TOP AGENT MAGAZINE

DONNA INCORVAJA

Raised on the beautiful island of Malta in the center of the Mediterranean, Donna Incorvaja is now the CEO of Donna Home Expert in Broward County, Florida. She moved to the states to manage a restaurant, and it was there a customer opening a nearby real estate brokerage asked Donna if she had ever considered working in real estate. She saw the way Donna spoke with customers and the potential in her to become a great sales person. Donna accepted the job offer. She started working in real estate as a buyer's agent, soaking up all the training she could get while building relationships in the industry and a pool of loyal customers over a course of five years. "This is what I want to do," Donna says she soon realized. "This is me."

This career change happened right before the market crashed, but despite all the challenges, Donna soon knew every street in the county, growing her sales by roughly 20 percent each year until she felt it was time to start building her own team. She's now been in the industry for 12 years and is one of the top agents in Broward County, with 75 percent of her business coming from referrals. "It's not just about the business," Donna says. "Our customers know that we are honest and look out for their best interest." When clients refer friends and family to Donna, they know she'll deliver results, but they also know they'll be well taken care of.

Donna stays in touch with clients now just as often as she did back at the start. If she's in the area showing houses, she'll stop by for a visit. She organizes activities and sends out mailers, such as home anniversary cards and promotional brochures. Donna likes to stay in touch with her clients directly, but she has also hired an office manager who plays an important role in maintaining client relationships and managing all files in the closing department. And while she's extremely down-to-earth, she's also very proud of her work. "If it's a buyer, I love to be a part of their excitement, and if it's a seller, I take pride in delivering what I promised in a timely and seamless manner," Donna says.

While growing her team, Donna has also developed a strong marketing arm, bringing on a social media and marketing manager, a listing coordinator, and three buyer's agents, among others. Her team has had positive results in the digital world, enhancing listings on Realtor.com by targeting specific zip codes, for instance. Donna is also a 5-Star Premier Agent on Zillow. Last year, she joined Related ISG International Realty. In that short time, she has already risen to number three out of 400 REALTORS®. One reason Related ISG was of particular interest to her is because the company is one of the largest condo developers in South Florida. They attract international buyers, something Donna now specializes in, giving her listings global exposure.

Donna does not plan on stopping this momentum any time soon. She's recently received several certifications that aid her work with higher-end properties in east Fort Lauderdale, making her a residential and luxury home marketing specialist. She loves building relationships with her customers and team, and she hopes to create an environment where everyone works together to achieve the same goal.

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