

# Profiles of SUCCESS™

TORONTO CENTRAL EDITION



*Service  
is Key*



# *Eugene Palermo: Service is Key*

*By Tina Dealwis*



**R** Real estate can be a risky business. It requires an agent with keen instincts, excellent judgement, and putting the clients' well being first. Eugene Palermo personifies all of these qualities. Over his 21-year career, there have been many examples of Eugene's selfless attitude and dedication to customer service. Eugene is an agent who truly cares about his clients, and he will work tirelessly to ensure that they are happy. He appreciates each and every client, and does not take their business for granted. One client remembers that Eugene went that extra mile to negotiate the best price. One late evening, on purchase night, he went in to negotiate—for a third time—the best possible purchase price for his clients. "Eugene was determined to bargain even further to get the sellers to lower the purchase price. And he came through with shining colours," raves the client.

In a competitive industry where many agents work towards a quick commission, Eugene has built his business on honesty, integrity, a long-term commitment to his clients, and providing the best service he can. "I gear my business much more to the service and education of the client and making sure they are totally serviced," Eugene says. "My main objective is that the clients know they are the main focus. The sales will come, the commissions will come, if clients are taken care of properly. I often find that, with some salespeople, the focus is on the transaction and making the deal. For me, it's the opposite. I build my business on repeat and referral business."

Eugene is a strong and knowledgeable marketer who uses all the traditional tools, such as the Multiple Listing Service (MLS), Internet, newspaper advertisements, and marketing brochures. Eugene believes that an informed client is a happy client. Thus, his two websites, [www.eugenepalermo.com](http://www.eugenepalermo.com), and

www.yourtorontocondo.com, serve as an educational resource so that clients are well informed about every aspect of real estate. The websites also promote Eugene's listings, but that is almost secondary to the information they provide. "I always want my clients to be knowledgeable and stress-free about the whole process. People who view my sites say that they are very informative and had great homes for sale, but were not totally focused on selling real estate. We give information as opposed to only saying 'Here, buy this home.'"

Another unique aspect of Eugene's service is that he also markets strongly to other agents, and holds many agent open houses, rather than public open houses. "I am a firm believer that the Internet has become the way to do business...but at the end of the day, marketing to the sales representative is the best way to market. Agents are the

ones that are dealing with solid clients, and so I promote to and contact agents twice weekly by e-mail to promote my listings. As well, I am constantly reminding agents of my homes and condos for sale in my travels and while visiting other daily agent open houses."

Eugene's uncompromising commitment to service keeps his clients coming back. His list of loyal and satisfied customers is long, and much of his business now comes from repeat and referral clients. And his clients know he has their best interests at heart. "Eugene displayed all the qualities an excellent realtor should have and surpassed all our expectations every step of the way," enthuses one satisfied client. From another client praising Eugene's sensitivity during a difficult time, "The personal circumstances surrounding the sale of my home were quite difficult. I was especially impressed by Eugene's sensitivity to our situation, his respect

for our feelings around such issues as showings and advertising, and his willingness to work with us to ensure a positive real estate outcome under less than ideal conditions."

"Eugene helped me to sell my house quickly and painlessly for an excellent price. I found Eugene's advice very helpful and he was very responsive to my questions and concerns. Eugene is very knowledgeable, and I believe him to be an honest, forthright person, who would always put his clients' interests first," boasts another happy client.

Eugene came from humble beginnings, which has influenced his strong work ethic. Born and raised in Sudbury, Ontario, Eugene's family, who immigrated to Canada from Italy, worked hard to raise their four children. His father worked in the mines in Sudbury, while his mother took care



of the household. Eugene did not pursue formal education, and built his success through hard work, dedication, and perseverance.

Though he admits that he never thought he would become a real estate agent, Eugene is no stranger to working with people. He began his career as a hair stylist, and co-owned a salon in North Bay Ontario. When he moved to Toronto, he became a waiter. It was during that time that his life changed forever. He was working at the restaurant one night when his life partner, who was a realtor at the time, was having dinner one evening. "Watching me fly around the restaurant and taking care of my section, I was pulled over by my partner and heard, 'Eugene, if you sold real estate like you sell burgers and beer, you would be a great success.'"

A couple of weeks later, Eugene's real estate career was born. "Real estate was never something I thought of doing, it just sort of fell into my lap, and the fact that someone was supportive was a big factor," Eugene explains. "I was a waiter with no education, and here someone gave me an opportunity that could be a great career move."

Twenty years later, Eugene Palermo has become one of Toronto's top, award-winning realtors. He credits his success to his exceptional listening skills. "I'm a great listener. And from what I hear, I'm able to give back direction and put a plan together for a client's real estate investments," Eugene says. "It's all about service and making sure to listen to what clients are saying, and to be able to read between the lines. Often clients come to me with a long wish list and end up buying a totally opposite home to what they thought they wanted. Being able to hear what they are saying is crucial."

Eugene also credits his balanced lifestyle with keeping him energized and able to give clients a happy, well rounded agent. He is an avid traveller, and also enjoys golfing, roller blading and biking. "I don't think I've lost anyone by keeping business hours. It keeps that much more professionalism. People like that I'm not all about work."

Eugene is also a strong philanthropist. Over the years, he has participated in charity walks, and has worked hard to raise money for charity, including AIDS research, and has been the top fundraiser on more than one occasion.

What does the future hold for Eugene Palermo? Eugene is such an inspiration that it is a natural progression that he plans to teach and mentor new realtors, so they can benefit

from his 20 years of experience. Eugene wants new agents to follow his philosophy of service over commission. "I have a great interest in the training and education of realtors, to teach them that it's not about selling, it's about service and setting up a business for yourself," Eugene says.

From that fateful day 20 years ago when Eugene decided to enter the real estate world, he has never looked back. "I love helping people find that perfect place," Eugene says. "That whole process of starting with the challenge and getting them through the process from start to finish with as little anxiety as possible." His tremendous success and his love for his work show that he has found his true calling.

## *Eugene Palermo*



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