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MAGAZINE

BRICKELL

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GIOVANNI M. CALORETTI

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A self-starting go-getter who found the general tenor and climate of our city more agreeable than his native Chicago, Giovanni Caloretti, Sales Director of KAR Properties' ultra-luxe condo complex One River Point, believes the sky is the limit for professional success in our still-growing slice of paradise. Now celebrating his 7th year professionally marketing and selling real estate in The Magic City, Caloretti is confident that this was the only career path for him. "I chose real estate because I've always been attracted to the business," says Caloretti, who currently works for century-old firm Douglas Elliman. "Seeing that you can build your own portfolio and make it as extensive as you want is a very exciting challenge for me. There are really no limits when it comes to growth — couple that with a good attitude and work ethic and you're set to go as a real estate agent." Boggled down as most of the professional class is with an almost overwhelming array of functions, Caloretti has one simple piece of advice for the under-organized: "I have everything on my calendar," he says. "I'm a big fan of calendar alerts — they're life-savers!"

Forever realty: "Even when the real estate market is way down, it's not a market that ceases to exist. You may not sell as many homes as you did in an up market, but that doesn't mean you'll stop selling homes altogether. Even in a bad economy, real estate agents have the tools needed to sell homes to qualified buyers."

Sell appeal: "I always advise sellers to know what their home is worth and make sure the pricepoint is up to the standard of the prices in the neighborhood. If it's overpriced, you won't sell. Other aspects of the home to check up on are the fixtures and technology. Make sure these are updated and working properly because this will at least ensure interested buyers."

Social outreach: "Recently, I've begun refining my use of various social media channels including Facebook, Instagram and Twitter — I love them all equally, but each one has its own purpose."

"Having extensive training in the latest real estate marketing strategies and continuously evolving my education and expanding my experience, I'm confident that I can offer the knowledge and tools most other agents can't."



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