



Giuditta Costanzo



She's driven, caring, and has an electrifying personality that primes her to be an effective business leader in today's marketplace. Well-known for her motivating strategies, innovative thinking, and her ability to provide clear direction that keeps everyone on track, Giuditta Costanzo has made her mark in the real estate profession since the age of 18. That's when she got her real estate license and her broker license shortly after.

Giuditta grew up in an entrepreneurial family of Italian immigrants in which strong work ethics, and the concept of giving before receiving, was enforced. Her mother and late father owned RE/MAX Excellence for over 25 years, while Giuditta attended York University studying business and society, psychology and sociology.

"I wanted to know, and still do, about people... their stories... and strategize in order to get them where they want to go. That was my vision then and now for my parents' company."

Giuditta was groomed into the business in her early 20s, managing a staff of 15 to 20 people—the leading sales team in Vaughan. Taking over the family business in January 2010, at the age of 30, Giuditta's day-to-day operations include the management and training of over 100 top sales professionals.

"I've grown up with the business," she says. "It's now my job to carry it through a new generation with new tools and a new vision."

Motivated by her vision to achieve optimum results each day, Giuditta's genuine style, accessibility, and unwavering integrity are evident at the company. Implementing her own effective and strategic systems and programs, while maintaining some of her father's traditional ways, has helped to keep her grounded and effective as a leader.

"A leader gives you all that they know so you can do it yourself," she says. "That's how my father was and that's how I like to lead."

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As one of the youngest real estate company leaders and coaches in Canada today, it comes as no surprise that Giuditta's engaging personality has expanded her passion for coaching new and current sales professionals into a rewarding marketplace. Trained by the real estate industry's highly respected coaching company—Richard Robbins, Giuditta has done speaking engagements across Canada for large groups of sales reps. She is also one of the youngest coaches to train agents in North America.

"A coach is someone who sees in you, everything you can't see yet," says Giuditta. "I believe in being accountable, compassionate, and being interested, not interesting."

That's the same commitment she gives to her staff and her clients. Backed by industry knowledge she has gained from numerous courses taken to improve her skills and stay current, Giuditta says she evaluates her performance every day and takes responsibility for how she can improve. It is a strategy that works and one that also puts RE/MAX Excellence at the top of its game.

"RE/MAX Excellence is dedicated to understanding the client, being trusted with information, and making sense of that information before helping a client to embark on a new journey," says Giuditta.

So what inspires Giuditta to continue her father's legacy of achieving excellence? People, she says.

"We've touched hundreds of thousands of lives that have amounted to an average of 200 to 600 sales a month," says Giuditta. "But it's more than just about doing sales, it's getting to know people, displaying integrity and proving to them that actions do speak louder than words." Showing people achievement results and providing strategies and real life stories are key goals at RE/MAX.

"I know I've made a difference in a client's life when I see that they have more time to do the things that really matter to them," says Giuditta.

So what are her secrets to success? "I don't over promise, I understand the whole picture, and I stay focused on the vision," she says. "And that means breaking big goals down into smaller goals...taking smaller bites that end up as larger accomplishments."

Client management in today's economy is tough, but Giuditta's philosophy is to attract clients with the vision that anything is possible.

Reading, vacationing, journaling, yoga, and meditation are just some of Giuditta's passions that help to achieve this success: "Have fun, stay balanced, and get results," says Giuditta. "Simple." It's her favorite word.

Giuditta is also an aspiring author and motivational speaker.

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