



Although the firefighting and real estate industries are on opposite ends of the career spectrum, Emilio Rivera of HomeSmart has been able to find common ground to excel at both simultaneously. As a fireman with the Phoenix Fire Department, Emilio's foray into real estate 11 years ago at the suggestion of his colleagues came quite naturally. "Over the last 20 years with the fire department, I've developed a really strong sense of communication," says Emilio. "When I'm on shift and we go on a medical call or we're out shopping for chow at the grocery store, we're constantly dealing with the public. You have to know how to talk to people and relate to them so they feel comfortable with you."

So it comes as no surprise that his real estate clients are instantly at ease when they discover that he is also a firefighter. "My clients know I have a lot of experience in customer service and that I'm going to take care of them the best I can," Emilio states.

Emilio's customer service skills aren't the only thing

that has helped him find success in real estate. Growing up in Phoenix and having served the entire valley for so many years, Emilio knows the city like the back of his hand and can guide his clients into a neighborhood that will fit their needs. In addition to serving clients primarily in the West Valley, Emilio is bilingual, which is a huge asset in assisting the large Hispanic community in Phoenix.

Because honesty and integrity are important aspects of being successful in both occupations, Emilio's cornered the market with ease. "I'm a hard worker who is loyal and honest. I don't have to sell real estate for a living, so whether I sell a home or not isn't really what matters to me. My concern is the well-being of my clients," says Emilio.

Educating his clients so they can make an informed decision and speaking up on their behalf are just a few examples of how Emilio conducts his business. "I don't like for my clients to ever feel pressured, so if I need to step in when they're in an uncomfortable situation, I will. At the end of the transaction, I want my clients to be happy in knowing they got a fair deal and that I did a good job for them. That's why I do this."

Judging by the number of referrals and repeat business Emilio has, he's not just doing a good job, he's going far beyond the norm of what is expected of a real estate agent. "The best piece of real estate advice I ever received was just to be honest and work hard for your clients, and that's what I would tell anyone else thinking of getting into this business," says Emilio. "I can't say it enough: honesty and integrity go a long way and that's what keeps people coming back."

When he's not selling real estate or fighting fires, Emilio enjoys quality time with his family. "I really try to find a good work-life balance because spending time with my family is so important to me. Whether it's traveling or attending my son's sporting events, I want to be present."

Emilio Rivera

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