Susan Cox

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SHAHEEN
RUTH, MARTIN
& FONVILLE

REAL ESTATE

Q & A

What is your favorite thing about your community? I've always loved the fact that Richmond experiences four seasons. There is great value in the Richmond region's proximity to the shore and the mountains as well as its rich history. There's so much to enjoy here!

What initially drew you to real estate?
I see home ownership as the American dream. Knowing that I can assist others in finding a place to call home and to take pride in that ownership is what drew me to the real estate business.

How does your background bring a unique perspective to your work? My years in marketing communications give me a sense of what resonates with clients, allowing me to meet them where they are in their real estate journey and personalize each step of a transaction.

Why is relationship building so key to your success? People want to work with someone they know and trust. The most important thing to me is knowing I have satisfied clients that trust me to help with their largest purchase decisions and think enough of me to refer their friends and family.

Can you share a success story where your personalized approach made a significant difference for a client? When selling a home for a childhood friend's mother, I realized how much I enjoy counseling seniors as they work to "right size." As a mother of four boys, my client welcomed my support in not only finding the right community for her but also for helping coordinate an estate sale as she prepared to leave her home of more than 50 years. I loved providing personal service that enabled her to smoothly ease into her new environment.

Tell us about any non-profit or community organizations.   As a Goochland resident, I find volunteering with Goochland Cares very rewarding. Weekly shifts in the Food Pantry allow me to interact with the organization's clients and assist them in providing their families with basic essentials.