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# Personable service and modern marketing techniques key to local realtor's growth

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Despite a pandemic and, at times, a turbulent market, 30-year-old realtor Christina Giuffre has stood out: doubling her sales, strengthening client service by adding team members and uniquely tapping into social media to broaden her reach.

"It's really about luxury service for all clients, no matter the price point," says the Century 21 Bamber Realty agent.

The born-and-raised Calgarian leads a boutique team of eight members — three other realtors, office administrator, marketing administrator and two executive assistants — with a focus on inner-city real estate ranging from \$200,000 condos up to \$5-million luxury homes.

Giuffre, in just five years, has already achieved major industry milestones at the globally recognized Century 21, including: Top 30 under 30 Realtor®, Top Five Realtor® at Century 21 Bamber brokerage (2020 and 2021), Double Centurion (2021) and

Diamond and Gold awards from Century 21 Canada.

It's a continuing growth pattern that saw her rise from doing one sale a month in 2017 to more than 100 in 2021.

But Giuffre is most proud of the service given to all customers, including the reach and success of her team's social media marketing.

"Instagram has been an important marketing tool for our team," she says.

This, combined with the team's knowledge base and expansive network of support, has resulted in an unmatched level of service and referrals received due to positive client experiences.

"Most of the realtors have grown up in Calgary and know the city well. Given the vast competition, it's important to find a way to stand out," Giuffre says.

"In 2019, a piece of feedback I received from a follower was, 'we know you can sell real estate, but we'd love to know more about you!' We get to know our clients with our personable, and respectful, approach."

She organically grows her social media network by posting engaging content from interactive polls and questions, education on the market and is quick to reply to inquiries. She also shares personal interests from her strong Italian family roots to her love of racquet sports, the mountains, her dog Gio, supporting local businesses and philanthropy. Giuffre has been a great mentor to new agents in the city and continues to learn herself from veterans in the industry.

Her personable approach — which began with her asking, "if I was buying or selling a house, what would I expect from a customer service standpoint" — includes not only extensive marketing, but also spending time and money on successful home presentation.

"That means when representing a seller, personally going through the home with the client, discussing staging options, organizing videos and professional photos, etc. When representing a buyer, we are available, have strong communication skills and



Realtor Christina Giuffre credits her success to working hard, providing exceptional service and thinking outside the box. SUPPLIED

ensure our buyers are pre-approved and ready to go in a competitive market. We take a full-service approach to ensure all clients are receiving the best service we can offer."

This year, Giuffre expects pent-up housing demand experienced in last year's record market to continue as

the city comes out of the pandemic, and with inflation and interest rates expected to rise.

Already in 2022, she's sold all her listings; two particularly remarkable sales hitting record high sale prices. The first sold within four hours for \$45,000 over listing; the second within

48 hours, with 20 offers, \$130,000 over listing price.

"When others ask what is the secret to your success to date, I say there is none! It's about working hard, making personal sacrifices at times and finding unique opportunities to provide the best service we can amongst a competitive industry."

This year, besides accelerating her luxury market position, Giuffre is stepping up community involvement through both volunteering and donations, supporting charities like UNICEF, the Multiple Sclerosis Society of Canada and United Way. Giuffre has volunteered with UNICEF for more than 10 years, is on the committee for the Water For Life Gala in Calgary and will be launching a new campaign this year with United Way. The goal is to contribute part of the team's monthly commissions towards helping our local community. There will be an impact calculator on their website, <https://christinagiuffre.com/>, for people to follow along, and contribute if they choose.

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## A MODERN APPROACH TO MARKET YOUR HOME TO SELL!

The Calgary Real Estate Market is always evolving and the market is hot. If you're looking to sell, we can provide a complimentary home evaluation to help determine what your home will sell for in this market! If you're looking to purchase, we can go over your criteria and help you find listings off market!

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## COUNTRY 105 CARING FOR KIDS RADIOTHON

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### Calgary baby thriving thanks to brain surgery at the Alberta Children's Hospital

Eight-month-old Oliver is full of smiles and giggles, babbling and exploring all the sights and sounds of everything around him.

His family soaks in every moment and celebrates each little milestone with gratitude because they know if it wasn't for the Alberta Children's Hospital, none of them would be possible.

Baby Oliver is a fighter. In addition to surviving the many health challenges that come with being born two months premature, he also fought through a severe meningitis — a serious, potentially life-threatening infection in his blood and brain that triggered the onset of seizures.

Then, last August, just when they thought they might be out of the woods, Janel and Jeremy Johnson received the devastating news that as a result of the meningitis, fluid had built up in little Oliver's brain. He needed surgery right away to save his life and minimize any further injury to his brain.

"To hear our little baby needed brain surgery was shocking to say the least, but we had to just put our trust in our team that they knew what was best to save him and give him the best chance at a healthy life," says Janel.

Thankfully, the Alberta Children's Hospital is home to nationally and internationally recognized child health specialists, including Dr. Jay Riva-Cambrin, a



Oliver underwent brain surgery in August and is now happy and thriving at eight months old.



Oliver underwent brain surgery last August at the Alberta Children's Hospital. Donations raised during the Country 105 Caring for Kids Radiothon Feb. 2-4 will go toward purchasing the best endoscope on the market, in order to facilitate intricate procedures and help more children like Oliver. SUPPLIED PHOTOS

pediatric neurosurgeon whose recruitment to Calgary was made possible in part by support from our generous community.

Dr. Riva-Cambrin is renowned for his expertise in a minimally invasive surgical technique that diverts fluid from the brain without

the need for a shunt, which can carry the risk of further infection. Using a special endoscope equipped with a camera, he was able to carefully and precisely guide his surgical instruments inside Oliver's brain to create a path for fluid to drain into his body safely.

The surgery was a huge success and today, Oliver is thriving and even helping other babies like him. He was the first patient from the Alberta Children's Hospital to be enrolled in a 16-centre multi-country research study co-led by Dr. Riva-Cambrin that will help

to determine the best possible surgical options for children with fluid buildup inside their brain, a condition known as hydrocephalus. The findings are expected to help kids in our community and around the world.

"I am forever grateful to Dr. Riva-Cambrin and his

team for saving our baby's life," says Janel. "To see Oliver doing so well, moving, grabbing at things, truly beating the odds, is incredible. We wouldn't be where we are without them, and words cannot express our gratitude."

Oliver's family is one of dozens who will share their stories during the Country 105 Caring for Kids Radiothon Feb. 2-4. The Johnsons will be part of a special Equipment Power Hour dedicated to raising funds for neurosurgical equipment at the Alberta Children's Hospital. During this exciting hour, Radiothon listeners will be able to call in or donate online to purchase the best endoscopic technology on the market — a top-of-the-line, higher-definition endoscope and camera system to facilitate the most intricate of procedures and help more children like Oliver.

"We are so grateful to be part of a community that generously supports our crucial work by investing in state-of-the-art equipment that enables us to operate with even greater precision and accuracy," says Dr. Riva-Cambrin. "With this newest endoscope as part of our arsenal, we will be able to confidently tell parents that children who need this procedure will be receiving the best care in the world."

To donate, visit [KidsRadiothon.com](http://KidsRadiothon.com) or call 403-802-2700 during the Radiothon.

THIS STORY WAS PROVIDED BY THE ALBERTA CHILDREN'S HOSPITAL FOUNDATION FOR COMMERCIAL PURPOSES.