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Susan Eastman

Director of Business Development
New Development Services

Susan Eastman, Director of Business Development for New Development Services at William Raveis Real Estate, Mortgage and Insurance, has nearly 20 years of experience in residential real estate development. Susan focuses on onsite new construction sales of both single family homes and condominiums, serving as liaison between project developers and the William Raveis New Homes Division.

She contributes to both tactical and strategic marketing, conducts sales training and implements a structured approach that helps ensure high-level responsiveness to the client and a consistent focus on meeting sales objectives. Susan deftly manages scheduling, troubleshooting and the many small details that are integral to a successfully marketed project.

Working from William Raveis' Avon office, Susan partners with builders throughout Greater Hartford County. Earlier, Susan served as director of sales at the highly successful Buckingham in Avon development. There, she managed every aspect of sales and marketing for a unique intergenerational community of 128 single family homes and 56 active adult homes.

Susan's innovative marketing campaign, which included an ongoing series of monthly promotions intended to stir interest among Farmington Valley real estate offices, proved highly successful, resulting in the sales of 204 homes over the five-year period between 2003 and 2008.

In 2003 alone, she sold 61 homes. Buckingham in Avon was named the best marketed residential development in 2003 by the Home Builders Association of Connecticut.

Susan has traveled throughout Connecticut and Massachusetts to share her successes at Buckingham in Avon with other William Raveis sales professionals. She offered training and sales support in her role as regional sales manager. She conducted on-site coaching in every aspect of marketing, staffing and training. Susan also managed several other Raveis projects including Banner Country Club Estates in East Haddam and Crescent Village in Stratford.

Throughout her career, Susan has consistently garnered multiple sales awards from both William Raveis and the Greater Hartford Association of Realtors. She received the prestigious William Raveis Excellence Award in 2007 as well as numerous awards for Top Producing Sales Director and Top Producing Sales Team.

