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## **Real Estate's Busy Fall Season Challenges REALTORS To Do More For Home Buyers & Sellers** **Weichert, Realtors® - Ruffino Real Estate Welcomes a Challenge**

MILFORD, Pa. / Oct. 25, 2017 – The arrival of the fall season means a few things: tree leaves begin to change color; Halloween is around the corner; and it's a busy time for home buyers and sellers in Pike County.

Keeping pace with the rapid demands of Pike and Wayne County home buyers and sellers this time of year drives agents at Weichert, Realtors® - Ruffino Real Estate, located in Milford, to go above and beyond. It also produces results.

The Weichert® affiliate has a reputation for quickly getting their clients' listings under contract. Which explains why much of the company's business comes from referrals and past customers.

"My team and I use every Weichert resource available to get our clients the results they expect when they turn to us for help with their real estate needs," said Donna Ruffino, the company's owner. "It's one of the ways we're able to produce such fast results for our clients."

Nick Pallini, one of the newest agents at the office, recently used those resources to help close his first real estate deal.

"The new agent training that Weichert provided helped me hit the ground running and their listing presentation definitely helped me secure my very first listing, which I was able to get under contract in less than a week," said Pallini, who joined the agency in late April.

That first deal happened the same week last month that Leslie Pizarro and John Sweeney, colleagues of Pallini, were able to move their respective listings under contract in less than a week as well.

"What Nick, Leslie and John were able to do for their clients last month, and how quickly they were able to do it, was pretty spectacular," said Ruffino. "I can't remember a time when we had a week that featured three different agents moving new listings under contract in less than a week."

Ruffino also credits her agents' success to the team-like atmosphere in the office – especially the mentoring newer agents get from the more the experienced staff.

"Our agents know it's all about servicing our clients. On any given day you can see agents like John, who has been with us for 12 years and is one of the top producers in our office, offering suggestions to a new team member like Nick to help him secure a listing or negotiate a purchase price for one his buyers. That's just what we do for each other here," added Ruffino, who has been a top producing REALTOR in Pike and Wayne counties since 1998.

Weichert, Realtors® - Ruffino Real Estate is an independently owned and operated Weichert affiliate. The office serves Pike and Wayne counties.

For more information about Weichert, Realtors® - Ruffino Real Estate, located at 406 West Hartford Street in Milford, please contact Donna Ruffino at 570-296-7570 or visit [www.ruffinorealestate.com](http://www.ruffinorealestate.com).

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**About Weichert Real Estate Affiliates, Inc.:** Weichert Real Estate Affiliates, Inc. has grown steadily since Jim Weichert, president, chairman and CEO of Weichert Companies, launched the company's franchise division in 2001. The affiliate division was created to offer a business model for franchisee ownership candidates described as "a clearly defined operating system for marketing and managing a real estate business." Weichert Real Estate Affiliates, Inc. announced its first affiliate in 2002, was ranked as one of the top traditional residential real estate franchises in *Entrepreneur's* 2017 Franchise 500 and was identified in 2017 by *Franchise Business Review* as one of the top U.S. franchises. Weichert Real Estate Affiliates, Inc. has offices serving over 300 markets in 39 states. For more information about Weichert, visit [Weichert.com](http://Weichert.com) or for information on franchise opportunities visit [WeichertFranchise.com](http://WeichertFranchise.com).

*Each Weichert® franchised office is independently owned and operated.*