

PRINCESS OF PROPERTY

A LEAP OF FAITH PAID OFF
FOR THIS MANALAPAN
MARKET MAVEN

BY GENA ANSELL-LANDE
PHOTOS BY ROBERT NUZZIE



DeSantis and her husband live in Manalapan and have two children, 8-year-old twins Nicholas and Gabriella. As with a great number of working mothers, trying to balance a demanding career with family life can be difficult. "It truly is a 24-hours-a-day, seven-days-a-week kind of career," she said.

professional photos, virtual and video tours of the home, and information on the area.

"I sincerely care about every client I work with," she said. "I try to do the right thing and put myself in his or her position, regardless of the situation. I am not the type of agent who just wants to make a sale."

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"My job can be challenging at times, and there are many aspects of a transaction that clients do not even realize are happening," she said. "It truly is a 24-hours-a-day, seven-days-a-week kind of career. But the most rewarding part is helping buyers and sellers make their dreams come true. When I am able to negotiate a buyer's dream home, or provide sellers with a full or above list price offer due to my marketing and negotiation skills, it makes everything worthwhile." ■

Melissa DeSantis took a circuitous route to her dream job as a real estate agent.

Beginning her career in medical sales, it wasn't until she personally experienced purchasing her second home that she realized property transactions were her true calling.

"I made the decision to become a broker after purchasing that home because I just knew that I could provide clients with a more personal, sincere approach than I had experienced from my own process of buying and selling," she explained.

Because of the constantly evolving nature of the industry, DeSantis attends seminars on various subjects and is a participant in several coaching programs across the country, but it's her custom marketing plans and aggressive online presence which, she said, clients benefit from the most.

"I provide a plan prepared specifically for each home," she said, "including a pre-listings preparation with staging, pre inspection, and cost-effective upgrades, followed by a 'Coming Soon Campaign,' which markets a home before it even hits the market."

This novel campaign strategy has resulted in both multiple and full-price offers within the first week for many of her sellers.

"I aggressively market online with all major platforms to gain the most exposure," she said. "I have several online lead generation platforms that capture hundreds of leads each month for my sellers. Descriptive brochures are written on a home—aggressively marketed through multiple media channels, including online placement on over 500 websites," adding that the plan also includes a single property website,



Melissa DeSantis

RE/MAX, Central/520 Highway 9, Manalapan / 732.751.2522 / remax.com