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Young Calgary realtor Christina Giuffre a top seller despite a down market

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Christina Giuffre has won numerous awards since pursuing a career in real estate sales in Calgary. PHOTO BY SUPPLIED

The entrepreneurial spirit runs deep in the soul of Christina Giuffre, who has established herself as a top realtor in Calgary, achieving success despite a down market.

In less than three years in the real estate industry, Giuffre has sold more than 100 homes and has won Century 21 Canada's Top 30 under 30 award, the Centurion award, the Diamond award and the Outstanding Achievement Award of Excellence.

The young entrepreneur is a leader in her generation and among the top five realtors in 2019 for Century 21 Bamber Realty in Calgary.

"I love real estate. I'm passionate about it. When I was younger, you'd find me on realtor.ca, visiting open houses or browsing Pinterest for home designs. Entrepreneurship is in my blood and I've learned how to harness it," says Giuffre. "I went out on my own and that was the best advice I was given."

After attending Western Canada High School, Giuffre graduated from the University of Western Ontario in London, Ont., with an Honors Degree in International Studies.

"After university, I moved home to Calgary and started working for one of Western Canada's fastest growing property management companies in operations. From operations, I moved around and got a taste of all different departments — accounting, financing, even legal," says Giuffre, adding that her work during this time solidified her desire and passion to be in the real estate world.

"In 2017, I became a licensed realtor and in 2018 started my own team. My Papa (grandfather) was a realtor and lifelong businessperson. He taught me the spirit of entrepreneurship.

"I have a kindred spirit with my Papa who at age 93 still goes to the office every day because he loves the challenge of business and investing."

Today, The Christina Giuffre Team, including two other realtors and an executive assistant, continues to grow.

The Christina Giuffre Team has consistently exceeded the expectations of its clients through its level of knowledge, service and, above all, the results of the sale or purchase.

"My team's success has accelerated quickly and continues to grow because of the level of service and unique attributes we provide," she says.

Giuffre has both her residential and commercial real estate licences, specializing in inner-city homes and condos.

She comes from a family of five siblings and is the second oldest daughter of Dr. Michael and Heather Giuffre. Born and raised in Calgary, Giuffre is familiar with the city's pulse, demographics and uniqueness of the neighbourhoods.

Communication is a key to her success — being accessible to her clients, providing the information they need, obtaining the best value for their home, offering proven expertise in real-estate related decisions and genuinely listening to their individualized needs.

One thing that differentiates Giuffre is her drive.

"You've got to have the drive to perform and succeed in this industry. There's a lot of competition and other realtors in the city. I've set myself above the average my whole life whether it's in athletics or academics and that's translated into my career."

In athletics, Giuffre was the captain of Western University's varsity badminton team from 2010-14, competed on the national circuit and internationally represented Canada at the Pan American Games and in the World Junior Games in India. Her brother, Martin Giuffre, played badminton in the 2016 Olympics in Rio de Janeiro.

One of the most important lessons she learned from sports was how to get back up from any setback and to never quit. Perseverance is a quality she has taken from her sports background into the world of real estate.

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As a realtor, Giuffre believes it's important to give back to the community. She recently sponsored a child with cerebral palsy to go to Disneyland with his family and fulfil his wish. For the past 10 years, she has volunteered on the UNICEF committee board for the Calgary Water for Life Gala.

She speaks highly of Calgary being a city where one can seek mentorship and grow both personally and professionally.

"I have invaluable mentors in the real estate industry and amazing business coaches."

Giuffre has a message to up and coming entrepreneurs or business leaders: "I would encourage young entrepreneurs to put themselves out there, take risks, reach out to mentors and give back to the community."

To read more or contact Giuffre, visit christinagiuffre.com.

This story was provided by Christina Giuffre for commercial purposes.

