

REAL ESTATE

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Top-tier customer service contributes to Crescent Realty Group's success

They were recognized as the top-performing team in 2022 at CENTURY 21 Bamber Realty

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Postmedia Content Works

Hard working, self-motivated and customer-driven — these are just some of the traits used to describe prominent Calgary Realtor® Christina Giuffre and her dedicated team at the Crescent Realty Group.

Consisting of herself and three fellow Realtors® — Alisha Whitehead, Paula Murphy and Anna Lang — Crescent has been recognized as the top-producing team in 2022 among CENTURY 21 Bamber Realty Ltd.'s 200-plus agents, not to mention being amongst the top 21 for all of Canada in CENTURY 21, and was awarded the Grand Centurion Award.

Within the last 10 years, Giuffre herself has also been a recipient of the Top 30 Under 30 CENTURY 21 Canada award, the CENTURY 21 Centurion award, Gold award, Diamond award and Outstanding Achievement Award of Excellence, thanks in part to her work ethic and customer service skills. Not bad for a born-and-bred Calgarian with humble roots in the local Italian community.

"When we developed our business style and model, we flipped the question back to ourselves asking how we would want the

buying or selling experience to be like," describes Giuffre. "We try to personalize each client experience, and, given this is one of the largest assets a client is either purchasing or selling, we want to ensure the customer service experience is elevated and that value is being given."

Providing this top-tier level of customer service is something that Giuffre's team at Crescent prides themselves on, and they work hard to remain ahead of the curve.

"Communication is super important, as well as ensuring our clients feel heard and understood," says Giuffre. "We keep them updated throughout the process and also educate them on the current market or market conditions."

Having hand-selected other industry-related professionals — such as lawyers, property inspectors and mortgage brokers — is also key in ensuring those she works with adhere to Crescent's level of service to their clients. And, though they're Calgary-based, Crescent's approach to modern, online marketing has also attracted the attention of buyers from Vancouver, Toronto and other out-of-town clients.

But despite their Canada-wide success, the Crescent



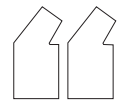
Christina Giuffre and her team at Crescent Realty Group work hard to provide an elevated level of customer service to all of their valued clients. *SUPPLIED*

Realty Group continues to devote free time towards giving back to their community and supporting local endeavours.

"I've volunteered with

UNICEF for over 10 years, and last year I sent a family to Disneyland for their child who has cerebral palsy, treating this as his 'make-a-wish,'" says Giuffre, adding

that they've also donated to several organizations, including to the United Way. "Last year, my team volunteered as the greeters for the Calgary Water for Life Gala,



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and this year we'll be selecting a different organization each month to volunteer at as a team."

In January, Crescent Realty Group volunteered with UNICEF at their Calgary office and in February will be headed to the Calgary Drop-In Centre.

With so much success, continued referrals and time spent volunteering, the team at Crescent is also looking to add another agent or two to assist with their growing clientele.

For additional information on Christina Giuffre and her team at the Crescent Realty Group or to find out more about their current listings, please visit CrescentRealtyGroup.com.

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We are thrilled to announce that

Crescent Realty Group was the number 1 producing team at Century 21 Bamber for all of 2022!



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