

Southwest Florida Realtor Anne Juliano Achieves Diamond Distinction

By focusing on customer service over sales, a Naples-based Realtor not only succeeds in earning the esteem of her clients, but also recognition from her peers.

NAPLES, FLORIDA, UNITED STATES, February 5, 2018 /EINPresswire.com/ -- The Southwest Florida City of [Naples](#) has one of the hottest real estate markets in America, but be assured that isn't simply because there's so many days of sunny weather. The beautiful Gulf beaches, the glamorous golf courses, shopping, dining and cultural enrichment in the arts combines with excellent schools, exceptional healthcare service and a relative lack in crime that all compels a quality of life unrivaled by any other community in America.

At the same time, buyer demand for that quality of life has fostered a measure of professional rivalry also unmatched by any other community. Naples, as well as the region of Southwest Florida, has an atypically high number of Realtors all striving for success. For a good many, the only real measure of success comes from sales. Anne Juliano of [Domain Realty](#) has a different perspective. In her words, "The fundamental focus should be on serving customers. Fulfilling



Anne Julian is honored with "Diamond" status as the top salesperson at Domain Realty for 2017

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Realtor Anne Juliano

services matters more than sales figures." She goes on to suggest that when meeting customers for the first time, too many real estate professionals are concerned with questions like how quickly does the person want to buy or how much money do they have to spend. For Anne, the only real question that matters is "How can I help."

As opposed to selling homes, Anne Juliano says her work is more involved with "holding hands." Over the decades that she has helped home buyers and home sellers in Naples, Realtor Anne Juliano has also assisted families in everything from identifying the best schools for their children,

determining the appropriate interior decor and even the moving-in of new furniture. Her willingness to help in all aspects has not only been integral in her generating of business, but has also helped forge lasting friendships. Anne says she values those relationship greater than anything relating to the

accounting of sales for a real estate agent..

Of course, in the bottom line nature of business with which real estate brokers must always be concerned, the determination as whether an operative thrives or dies is solely dependent on sales. In this case, Anne Juliano's firm of Domain Realty has had a record years of sales and ranks among the top producing firms in the market. Despite being only a little more than three years old, it has also achieved distinction as the fastest growing real estate firm in the region; recent weeks have seen more than a dozen new agents join the firm which has established offices in Naples, Bonita Springs, Fort Myers and soon, Cape Coral. When the owners of Domain Realty launched this enterprise, they resolved to take a different approach than the hire anyone and everyone methodology which has become, they'd say, "too common" in their industry. Hiring mandates enforce experience, professionalism, integrity and service to customers. They offered atypically low fees for Agents and made extensive investments in support staff, resources and real estate technology like that produced by Bonita Springs-based REfindly, all with the aim of empowering agents to fulfill focused customer service.

Therefore, it may come as no surprise that the work fulfilled by Realtor Anne Juliano, coupled with all that performed by other Domain Agents, has led to another interesting distinction. Despite its youth, Domain Realty is THE ONLY Southwest Florida real estate firm to garner recognition as "Best Real Estate Office" and "Favorite" real estate firm in separate, annual polls conducted with readers of Naples Daily News as well as the Fort Myers News-Press. This is a distinction Domain Realty has achieved two years in a row. Such honors ultimately connote to having many happy customers. As Anne Juliano insists, "If you're truly being helpful, it's easy to be happy."

And so it is, among this top producing, fastest growing and most favorite of real estate firms in Southwest Florida, Anne Juliano has been designated with "Diamond" status as the top producing sales person for 2017, a reflection of more than \$11million in transactions.

On the very day that she learned she had achieved the top agent status at Domain, Anne couldn't be found taking time to bask in such honors; she was too busy helping her customers at showings and marketing strategy meetings with home sellers. Anne says she loves her job more than the limelight. She says that when you love what you do, it doesn't necessarily feel like work.

"That's really the greatest part of my job, getting to meet so many interesting people, getting to make so many friends and being able to participate in the process right there beside them, to help them achieve their goals. I feel so honored to have their confidence, their trust, and I don't take it for granted," says Anne, while adding, "A customer's trust isn't something any Realtor should immediately expect, it's something you have to earn, and that requires putting in the time, putting their best interest first, and putting your heart into your work."

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