

TOP AGENT MAGAZINE

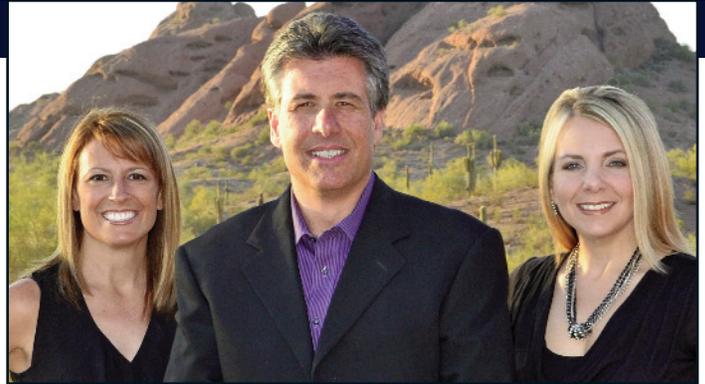
John A. Sposato

For Top Agent John A. Sposato, PC and his Arizona Home Group, nothing is more important than helping his clients make educated decisions and smart investments. “For me and my team, it all comes down to education,” he says. “We want to make sure our buyers and sellers are well aware of the market conditions and fully understand all their options,” he continues. “That includes working with sellers to market their properties in a realistic range of what similar houses are selling for in today’s market. We also make sure buyers have seen all the homes available to them before deciding what to purchase.”

John and his team concentrate on serving all of Scottsdale and Paradise Valley, and also have a Southeast Valley division that works with clients in Gilbert, Mesa and Chandler. In keeping with his practice of educating his clients, he also believes in continuing his own education in real estate and has earned several specialty designations including: CRS, ABR, CDPE and GRI.

65% of the team’s business comes in the form of past clients or referrals. “We do a great job of taking care of our clients,” John says. “They really appreciate our comprehensive communication level. When we list a property, we don’t just put a sign out and a lock box on the door and leave it at that,” he continues. “Our follow-up and preparation before, during and after the home is listed is unmatched, including providing feedback from showings, activity reports from open houses, and summaries from Zillow and Flex MLS reports, which show online page views.”

John has implemented some unique strategies to market clients’ properties. “For the most part, real estate marketing has been the same way for the past 75 years,” he says. “We are changing things up and offering more of an Apple-like approach to selling, which is about building anticipation and buyers’ desire to see the property before it even hits the market,” he continues. “We do pre-market advertising, open houses, videos, and reach out to local buyers’ agents to generate excitement, which ultimately yields a higher return for our sellers.” John also wants to stress the



importance of working with someone who is dedicated to real estate as a full-time career. “Almost everyone has a friend or family member who has their license or does real estate on the side,” he says. “But the sale of someone’s house is likely the largest transaction they’re ever going to do, and it’s important to make the decision to work with a full-time, seasoned veteran — in short, who you choose matters.”

Giving back to the communities that support his business is important to John. He has been involved with Valley Big Brothers/Big Sisters and has a little brother who was 9 when the two met; he is now 26! He has also volunteered for the Make-A-Wish Foundation and is currently involved with the Care Fund, an organization that helps families who have children going through long-term or terminal illness, stay current with rent or mortgage payments. “No one should have to choose between taking time off work and caring for a child,” John says. “The Care Fund started in 2012 and has helped almost 300 families in Arizona so far.”

“Looking ahead, the Arizona Home Group will continue to use 21st Century marketing to maximize exposure for our sellers’ homes. By taking advantage of LinkedIn, Facebook and other social media outlets, we utilize buyer profile marketing, which directly targets those buyers that would be the best match for our listings. It’s state of the art,” he says.

To learn more about John A. Sposato, Re/Max Excalibur Realty, call 602.571.3730, email John@arizonahomegroup.com or visit [LinkedIn](https://www.linkedin.com/in/johnsposato) or www.OurZillowReviews.com