



Back in 1996, Jim McGiffert retired from his successful career as a VP of Sales and Operations with a major international utility contracting company. But soon enough, he was eager to set his sights on a new professional challenge. That was when one of his best friends from church — who also happened to own a major RE/MAX franchise in town — suggested that Jim earn his license. Ready to rise to

the occasion, Jim hit the ground running 11 years ago. In the time since, he's made dramatic strides in the business, earning his broker's license a few years after his start, and ultimately becoming a branch manager. Soon after that, Jim bought a RE/MAX franchise, its building, and staged a merger with another major office in town. Today, he has carved out an admirable reputation for incisive business acumen, with a commitment to doing the right thing and building personal connections with those he serves.

Jim primarily covers the North Valley region, including Scottsdale, Sun City, Phoenix, and Glendale — to name just a few areas. Roughly 75% of his business portfolio is dedicated to listing properties, with the sellers he represents often tapping his services to upsize or downsize to new locations as buyers. That said, more than 90% of Jim's business is driven by repeat and referral clientele who turn to him repeatedly for his straightforward and steadfast counsel. "People that know me, know my passion for integrity and honesty," he explains. "That's the number one reason people choose to work with me. I pride myself in telling people the way things really are — not sugarcoating anything, and always being totally up front about all parts of the process." Jim also relishes the personal connection at the heart of each transaction he facilitates. "I enjoy helping people satisfy their dreams," he says, "whether it's the dream of owning a home for the first time, or sellers who dream of upsizing or downsizing. That's what I enjoy most: helping people find that perfect place for them."

To market listings, Jim employs a tried-and-true approach that yields results. He relies on RE/MAX's intrepid marketing platform to ensure online syndication across countless websites. Likewise, he assembles and distributes flyers to real estate offices local to specific listings, drumming up interest from fellow professionals and their clientele. Jim also adds value to his clients through his understanding of the local market, its trends, and its inventory. For the last 21 years, Jim has resided in Arizona and offers clients a locals' expertise and insight.

To give back, Jim avidly participates in leadership positions in the professional organizations both locally and nationally. This includes serving on multiple Homeowners Association Committees, and eight years of service on the Board of Directors with the Scottsdale Association of REALTORS®, where he served as the Board's President in 2017. He has also served on the National Association of REALTORS®' Risk Management Committee, and continues to contribute his time and expertise on multiple local and state committees. "It's not just the business of being a real estate agent that's important to me," Jim says. "When I got into this business, I made the decision that I was going to give back at this point in my life and career. My goal has always been to serve more than anything, and that's something I really believe in." In his free time, Jim most enjoys time spent with his wife, Susan, their family, and close friends from church, as well as the occasional round of golf. Likewise, he is active within his church, where he leads a yearly Men's Leadership group, as well as adult education courses.

Looking ahead, Jim shows no signs of slowing down anytime soon. He hopes to continue building his community one aspiring buyer and seller at a time, while maintaining the gracious standard of care his clients have come to expect. Now, with more than a decade of industry experience behind him and an optimistic eye on the road ahead, the best is yet to come for Jim McGiffert.

Jim McGiffert

RE/MAX Renaissance | Phoenix, AZ

602.768.5338 | AZRealEstate@jimmcgiffert.com