

By Heather Corrigan, aka "Heather the Hurricane"

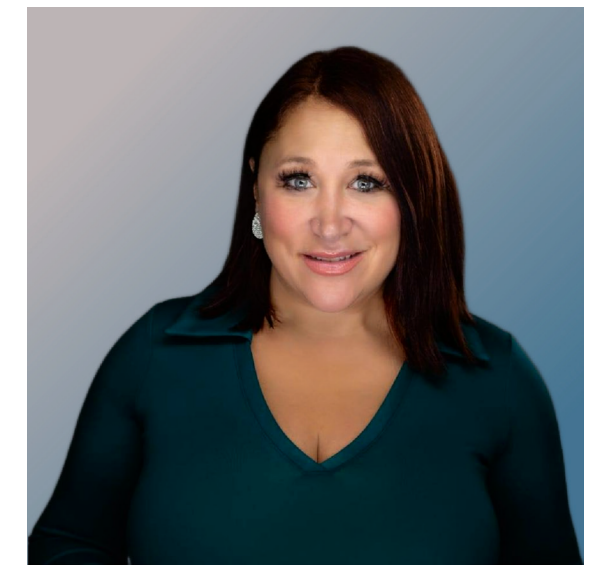
Mastering the **STORM** of REAL ESTATE MARKETING

With seven years of real estate experience, I've learned that success in this industry is all about creating a strong personal brand and building genuine relationships. My journey began after spending 20 years in sales and marketing with GoGorilla Media. Now, as a top Realtor® and the founder of The Hurricane Hub, a networking group that helps members tap into their potential, I've embraced what sets me apart—my energy and passion—and turned it into a brand that works.

When I started my real estate career, I partnered with my marketing specialist Pam Ball to create a logo that reflected my personality. The result was a hurricane symbol—bold and unstoppable. Who would have thought a hurricane could sell houses? But the truth is, it's not just the logo—it's how you execute your brand. My team and I have worked hard to stay consistent across all social media platforms, regularly sharing listings, client success stories, and behind-the-scenes looks at what it's really like to work with me. For any Realtor® out there, staying consistent and engaging with your audience is key to staying abreast.

Another tool that's worked wonders for my business is branded merchandise. I use everything from shopping bags and chip clips to air fresheners, pens, cookies, and even bubbles for special events. These items might seem small, but they help clients remember you long after they've left an open house or an event. I always look for ways to leave a lasting impression—whether it's through these items or a handwritten thank-you note to each client and agent I work with. Real estate is about relationships, and small touches go a long way.

I took my branding to the next level in 2021 by airing a commercial. It was a big step for me, but it helped me expand my reach and show potential clients my unique approach to real estate. If you're looking to elevate your brand, think about how you can get creative with your marketing—whether it's video content, local TV spots, or even collaborating with other businesses in your area.



MARKETING EXAMPLES



Attending events like car shows, wedding expos, and local community days has also been a huge part of my success. These events give me the chance to meet potential clients in person, and I've learned that the follow-up afterward is crucial. Real estate isn't just about that one transaction—it's about building long-term relationships. If you meet someone at an event, don't just hand them a card—make sure you reach out, follow up, and stay in touch.

Over the years, I've been fortunate to earn recognition in the industry, from being ranked #3 in Lodi, NJ and named Top Realtor® in Bergen County to achieving the ReMax Hall of Fame in 2023. I've also earned multiple awards from Rate My Agent and NJ Realtor, and I'm on track to achieve the Platinum Circle of Excellence in 2024. But more than the awards, what drives me is knowing that I'm making a difference for my clients.

I'm also excited to share that I've taken on an intern, John Olmedo, a senior at River Dell High School. He's passionate about the arts and helping others, and I'm thrilled to have him by my side, teaching him the ins and outs of this industry. If you ever have the chance to mentor someone, I highly recommend it—it's a rewarding way to give back and keep learning yourself.

As I continue to evolve—now filming for *House Hunters*—I'm reminded that the most important part of this business is staying true to who you are, nurturing relationships, and continually looking for ways to improve. For any Realtor® reading this, don't be afraid to embrace what makes you unique. With the right mix of passion, strategy, and a personal touch, you can create a brand that works for you and keeps clients coming back for more.