

IT'S A GREAT REAL ESTATE MARKET

WHEN YOU HAVE THE RIGHT TOOLS! ** **Neighborhoods*** The Neighborhood Info Experts**



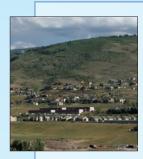
Real stories of how the nation's top real estate professionals use eNeighborhoods marketing tools to deliver extraordinary results.

Episode #339 – Closing the deal with The DiVito Dream Makers



THE AGENTS

The DiVito Dream Makers - Joe DiVito, his daughter Amanda and their partner Jerry Golden – are with RE/MAX Alliance and serve the Denver Metro Area. The Partners practice what they call "Preparation Selling."



The team had a listing in Westcliff, a quiet mountain town northwest of Denver that had been on the market for nearly 8 months, with few showings. One day a sign call came in, but the buyers appeared aloof and standoffish.



THE SOLUTION



On the kitchen counter, Mrs. Prospective Buyer found a colorful eNeighborhoods **Neighborhood Report** binder the Partners had prepared. The buyer began to open up, asking questions about the property and the surrounding neighborhood.



THE TAKEAWAY



Seeing that the neighborhood values were on the rise, the buyers knew they found a good home and a good investment. They bought the home, and the sellers retired to a beachfront community!



SUCCESS TIP

"Always be prepared for a successful encounter. First impressions are everything – as they say, success is where preparation meets opportunity!"

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