



FOR IMMEDIATE RELEASE

Bennion Deville Homes Welcomes Moe Ellington

ENCINITAS, CA – OCTOBER 25, 2015 – Bennion Deville Homes is proud to welcome Realtor® Dafronjise “Moe” Ellington to the Encinitas office, located at 258 North El Camino Real, Suite C. Moe has been in the industry since 2009 and earned his license in 2011. He proudly works with buyers and sellers, serving San Marcos and coastal North County San Diego. Moe holds designations as a Certified Distressed Property Expert™ (CDPE), Certified Investor Agent Specialist™ (CIAS), and Certified Short Sale Negotiator™ (CSSN).

Following his lifelong interest in real estate, Moe jumped into the industry full time, taking a personal risk that has paid tremendous dividends for his career. “I felt like it was a ‘now or never’ decision. The opportunity to control my own destiny and pursue a personal passion was a huge draw and I haven’t looked back. I enjoy working with people every day to help them find the best real estate solution for their needs while creating lifelong relationships along the way,” Moe states. Over the course of his experience he has earned several designations and put a personal touch on each client interaction, something that wins him favor amongst his client base and his peers.

Clients are drawn to Moe because of his calm demeanor throughout the process, creating a no-pressure environment for them to focus on what will

truly work in their best interest. “Real estate is the biggest financial decision of anyone’s life. I want to make sure that my clients are completely happy with the outcome and have no regrets. My job isn’t to press clients into making a decision – it’s to arm them with the best information possible to make that decision with confidence and help them come to a conclusion that satisfies their needs, regardless of how long it takes,” adds Moe.

Moe also understands and enjoys the emotional aspects of real estate, giving clients key insight to help them land the home of their dreams, or pair them up with the perfect buyer. “You have to stay positive throughout the process and do the little things right to get the big reward.

Communication is the biggest skill to master as a real estate professional. I update my clients on the process from start to finish, and help keep them at ease knowing things are being handled.” As a result of his customer service approach and consistent open lines of communication, Moe has a stable of repeat clients and referrals. “The biggest compliment a client can pay me is to refer someone they know, especially if it’s in person.”

Moe joined Bennion Deville Homes because the professional appearance and size of the business impressed him. “I like the luxury element of our brokerage, the unique agent tools and support provided, and the opportunity for growth presented by being a part of an independent real estate company. I wanted to be a part of something big, and the business model and brand recognition is why I wanted to join,” Moe concludes.



Says Managing Broker Chris Moore, “Moe’s experience in the industry and ability to work with clients of varying needs makes him a great addition to our team. I know the support and visibility we will provide him will help take his business to the next level. On behalf of everyone, I would like to welcome Moe to our Encinitas office family.”

About Bennion Deville Homes

Bob Bennion and Bob Deville brought their highly acclaimed and successful Bennion Deville Homes blueprint to the coastal Southern California communities of San Diego and Orange counties in 2010. Bennion Deville Homes offices proudly serving San Diego County are located in Carlsbad, Carmel Valley, Encinitas, Hillcrest/Mission Hills, La Mesa Village, and Little Italy. Orange County offices include Laguna Beach and Laguna Niguel. The powerhouse regional brokerage also proudly serves the Coachella Valley from 17 offices, including locations in Palm Springs, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Bermuda Dunes, and Indio.

The LUXE Collection program lists and showcases some of the finest properties available on the market, maximizing exposure of high-end luxury homes to qualified buyers across a variety of mediums and channels.

For the location of the office nearest you, please visit BDHomes.com. For the latest trends in Southern California real estate and community news, follow us on Facebook and Twitter @BDHSoCal.