

TOP AGENT MAGAZINE



Cassie Alongi

It's not often that good-natured teasing from a friend leads to a career change, but that's exactly what happened to Top Agent Cassie Alongi. "I was working in billing and talking to a friend about how I didn't want to do that long-term," she recalls. "He told me, 'You need a job where you can talk on the phone all day, come and go as you please, and make enough money to go shopping—You are a REALTOR®!' I researched it and decided to go for it." That was in 2003 and she has never looked back. In fact, she earned Rookie of the Year recognition her first year in the business.

Cassie's home base is in Moreno Valley. From there she splits her time evenly between serving clients in the Inland Empire and the Coachella Valley with residential real estate services, including working with REO properties. "I started doing REOs in 2007, but that market has slowed down the past few years and I've been back to doing more conventional residential deals."

She's building her business through referrals, along with advertising and marketing that's 100% client-focused. "I started a coaching program in April that stresses the importance of sharing with clients how I can help them, rather than just talking about myself and my success," she explains. "I offer service guarantees. For home sellers it's: Your Home Sold Guaranteed, or We'll Buy it for Cash,* and for Home Buyers: If You Are Not Happy With Your Home Purchase, We'll Buy it Back.* It's a risk-free way of working with me and I give it to them in writing. If clients are not happy with the service I provide, they can cancel with me at anytime. I just ask they give me a 'heads up' so I can try to fix the issue."

Cassie places a strong emphasis on client education, which eliminates the confusion that creates the stress during a transaction. "These are big decisions and I let

my clients know I understand that and I'm not going to try to talk the into something that you're iffy about," she explains. "I want them to be comfortable with the process and I'm not just going to say things they want to hear to get the listing or sale."

She hopes clients who have worked with her remember her as being thorough and efficient. "I really pride myself on making sure they know every step of the process right from the beginning," she says. "When we first sit down together I go over everything and make sure they understand what they're signing," she continues. "Clients never have to chase me down find out what's going on. I offer regular updates and feedback. I hope they remember that I worked hard, kept them informed ... and that I was nice," she adds with a laugh.

Cassie's philosophy is simple, and it's one her clients appreciate. "My goal is always to save my buyers the most money, or make my sellers the most money, in the shortest amount of time with the least amount of hassle," she says.

Her success hasn't gone unnoticed. In addition to her Rookie of the Year honors, Cassie is a three-time winner of the Chairman's Award, and has received both RE/MAX Hall of Fame and Lifetime Achievement Honors.

Cassie has exciting plans for the future of her business. "I'm in the process of implementing systems to ensure things run smoothly," she explains. "As a broker, I would eventually love to open my own brokerage and hire agents who I will train on those systems so I don't have to be there all the time, and can focus on generating leads for the team."

To learn more about Cassie Alongi of RE/MAX Results, call 909.260.0398, email CassieAlongi@outlook.com or visit RiversideCountyLocalinfo.com