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## Meet Bernie Calvario, HomeFinder.com Agent Makeover Sweepstakes Presented by PNC Mortgage Winner

by [Katie Weismiller](#) On October 1, 2014

# Bernie Calvario

COLDWELL BANKER RESIDENTIAL BROKERAGE  
NORTHBOROUGH, MA



2014 HomeFinder.com Agent Makeover Sweepstakes Presented by PNC Mortgage winner, Bernie Calvario, is entering her 15th year in the real estate industry with [Coldwell Banker Residential Brokerage](#) in Northborough, Mass. Bernie recaps her experience below, and shares what she gained during her business and style makeover.

- 1.) **How many years have you been in real estate and why were you attracted to the industry?** I have been in the real estate business for almost 15 years and I wanted something new that was a challenge to me. I wanted to spend more time interacting with people and I was inspired by my late aunt who was in real estate.
- 2.) **Why were you motivated to enter the sweepstakes?** I wanted to enter because I have never won anything in my life, so I thought, “why not?” I was completely shocked. It was such a great surprise.
- 3.) **What aspect of your business needs a makeover the most?** I don’t have a personal website and I am not active on social media. The training that HomeFinder.com has given me, and the tools I’ve learned about will be huge for my business. I

just need to go home and implement it. I was inspired by Chris Smith (*co-founder of [Curaytor](#), co-author of [Peoplework](#)*) — his session was very empowering to me. Knowing your digital foundation is crucial for building the rest of my technology and social media presence.

**4.) What are you looking forward to the most from the style makeover?** The outfit I chose was a big departure from what I wear on my day-to-day, and I am excited to go home and add more fun, unique outfits to my professional wardrobe.

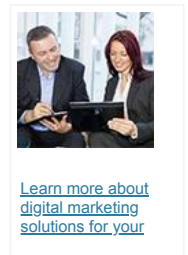
**5.) How do you feel incorporating social media and new technology will help you better interact with your clients/potential clients?** More and more younger people are now beginning to buy homes and I need to be active on social media to reach them. I am really starting from the ground level here, so I am excited to build my presence and begin connecting with clients via those channels.

**6.) What aspects of digital marketing do you find most interesting?** Having a personal website really struck a chord with me, especially how I need to change my bios and summary to add keywords and reflect my professional background. It's just about listing your credentials; it's about explaining who you are, what you do and how you can help your clients.

**7.) What digital marketing tips do you think you can best apply to your business when you return home?** Both Tepper (*SVP of Sales and Marketing, HomeFinder.com*) and Doug Breaker (*CEO, HomeFinder.com*) mentioned having a strong web presence, so I am going to immediately begin adding keywords to my bios and summaries and work on building my website. Doug said that when in doubt, keep it simple and keep it streamlined, so I am going to work on that.

**8.) Is there one thing you can't wait to hit the ground running on when you return home?** I am so excited to use my new tablet and start working with [Open Home Pro](#). The automatic thank you email is going to be a huge timesaver for me.

Give your own business a professional refresh with our business and style makeover tips [here](#).



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