

central maryland edition

BROKER★AGENT™

magazine

A portrait of Concetta Corriere, a woman with short, wavy brown hair, smiling. She is wearing a dark pinstriped blazer over a white collared shirt. A circular award pin is visible on her left lapel.

CONCETTA
CORRIERE

broker/agent of the month

Getting
to know *Concetta*

Q & A: Can Auctions
Work for You?

New Agents-Do Some
Homework!

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“THE MOST
RECOMMENDED
NAME IN
REAL ESTATE”

CONCETTA CORRIERE

Concetta Corriere, known as the most recommended name in real estate, is a true professional who recognizes the value of helping people to buy and sell homes. Her business is more about establishing trust, and creating an environment that people can count on to make their dreams of buying or selling a home come true. She possesses the innate ability to make each customer and client feel as if he or she is the only one for whom she is working. “People are like family to me, not just a number” she says.

Concetta was born in Baltimore City. She spent her early childhood in West Baltimore until the age of ten when her family moved to W. Baltimore County. As a child, she admired her father who worked long hours as a barber to support their family, “a product of both hard work and dedication,” she says. Concetta received her Bachelor of Science degree in Education at Towson State. She enjoyed teaching and shortly after completing her degree, Concetta procured a teaching position at an elementary school in Baltimore County. With the birth of her first child, she made the decision to stop teaching and dedicate herself full-time to her child.

Her start in real estate was actually an accident! One evening she and a neighbor went to the community college. She

June 2003



broker/agent
of the month

enrolled in a flower arranging course while her friend enrolled in a real estate class. When they arrived, the flowering arranging course was cancelled. Because her friend drove, Concetta looked to see if there was another course available. Reluctantly, she followed her friend to the real estate class instead. An enthusiastic and encouraging instructor invited her to join the class. He became both her mentor and friend. After receiving her real estate license, her instructor invited her to work under his firm—Westview Realty. She accepted and stayed with the company for three years. “I listed my first home in just a couple of weeks!”

Concetta found many of the same organizational skills she developed as a teacher translated well as a REALTOR®.

Listening to a person’s needs is critical. I try to find out what’s important to each person and follow through on those things. With students and buyers, you have to constantly try new things, nurture each relationship and build on every new idea.

After several fulfilling years with Westview Realty, she joined Charles A. Skirven Company for the next seven years before moving with RE/MAX Columbia. “RE/MAX was a new concept in this area when I joined,” she says. Thus, began a successful



Concetta with her brother and new partner Jim Jeppi

twenty-year journey with RE/MAX Columbia. Not only has Concetta found Norma Marsho, broker owner of RE/MAX Columbia, to be a true friend, but also, someone who shares her work ethic and philosophy of life.

Concetta's motto is simple: Always Over Deliver. It's by following this philosophy that she obtains over 90% of her business from referrals and repeat business. Her clients appreciate and respect the hard work and dedication she provides on a daily basis. Today, she is selling to second generations in many cases. "I've worked with one client ten different times," she says. She prospects for new business the old fashioned way, by word of mouth, explaining that it is "better to spend time and effort to service clients than to spend time and effort getting clients." In business, she stresses emphasis on client satisfaction, not on sales volume. "I do my business with my heart" she says. "When you show empathy towards people, you create lasting relationships. Strong listening skills provide a huge competitive edge." Not only does she exude confidence, but has the ability to be calm, reassuring and supportive. And lastly, treating people and fellow agents by the golden rule is vitally important, she says, to the success of both one's professional and personal life. Interestingly enough, Concetta tells me a number of her past customers and clients have become REALTORS® themselves. "It looks so easy," she says. Also, on numerous occasions

she has sold homes for former REALTORS® – what a great compliment. However, to the novice real estate professional she offers a few words of advice, "Don't expect things to happen unless you work hard to make them happen and always be assertive."

Concetta says product knowledge is important because an agent must know the market in order to be effective. She values customer service and says "today's buyer is much more savvy about real estate; they just want someone to walk them through the process." She strives to help people realize their goals by being supportive and empathetic to each individual and every situation.

I welcome and work with all price ranges—including Condos/Town homes/ First-time buyers—and treat them all the same as I would treat the million dollar buyer. Everyone is important to me.

For the past fifteen years, Concetta has hosted an annual holiday party at a local country club where she invites 350-500 of her past and present clients and customers to mingle and enjoy each other's company. People look forward to coming to be brought up to date on the current real estate market. She speaks to the group for about fifteen minutes when she reminds them how important they are to her and thanks them for their business and asks them for their continued support and referrals.

Recently, Concetta teamed up with her brother Jim Jeppi. Prior to their partnership almost two years ago, Jim had a successful sixteen-year career selling new homes. However, in 2001 he decided to turn his focus to the resale market as well as new homes. "We're a good match and it's working out great for our clients and customers," she says. Concetta and Jim work as one unit. You can always count on at least one of them to be available at any given time. Jim is a very personable and professional individual and together, Concetta says, "we have the ability to share and mesh our personal strengths." She says Jim has also brought her into the 21st century. They now have a powerful listing presentation on PowerPoint. There's a balancing act between this dynamic duo that's proving two is even better than one.

Concetta has been selling and listing real estate for over thirty years in Howard Co. and surrounding counties. In that time, she has garnered numerous awards for her outstanding work. She's been awarded the RE/MAX Hall of Fame and Lifetime Achievement Awards. She is a member of RE/MAX Chairman's Club and consistently ranks among the top of the lists. She also has served as President of several organizations including

Howard County Association of REALTORS®, Howard County Real Estate Million Dollar Club, and the Central Maryland Multiple Listing Service. "Success" she says "is directly related to the amount of effort expended. I believe that it is important to give back to an industry that has been so good to me."

Concetta enjoys spending time with her family and grandchildren. With a busy and constant schedule, she still finds the time to serve as a Eucharist Minister and a teacher of religious education at her church. To her family and friends, she is known as a kind and caring person who attempts to make a difference in the lives of others. She's made many lifelong friends along the way.

Concetta shares her life with her husband, Dominic, who she describes as the most supportive and considerate person in her life. Throughout both triumphs and hardships, he's been her best friend and has supported and encouraged her career endeavors. Together, they have three successful children—

Michael, Anne Marie and Mark, "who even as young children answered phones professionally," she says. She is very proud of their individual accomplishments and of the close relationship they share with each other. Michael is a Navy Academy graduate and a successful Naval Officer, Anne Marie is a Civil Engineer and Mark is the Chief Resident at Bethesda Naval Hospital. Amazingly, they all live just one block from each other. Concetta is the proud grandmother of eight grandchildren under the age of nine years old.

"They are the love of my life," she says with a smile. Concetta has a full and gratifying life raising three successful and loving children, continuously cultivating and maintaining a strong relationship with her husband, and creating lasting friendships with those she encounters in her daily personal and professional life. Customers and clients alike, admire her strong work ethic and diligence in creating an atmosphere of uncompromising commitment as both a REALTOR® and a friend. ★



Concetta with many of her RE/MAX Awards

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