

TOP AGENT MAGAZINE



GINA TUFANO

Top Agent Gina Tufano of Pearson Smith Realty in Ashburn, Virginia can claim over two decades of experience providing clients with exceptional real estate guidance. Her honest, open approach is coupled with a wealth of industry knowledge, and her “golden rule” philosophy has endeared her to

everyone who has the good fortune to work with her. Focusing less on the transaction and more on the people involved in them, her reputation as a Realtor who can be trusted has been truly earned.

Gina was only twenty-two when she began her journey in real estate back in 1996. “I was trying to buy my first home,” she explains, “and I was getting frustrated with the agents I was running across. So I did a true do-it-yourself and got my license, and the rest is history.” She admits to progressing slowly in the business, primarily working with friends and family for the first eight years while she built up her knowledge base. Gina committed to her new career full-time in 2006, and found stellar success almost immediately, despite the dismal state of the economy at the time. “In 2008 I hired my first assistant, and in 2009 I hired my first buyer’s agent, and it’s just taken off from there.” Now overseeing Team AGC (Ask Gina & Company), which consists of three other agents, three administrative employees and a runner, Gina and her team have made a name for themselves as agents who can be trusted to provide honest guidance and solid communication.

Able to boast of a business that has a rate of repeat and referred customers hovering around 80%, Gina is clearly an asset to all of her many buyers and sellers. When asked to account for this exceptional rate of client loyalty, Gina points to the communication factor. “As we’ve grown,” she explains, “we’ve set up systems to make sure that we are constantly communicating with the client. They hear from us four or five times a week during the transaction.”

Imparting real estate wisdom with clarity is another factor in the team’s success. “We take more of a teaching role than just a ‘sign here’ or ‘sign there’ mentality,” Gina explains. Additionally, her empathetic approach is a bit of an anomaly in what is often a commission-driven business. “We really want to hear their stories,” she says. “We think it’s less important to track leads and those kinds of numbers. What we track is the number of stories we get each week. How many people did we connect with, and did we find out how we can add value to their lives?”

The appreciation Gina feels for her clients, past and present, is made obvious by the many client appreciation events she holds, and her many creative efforts to stay in touch with them post-transaction. That appreciation is clearly reciprocated, as evidenced by the staggering number of five-star reviews on Zillow.com. Among the many raves for her services is this particularly illustrative one: *“Gina is, hands down, the best realtor I’ve ever used. She made the whole process easy to navigate, kept me updated and involved, and I was able to sell my home quickly and for a great price. Not only that, but she was very personable and a joy to work with. I would strongly recommend her to anyone.”*

When she’s not working, Gina dedicates much of her time to volunteerism and charitable endeavors, including Team AGC’s donation of supplies to post-Hurricane Harvey flood victims. Her primary passion, however, is spending time with her children and traveling.

As for the future, Gina plans on continuing to grow her business while sacrificing none of the unparalleled client service that has become her calling card. She also intends to focus more effort into team support, “so they can help more people. It’s not about *me* going on more listing appointments, it’s about *them* going on more listing appointments. I can see myself getting out of sales in the next five years and just investing in the team,” she says.

“I heard once that the number of people you help is the amount of money you will make,” Gina muses. “We know our numbers, but we don’t focus on that. We focus on the people and on instilling trust.”



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