

TOP AGENT MAGAZINE



MATTHEW DE FEDE

Top Agent Matthew De Fede - Broker/Owner of Realty Executives Elite Homes in Nutley, New Jersey - runs a cutting-edge, full-service brokerage designed to assist both buyers and sellers with the often-convoluted process of buying or selling a home. Matthew's personalized service, coupled with his strong embrace of new and emerging technologies, have resulted in his ever-

growing reputation as a real estate professional who consistently places his client's needs front and center in every transaction.

Matthew began his journey in real estate as an investor in 1996, and officially obtained his agent's license in 2004. Since then, he has worked hard to implement his overall customer-first philosophy, as stated on his company's website: "We pledge to be in constant communication with our clients, keeping them fully informed throughout the entire buying or selling process. I believe that if you're not left with an amazing experience, I haven't done my job."

The exceptional job that Matthew and his company are doing is perhaps best evidenced by his combined rate of repeat and referral business, which hovers around a staggering eighty percent. When asked to account for this exceptional level of client loyalty, Matthew points first to his embrace of social media marketing technology, and his in-house creation of such. "I consider ourselves much more of a real estate marketing company and less a real estate office," explains Matthew, who previously spent twenty-nine years as a Creative Director in the advertising and marketing fields. He also gives a nod to his exceptional customer service and relationship building skills. "I understand that buying or selling a home is more than just a transaction, it's a life-changing experience," he says. "That's why I offer personalized service for all of my clients and take great pride in the relationships I build, and always work relentlessly on the client's behalf to help them achieve their real estate goals."

"We have a very robust social media presence, and a very inbound content-driven marketing program; we're very hyper-localized," Matthew says of Realty Executives Elite Homes. "We're a very omnipresent brokerage." Ninety-five percent of Matthew's clients come from the outer boroughs of New York City. "They find us through social media," he says. "Our biggest drivers are Facebook, Instagram and other sites. We create a lot of content through our in-house creative studio. Nothing is outsourced."

The gratitude Matthew's clients feel for him is perhaps best illustrated by his online review, including this glowing testimonial:

"Matt was a pleasure to work with. We had a great experience with the purchase of our home and getting to find the right home for us. We were first-time home buyers, not exactly sure what we wanted out of a home and Matt was able to help direct us in the best way possible to help us find our first home. We can't thank him enough for helping get to this point. He definitely is a Realtor that is working for the best interest of his client and will make sure everything runs as smoothly as possible."

Matthew and his company not only market effectively, they market *constantly*. "Once we get the professional photography completed, the listing gets marketed daily, not just once. It goes out on all the social media platforms, and on multiple MLS services, as well as about 950 other websites," explains Matthews. "Every one of our listings is constantly being promoted and sent out to home buyers. We also have about three to four thousand home buyers in our database at any give time."

The future looks bright for Matthew, who plans to open additional offices. "We're in a market where we've carved out a pretty strong brand among agencies that have been in town for thirty or forty years. New media has given us the ability to do that rather quickly," he says. "My goal is to have several different locations in Northern New Jersey, and then within a ten-year period turn it over to a manager, remove myself from the day to day and begin working on other opportunities." Above all, however, his goal is to continue providing his many clients with the stellar service that has become synonymous with his name. "I don't measure success through achievements or awards," he says, "but through the satisfaction of my clients."



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