

# featuredagent

magazine



Monica  
Breckenridge



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# Monica Breckenridge

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It's not uncommon for many to find themselves stuck in a 9-5 job, wishing for a way to be their own boss. But while others may just wish, Monica Breckenridge, Owner and Managing Broker of Pink Realty in Colorado Springs, decided to make her dream a reality. "I was always the star employee who never took time off or used my sick time," says Monica. So when she asked her employer for time off to care for a sick pet and was refused, she took action. "That's really what motivated me to start my own business and be my own boss. Real estate enables me to set my own schedule and work from home when I need to."

Monica's start in the industry came about rather organically as she began to personally invest in real

estate back in 2007. "I started Pink Realty before I even got licensed. I guess I did things backwards," she says with a laugh. "But I built this business from the ground up, and have watched it grow into what it is today. I lead an entire team of buyers' agents, listing agents, and support staff."

Asked how she came up with the pink concept for her business, Monica shares that it was mainly her love of the hue and desire to stand out from the rest. "I was actually looking for a phone number that ended in four letters I could play on when advertising. I wanted it to be really unique and it just so happened that P-I-N-K was available and is also my favorite color," she says. "It turned into an amazing marketing plan that everyone loves and remembers!" Monica



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even found a way to incorporate the concept in her charitable giving; each year, Pink Realty generously donates to the Susan G. Komen Foundation.

A genuine individual who provides exceptional customer service and truly cares about her clients' well-being, Monica is sure to instill this philosophy in each and every one of her team members. "It is our goal to provide stellar customer service, and my agents know that if they're not giving 110% of themselves to the client, they're not going to be an agent here anymore," she says. "We refuse to have unhappy clients, so we go out of our way to get their feedback during the transaction to remedy any issues on the spot. When the transaction is closed, we continue to check in on them every few months

to make sure they're happy in their new home. Our clients love that, and we get a lot of referrals and repeat business because of it."

In addition, clients often return to Monica and her team because of their top-notch marketing strategies, such as utilizing the talents of their in-house professional videographer/photographer. "At Pink Realty, we love marketing our listings and we give a lot of our time and resources to make each one shine." And when it comes to negotiating contracts, Monica is second-to-none. "I know all the ins and outs of how the process works and I'm really good at it," she says.

As a result of all her hard work and dedication,



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Monica has been recognized as a leader in the real estate industry on several occasions. In 2015, she ranked among the Top 22 REALTORS® in the nation according to Real Trends, and was also named the #1 agent in Colorado in 2014 and 2015. Adding to her list of accomplishments, she also authored the book, *Short Sale and Foreclosure Investing* in which she shares her expertise with others. “Most of all, I’m extremely proud of the company I built from scratch. I had to learn about this business all on my own and with no money in my pocket,” she says. “I never had a mentor or got any advice from anyone. I just hit the ground running and wasn’t afraid to fail.”

Although there isn’t a whole lot of time to spare while running her business, Monica enjoys spending time outdoors and takes advantage of the beautiful weather and recreation Colorado has to offer. Bike riding tops her list of activities and she recently completed the 62-mile Elephant Rock Ride. She

also loves to watch movies, and spend time with her family, friends, and cats, too.

Never one to be complacent, Monica continues to strive for bigger and better things. “I’m more than a REALTOR®; I’m a business owner who wants to see her company grow and I have a plan to make it happen.” She recently purchased a parcel of land on the busy corner of Austin Bluffs and Farmingdale, where construction of a brand new, 16,000 square foot office — complete with pink awnings — is under way. “Right now we’re going through a growth spurt but we’re limited because we’re so squished where we are now. The new office will allow us to add even more great agents to the team,” she says. “I am my biggest competitor and I’m constantly pushing myself to be better than I was the year before.” There is no doubt this will be a great challenge for Monica, but if her track record is any indication, she’ll achieve even greater success with ease.

## Monica Breckenridge

Owner/Managing Broker | [Pink Realty](#) | Colorado Springs, CO

(719) 393-PINK (7465)

[Monica@PinkRealty.com](mailto:Monica@PinkRealty.com) | [www.PinkRealty.com](http://www.PinkRealty.com)