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CONTENTS

7 STEPS TO HANDLING OBJECTIONS
by Jack Cotton4

FACEBOOK Q & A13

5 TOP TIPS FOR MANAGING YOUR EMAILS
by Tracey Lawton.....14

A DATE WITH A LAMA
by Barry Eisen20

QUALIFYING THE BUYER
Dirk Zeller25

BECOMING THE BEST OF THE BEST
Verl Workman.....29

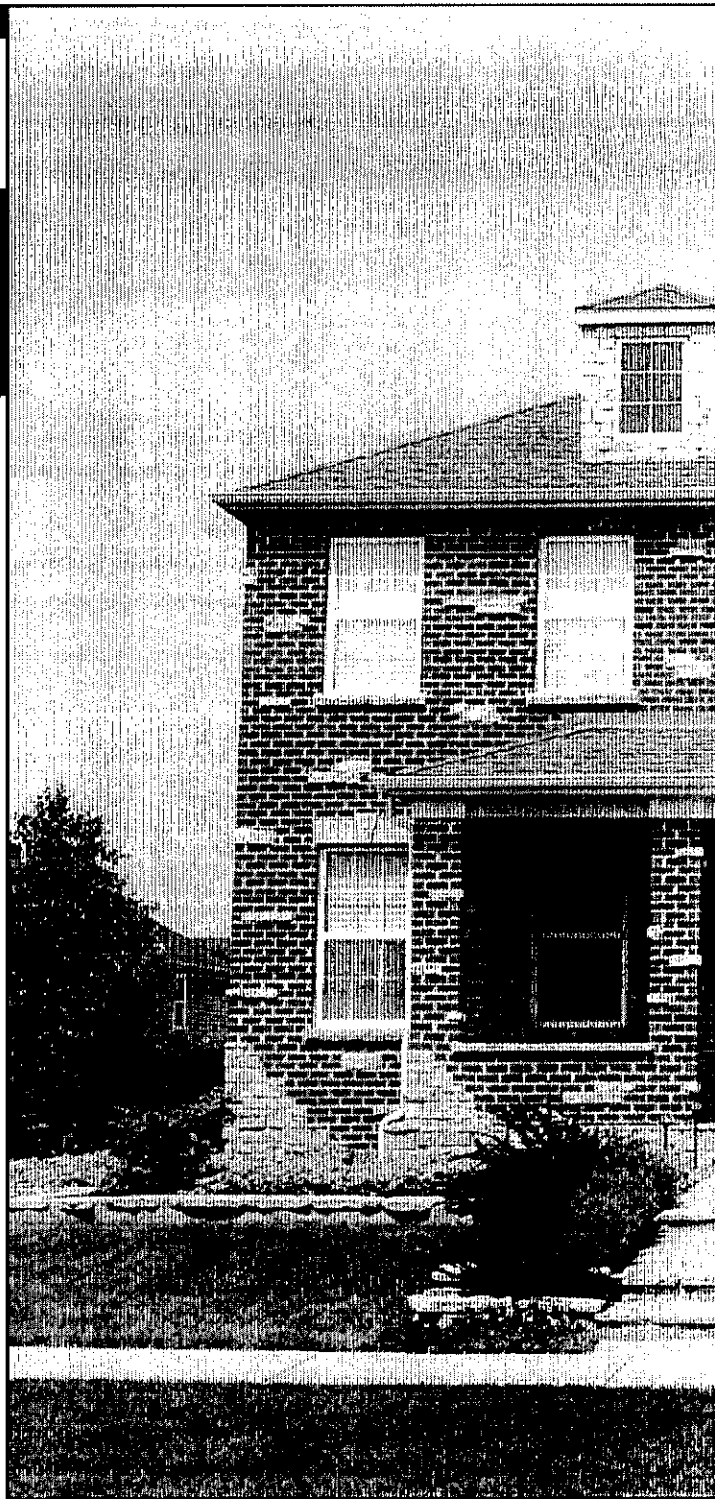
FACEBOOK Q & A33

WHY DOESN'T TRAINING WORK FOR YOU?
Carla Cross.....34

GINO METALLO

Gino Metallo, a first-generation American, understands the power of hard work. As the Broker/Owner of Street Side Realty in Elgin, Ill., he also understands real estate. After his first year as a REALTOR® for a national company, he was one of the highest-performing new agents in his class, Gino credits his years working for an incentive and marketing company as his motivation: “Corporate America asserts pressure to produce and perform like no other, so you have to adapt.” Adapt he did, as he is the 2014 Five Star Award Winner.

Since 2005, he specializes in the Providence Subdivision in Elgin, where he built a home. Gino believes, “This is one of the best, affordable communities to live and/or raise your family.” Its New England-style homes start at 2,000 to 4,800 square feet ranging from townhomes to single-family homes to estates. Built in three sections with 110 acres of parks, ponds and open



space plus walking and biking trails and a lake, each section has its own characteristics, along with a school district that parents care about.

Gino feels that not all agents are the



area experts they say they are. He explains: "Being an expert in an area means that I know who the builders were, how the houses were built, know the number of homes and amenities and attend district functions.

I research as far back as possible, so I know the background information on a subdivision." Gino brings everything to the forefront, opening the client's eyes to help make the best decision. "He's an expert on what he



“GINO IS AN EXPERT ON WHAT HE DC

does, and he does it with so much passion,” exclaims one client.

Having built a strong sphere of influence has allowed Gino to spend a good amount of time with clients that know him personally and or professionally. “It’s not just about the real estate,” Gino insists, “but about the relationship with people through many years of cultivating.”

As an independent broker, he was approached by a few national

brokerages, who wanted to buy him out. He declined their offers. It can be harder to get noticed if not in the spotlight of a national brokerage company, but Gino’s marketing skills propel him toward the top. Gino prefers to try different marketing ideas rather than do what he calls “real estate in a box.” He organizes his time, while his wife puts his marketing tasks into place. “With the creation of smart devices,” Gino explains, “researching is faster, my appointments are made, calendars are



DES, AND HE DOES IT WITH PASSION.”

accurate, GPS gets me back and forth on time, and messages are received and timely returned. “He is always scouting for new or seasoned talent to boost their careers.

Gino has a formula for balancing his time, as he truly feels that success is no good if not enjoyed and shared with family, especially his hard-working parents. His scheduling is broken down into three outlooks, as he details: “Results is everything done for a client or in my career.

Remodeling is time set up to work on my company, and recovery is what is done outside of real estate, such as family time. All segments are scheduled to give me a sense of balance.” His work leaves little time for vacations, so a backyard paradise—fire pits, pool, outdoor grill area—was created to continually entertain family, friends and clients.

Gino’s motto: “Get it done or someone else will.” He must do it right, as the majority of his business



come from referrals. “This is the best thank you an agent can receive,” he notes. Gino knows that making each client feel as if they were his only client, and his quick response time to calls, make him stand out.

We Chose Gino:

“Gino is awesome—not only as a person but as a professional and expert real estate agent. When Gino works with a client, it is as though you are the only client on the planet.

Gino has helped many families with selling, buying and renting in Providence. Gino helped us tremendously with selling our home and helping us rent in the meantime. The folks in Providence trust Gino and will choose him first before thinking of another real estate agent. Gino knows Providence like the back of his hand. He will take care of you comprehensively from A to Z until you are satisfied. He is very resourceful and has great ideas that will be helpful to you.”—A. Johnson

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