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FEATURING
SUE
BROOKS

Photography by Jacquelynn Buck

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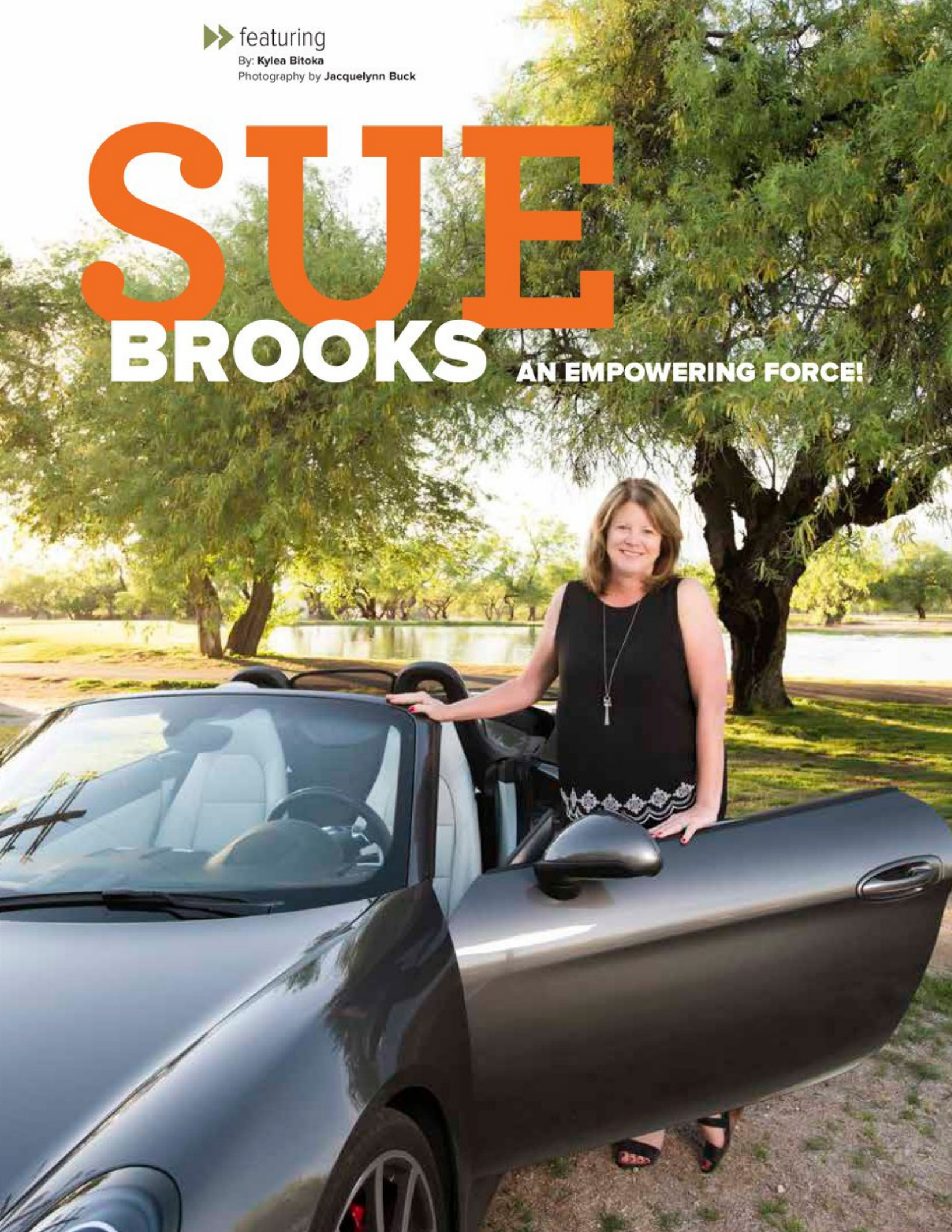
By: **Kylea Bitoka**

Photography by **Jacquelynn Buck**

SUE

BROOKS

AN EMPOWERING FORCE!



“WOMEN CAN’T SELL CARS!”



This was a shocking, but real, rejection Sue Brooks received as she tried to launch her career in sales. Unfortunately, it would not be the last denial due to her gender.

“I had experience working as a legal assistant, but when I decided to transition to sales, it was hard to prove that I could do it,” Sue remembered. “I got turned down a lot.”

Sue was determined. Her move to Tucson provided a fresh start, and she resolved to make the most of it.

“I grew up in a small town near Cleveland, Ohio,” Sue recalled. “There was not really freedom to take risks, and it could be difficult to outlive mistakes. Moving to Tucson helped me build my confidence.”

Sue had visited her old roommate in Tucson months before. Although she visited in June, the heat didn’t stop her from recognizing Tucson’s beauty and charm. Sue went back to Ohio and started making the preparations to move. In August, she moved to Tucson. Eventually, Sue found someone willing to give her a chance; she started a sales career in insurance.

Her introduction to the world of sports marketing came when she met her future husband.

“So, it was back in the day before Match.com,” Sue said with a laugh. “We met in a bar. I was at the bar with a girlfriend who mentioned that our guy friend was bringing a friend with him. I thought, ‘This feels like a blind date.’ So, I was ready to bail. When I saw them walk in, I thought, ‘I could stay for a little while.’”

At the time, Sue’s future husband was an amateur race car driver, and the two quickly bonded over their love of Porsches. Ten months later, they were married.

Sue’s sales and business acumen developed as she found sponsors for her husband. The new sponsorships propelled his racing career into the professional circuit.

As far as what it’s like to be married to a professional race car driver, Sue noted: “He hit the wall a few times in dramatic fashion, but it’s more dangerous driving down Speedway than on a race track with other professionals.”

Sue went from insurance to sponsorship sales, and her success led her straight to the top. Over lunch at Subway, the owner of Marathon Marketing presented Sue with the opportunity to buy the company. And she did!

Even as a business owner, Sue’s aspirations have never been dictated by the bottom line.

“Sales has never felt like sales to me,” Sue said. “It has always been about relationships; what can we do together? I have a race car; your company needs visibility. How can we work together to make this a win-win?”

What Sue enjoyed about sales was the opportunity to use her resources to help someone else. She expanded her company to represent non-profits, helping them raise money for their goals. Eventually, changes in the market forced Sue to explore her options.

“I drew a grid of my skills and what I enjoyed doing,” Sue recalled. “I showed (it to) my husband. He took one look at it and said, ‘You should be in real estate!’”

Before that moment, Sue had never considered it — but by Monday, she had enrolled in Hogan. “What I didn’t pay





attention to was the fact that it was 2008 and the market was tanking,” Sue remembered.

If closed doors couldn't keep her out of sales, a tanking market wasn't going to stop her either. Sue achieved Rookie of the Year her first year in real estate. From there she built up her business to Long Realty's Platinum status.

“2019 was my best year yet; I achieved \$21 million in sales as a sole practitioner,” Sue remarked. She continues to use her business platform to help others, whether it's a client starting a new life or a REALTOR® breaking into the industry.

“I worked with a young gal in her early 20s,” Sue recollected. “She was going to school and wanted to buy her first house. Focused and independent, she wanted to do it on her own. I found her a great house that fit her budget. It was fun helping an independent young woman achieve her goals.”

Sue loves being an empowering force throughout real estate and the community. It's why she created the Facebook group Tucson REALTOR® Resource. Free from active listings, open houses, and recruiting, Tucson RE-

ALTOR® Resource provides a safe place for active local real estate agents to find support and community.

“It's meant to be a resource,” Sue explained. “So, if you have a buyer and you're having trouble finding what you need – post it! It's a great place to get some eyes on your listing before it goes live in MLS. Also, if you have a good vendor or need a vendor – have best practices to share or questions — this is the place!”

Sue actively monitors the group, deleting negative comments, active listings, and other posts that go against the clearly stated guidelines. There are over 1,900 members, and the group continues to grow.

For Sue, her motivation is simple: “I want to be someone you can count on. I am very solutions-driven.”

That's why when the government shut down a couple of years ago, Sue jumped into action.

“I started a website to compile resources for the employees that weren't getting paid,” Sue said. “It wasn't about politics; there were real people with families and expenses that didn't stop just because their paychecks stopped.”

Her desire to help others shines through in everything she does, from real estate to her social media posts.

“I save good quotes,” Sue remarked. “If someone is having a bad day, I'll send an encouraging or funny quote to cheer them up.”

With a quick scroll through her Facebook page, one can easily find inspiration like “You don't need a new year to make a change all you need is a Monday” or “Do something today that your future self will thank you for.”

As Sue reflects over her journey from sales to business owner to REALTOR®, she does what she does best; she offers encouragement.

“I built my business from open houses,” Sue explained. “When I went into real estate, I was starting over; my connections already had REALTORS®. There are moments when you wonder if you will ever make it work, but there is light at the end of the tunnel!”

Sue added with a chuckle: “Sometimes it is a long tunnel, but if you work hard, you can get where you want to be. Just remember the path looks different for everybody.”

“

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