

# Keeping up with the Joneses

## Patterson-Schwartz stresses tech

Written By Paul Braun - *The News Journal*



Sales manager Jason Giles (at back) talks with sales associates Shana Delcollo, Walt Hurtt and Karen Burke at their Patterson-Schwartz Hockessin office. / SUCHAT PEDERSON/THE NEWS JOURNAL

Karen Burke began working with Patterson-Schwartz real estate in 2007 and has "ridden the housing market down," she said.

Despite a tough market, Burke believes the company has provided her with the training and technology she needs to succeed.

She is not alone. Patterson-Schwartz has been named the company where employees feel most confident in the direction taken by their firm, according to the 2012 survey of employees conducted with Workplace Dynamics.

For Burke and all other Patterson-Schwartz employees, that emphasis on education was instilled on their first days with the company. In their "Successful Start" program, Patterson-Schwartz puts its employees through 40 hours a week of training for five to six weeks, before they begin working in earnest, Burke said.

Patterson-Schwartz Director of Marketing and Technology Donna Greenspan said the company has kept a forward-thinking outlook, especially in the toughest economic times.

"For us the best course was taking a step back and watching the market," Greenspan said. "We took a hard look at price points and leveraged people into training during downtime."

Greenspan added that the in-house development of technological products and Realtor-specific websites allows the company to get creative in tooling those products to meet the specific needs of the area. Because they do not have to go through a third-party company's developments structure, Patterson-Schwartz can roll out improved products at a quicker pace than their competitors.

Burke said that comprehensive instruction on how to better utilize technology and accessible on-site tech help make her job easier while allowing her to focus on the human aspects of her job.

"They are right on the cutting edge. The internet is so important now," Burke said.

"They are terrific about getting accurate information to realtors."

— *Top Workplaces August 12, 2012*