

# 2022 REAL ESTATE SUPERSTARS



## A PULSE ON THE MARKET

### Christine Espinoza cares about her community

Christine Espinoza of RE/MAX has over 25 years of experience and leverages the power of social media to connect with the community, allowing potential clients to get to know her, and boosting her success. "Once the pandemic started and people were quarantined, I doubled down on social media and video content. I had already incorporated video into my business plan, but now it became a necessity," she says.

For some, real estate is a job, but for Christine, it's a passion that's been her blood since graduating from college and going to work with her father who owned real estate companies.

Besides social media, and growing up around the business, Christine's success stems from her extensive knowledge of the Scottsdale area. "I know the Scottsdale area very well as I've lived here since I was six years old and have watched the valley grow. I have a keen sense of matching my clients with the right neighborhood very quickly. I'm also very creative and enjoy coming up with unique ways to market properties. Every house has a story; I try to uncover that story and create a marketing plan around the special aspects of each property," she shares.

Christine says the key to her success is her quick response to market fluctuations, which allows her to provide her clients with the most up-to-date information so they can make the best decision.

Moving into a new area and purchasing a home can be a stressful experience, but Christine sees it as part of her job to ease the burden. "I pride myself in being their resource for not only finding the perfect neighborhood and house, but a referral source for everything from family doctors, gyms, hair salons, and newest hot spots," she says.

Her hard work, commitment to her clients, and social media savvy have earned Christine many awards and recognitions, including being named one of the 50 Most Influential Women in Business by Arizona Business Magazine in 2013 and winning awards every year with RE/MAX International for her real estate production. She's also been featured on the local ABC, NBC, CBS, and FOX news stations as their real estate expert.

When she's not connecting home buyers and sellers, you can find Christine on the sidelines cheering on her boys. This year her son will be playing varsity football and basketball at Chaparral high school. She also volunteers with several organizations around the valley.

**To contact Christine Espinoza call 602.989.7492 or visit [www.christinesellscottsdale.com](http://www.christinesellscottsdale.com)**