

IT'S A GREAT REAL ESTATE MARKET

WHEN YOU HAVE THE RIGHT TOOLS! *eNeighborhoods* 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

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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.”

2

THE CHALLENGE



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.

3

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.

4

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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