

featuredagent

magazine



*Amy
DeAngela*



Amy DeAngelo

Moving from a career as a gemologist in New York City's famed Diamond District to one as a REALTOR® may not seem like a smooth transition, but for New Jersey real estate agent and broker Amy DeAngelo, it felt like a perfectly natural fit. "I had always been interested in real estate, and one of my hobbies is interior design, so it all came together perfectly," she says. "My experience working in the Diamond District, which is considered the most competitive block in the world, taught me about the art of negotiation; I was involved in price wars every day," she continues. "If I could not meet the clients' needs, they had 500 choices right outside the door."

Amy became an agent in 2008, when the economic downturn drastically reduced her clientele's demand for luxury items like diamonds. In the nearly 10 years since, she has built a business based on her belief that honesty is the best policy. "I always try to put myself in my client's shoes when helping them make decisions and ask myself 'What would I do in this situation?'" Because I've experienced several real

estate transactions of my own, I've been through the process and can relate to people and think I have good advice to share based on those experiences."

Her clients certainly seem to think so. More than 75% of Amy's business comes from working with repeat and referral clients throughout Hoboken, downtown Jersey City, and the Gold Coast in Hudson County. "I work with everyone from first-time buyers to empty nesters who are selling their larger homes in the suburbs to have more of a walking town or elevator building lifestyle," she explains. "Our town is very transient because we have a lot of young working professionals living outside of Manhattan. It's common for people to buy a one-bedroom and then sell it and move into something bigger because they get married and have children, all within about a three-year span."

Clients enjoy working with Amy because of the way she approaches the process of buying or selling a home. "I truly feel that real estate should be a fun



process for everybody, so I try to make it that way, while at the same time educating clients on the market,” she explains. “My goal is always to keep the transaction as smooth as possible and make it enjoyable — almost like shopping,” she adds with a laugh.

When marketing homes for sale, Amy’s eye for design shows through. She uses the best photography, offers staging tips and provides well-designed marketing pieces and unique custom signage so the properties she lists stand out. “You never get a second chance to make a first impression, so when my listings go online I make sure we look our best compared to our competition,” she says.

It’s almost certainly her comprehensive approach to the business that keeps Amy’s clients coming back, and sharing her name with their family and friends. “I am committed to building relationships. When I work with people it’s not just done at the closing table,” she says. “I like to maintain a relationship



with my clients and check in to see how they’re doing every few months,” she continues. “When the process is done, we have made friendships. It’s not just business. I think that’s one of the main reasons my clients keep coming back to me.”

Entering the real estate profession at a time when the market wasn’t ideal taught Amy some valuable lessons that are applicable to all new agents, regardless of market conditions. “If someone is thinking about becoming an agent, I tell them to get ready to hustle,” she says. “If you’re not going to hustle it’s going to be difficult. Success doesn’t just come to you. You have to be a go-getter. And if you are, you’ll thrive in this business.”

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Amy is thankful that real estate has allowed her to pursue her dreams. “If you’re doing something you love, you’re going to do well at it. I truly believe that’s the case,” she says. “I had many jobs before this where I felt like I was confined behind the desk and I wasn’t really producing, and wasn’t motivated,” she says. “Now that I’ve followed my passions, I feel lucky to be doing something I love. I don’t think many people can say that.”

Working with people is one of the many perks of the business that Amy really enjoys. “I am a people person for sure. It’s really fun for me to navigate through this career and it makes me happy to realize how many people I’ve helped. It’s very special for me to help my clients find the place they call home.”

Amy makes it a point to give back to the communities that support her business. Her husband owns a Brooklyn-based gin distillery, and together they are active sponsors of Team Fox for the Michael J. Fox Foundation for Parkinson’s Research. She is also involved with the True Mentors program, and volunteers at the Boys and Girls Club during the holiday season.

When she’s not busy helping clients, Amy and her husband enjoy cooking and entertaining their friends and family in their townhome’s private garden. “Great food, wine and spirits



are part of our culture,” she says. An avid yogi, Amy makes yoga a part of her lifestyle. She also loves skiing, antique furniture shopping and mid-century decor. She and her husband also enjoy traveling to their favorite destinations: Florence, Dublin, Napa Valley, Anguilla and Saratoga Springs, New York, their favorite summer weekend getaway.

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