

# Kelly E. Capolino

## Real estate professional, Downing-Frye Realty Listening is key for both buyers and sellers

### What is the most significant change you've seen in your industry over the last year?

Consumer confidence is up and there's responsible buying/selling. Clients actually "get it" and are planning for their future in responsible ways. Even a seller loss can be a benefit for their family's future. It is an exciting time to be selling real estate.

### How are you responding to changes in the local economy?

Full-time economy. We don't have to "wait for season" to buy or sell. Efforts for my clients are 12 months a year with an ever so slight twist of local focus and up north reachout in the summer months that results in sales for my clients.

### Name the top three elements or practices that have been absolutely critical in the success of your business?

Not to be cliché, but I really do care for my clients. My practice is identifying clients' wants and needs, taking time to do so, and examining how we present their property or an offer to purchase with careful review. I take the time upfront to care for my client well before we write a contract. Step by step is my motto.

### What are things you'd like to change about your industry now? Your organization or business?

I would love to see the level of professionalism I am accustomed to from my years of NYC business transferred to real estate agent processes. The business of real estate is a business and it should be handled in that format no matter the property price or age of client. Documentation needs to be carefully responded to, not rushed and unprofessional.

### Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?

To differentiate myself, I have the courage to slow down the initial

### WHO AM I?

**NAME:** Kelly E. Capolino  
**TITLE AND COMPANY:** Real estate professional, Downing-Frye Realty  
**YEARS WITH THE COMPANY:** 21  
**YEARS IN SOUTHWEST FLORIDA:** 21  
**NATURE OF BUSINESS:** Real estate  
**EDUCATION:** PACE University, New York City  
**HOMETOWN:** Brooklyn, N.Y.

process. I stage a home well before photos. Too many agents rush to MLS and may hurt prices. Buying clients: I prepare pre-meetings, conference calls, pre-approvals, proof of funds... This ensures my buyer is perceived as the best at offer presentation.

### What's your superpower?

Listening is my super power. Asking questions and clearly learning what a sale will bring to my client's life is the key to doing my job. I have their goal in mind during the process. Listening is key in my negotiating the best deal for my buyers and sellers in real estate.

### What will you base your success on for 2018?

To clearly communicate the benefits of my daily business schedule and plans of action to my clients, Realtors and affiliates. Following the daily schedule provides a huge success rate for my clients. Explaining the process to those who don't follow a schedule in my industry is the challenge.

### How are you growing and developing your employee skills?

My dad once said no one can take away your education. For that reason I employ a weekly business coach and attend prospecting clinics, listing processes, production retreats. Results are tracked so we can learn how to improve our results for the benefit of our clients.

### Can you tell us about a new hire that will make a positive impact this coming year?

Past clients are the base of

my business and I want to be sure to keep in touch more often so it's database manager.

### What do you truly love about working here in Lee County/Collier County/Charlotte County/Palm Beach County?

That's easy. Every day is sunny. Even on a gray day the atmosphere of our people is sunny. Our growth is conservative, however forward moving. You no longer see neon signs and our gas stations have palm trees.

### How do you find inspiration in today's business climate?

Honestly, my inspiration was provided by my business coach. Coach: "Kelly, buyers and sellers need your work ethic, professionalism and can do attitude. Kelly, you need to find clients to help. If they don't work with you they can get a less than real estate experience. So go out and find clients who need your work ethic."

### Who is a mentor to you within your industry?

Mike Ferry. He reminds me: Professionalism beats trends, young or flashy. A hard day's work... works ... He reminded me recently, "Kelly, to date, computers are not buying properties. Personal contact is ever most necessary."

### What wise words would you tell young people entering the work force today?

Be the one who is professional and does more than is expected. Even if sometimes you do everyone else's job, do it with a smile. It's not about the zeros. Business is about helping your clients achieve their goals. If that is your focus you can make a good living and sleep well at night. ■



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