



Keeping pace in an ever-evolving market

#1 Large Workplace in Delaware

Written By Paul Braun - *The News Journal*

A quick walk through Patterson-Schwartz's Hockessin headquarters would take one past hallway after hallway lined with open doors.

This culture of openness has propelled the real estate company to success in a time of economic recession and has earned it honors as the best large company workplace in The News Journal's annual Top Workplaces survey.

Patterson-Schwartz clinched the top spot in the survey of large businesses conducted with Workplace Dynamics.

Patterson-Schwartz has offered residential home sales, rentals, relocation services and property management in the Delaware area since its founding in 1961.

The company currently employs 350 real estate agents and 50 central corporate employees working from six offices across the state, and additional facilities in Cecil County, Md., and Chadds Ford, Pa.

In an industry heavily driven by individual Realtors drumming up business, Director of Marketing and Technology Donna Greenspan said Patterson-Schwartz stands out because of its in-house development of technological services for its agents.

A website featuring up-to-the-minute home listings and neighborhood specific property searches not only draws potential customers to Patterson-Schwartz, but give its agents an edge over other companies reliant upon third-party services, Greenspan said.

"Individual agents are kept busy cultivating relationships in their area and building a rapport with potential customers," Greenspan said. "We provide them with a toolbox. Every step in the process we try to make it easier for them."

Shana Delcollo has worked with Patterson-Schwartz since 1999 and said she routinely utilizes the easy production of individualized print brochures and virtual tours in her pursuit of a sale.

She added that little things like availability of assistance from her managers during a tricky sale and personal birthday calls from upper management make Patterson-Schwartz seem like "a big happy family."

"People always say the grass is greener on the other side; I just don't see how it could be."