the market.

"I can work from anywhere I want with the World Wide Web, and people can always find me," with a laptop, she said. "I don't need to be tied to a desk."

Selling homes, she said, is a

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full-time job "and then some."

Aser works out of the RE/MAX Office at 40-A Grove St. in Pittsford. There are over 100 agents at that location, she said. RE/MAX has offices all over the world, she said, which helps her assist clients looking to move out of Rochester or to Rochester from other states or from other countries.

In her spare time, Aser still spends time with horses volunteering at the Equicenter in Mendon with disabled individuals.

Here's the basics:

- Susan Aser can be reached at www.rochesternyrealty.com or by calling (585) 738-7087.

And some fun facts:

The movie, TV program or song that best portrays what your business is like:

"A little 'C.S.I.' because of the detective work, a little 'Desperate Housewives' (can you imagine why?!), a bit of 'Friends' because of the first-time home-buyer crowd and a bunch of 'Raymond' because this is so real life and we have lots of fun," said Aser.

Besides your business, the community's best kept secret is:

"Our kids," she said. "Have you seen how many parks we



STAFF PHOTO/ADRIAN KRAUS

Susan Aser, an associate broker for the RE/MAX Realty Group, lives in Penfield and has her office in Pittsford, but she pretty much works anywhere the business takes her, from her car, in coffee shops, at the homes she's selling and even sometimes beside the canal with her laptop.

have ... great neighborhood schools, playgrounds ... even Wegmans recognized our kids by putting a play area in the Penfield location."

This item is always hiding in your fridge at home:

"Cheese..." said Aser. "Second would be pizza."

If you could have dinner with one person, living or dead, who would you choose and why?

Aser said she would want to have dinner with her mother, Zora Katz, who passed away several years ago.

To submit information about your business, fill out a Web questionnaire at www.mpn-now.com. Scroll to "News by Category" on the right side of the page and click on "Business and Money." Then, under "Down to Business" click on "See your business here."

The form asks for some basic information about your business and poses some offbeat questions to share your personality. Forms are also available by calling (585) 394-0770 ext. 221 or stopping in our office at 73 Buffalo St., Canandaigua.