

TOP AGENT MAGAZINE



Cynthia Sweet

“It’s important to enjoy what you do because you spend so many hours doing it,” says Top Agent Cynthia Sweet. It was that realization that led her to pursue a career in real estate after more than 25 years in the high-tech consulting world. “Around the time of the dot com boom and bust I was having to lay off people for the sake of book-keeping purposes,” she recalls. “Rather than just change circuses and run into the same issues in another consulting firm, I decided to try real estate. I had some rental properties and thought it would be fun,” she continues. “As a REALTOR® I’m an independent contractor, so I get to provide the level of service I want to my clients without having someone in another state tell me, ‘No, you can’t do that.’”

Now in real estate since 2001, Cynthia has worn many hats in the business. “I started my own brokerage with a property management division in 2005, then in 2012 I sold the brokerage to Coldwell Banker,” she says. “Now I’m an independent agent again with RE/MAX. I’m having a great time working with a super team of like-minded folks of all ages at Urban Luxe Partners, RE/MAX Platinum Living.” Though her business is centered in the East Valley, she is familiar with the communities throughout the Phoenix metro area and works mainly with clients in Scottsdale, Tempe, Mesa, Chandler, and Fountain Hills.

Cynthia credits her extensive project management experience with helping her shape her real estate business. “One of the things that surprised me when I first got into real estate — and something I think a lot of people don’t realize — was that I had to do my own lead generation,” she explains. “When I realized that’s the way it was and I was responsible for building my own business, I put together a project plan with key things to do along the way. I have developed a well-defined, consistent process I go

through with each one of my clients, and that includes always answering my phone or calling back within an hour of receiving a message.”

As a certified mentor, trainer and ambassador for Buffini & Company, Cynthia is committed to staying current in the industry, as well as nurturing her relationships with clients and going the extra mile. “For me, service is key,” she says. “I want to do everything my clients need and even things they don’t know they need. I throw client parties, and pop by with small gifts throughout the year just to stay in touch with them,” she continues. “I also provide a lot of extra services. For example, if I have a listing that’s vacant, I go in and check on it every week to make sure it’s secure and all is as it should be.” With that level of commitment, it’s no surprise that Cynthia’s clients become her friends. “I have one client who is a retired FBI agent, and we joke that she’s a ‘repeat offender.’ I have done four transactions with her and she sends me referrals. I think my clients appreciate that I tell the truth and don’t sugarcoat things.” Cynthia’s tagline is: Close of Escrow is the Beginning of the Relationship. “I stay in touch with all my clients,” she says. “Everyone hears from me at least four times a year, sometimes more frequently. I truly believe that if I don’t take care of my clients, someone else will.

Looking ahead, Cynthia has plans to expand her Guide to Central Phoenix Real Estate to include Fountain Hills and Scottsdale. And beyond that? “I just want to continue to have fun and never retire,” she says with a laugh. “I love my clients and where I work. Arizona is the best place on the face of the planet!”

To learn more about Cynthia Sweet
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