

# featuredagent

magazine

*Christina*  
KOKOLOGIANNAKIS



# Christina KOKOLOGIANNAKIS

Sometimes, the path to your dream takes a detour, but it makes reaching your destination that much sweeter. Such is the case for Christina “Koko” Kokologiannakis, of Kokologiannakis Real Estate.

Earning an undergraduate’s degree in international business and a master’s degree in taxation, Christina found success early on while working for a major corporate financial firm. However, she still found herself longing for something more. “I’m a very social person, and I didn’t really get to interact with anyone on a personal level doing taxes for corporations all day long,” Christina recalls. So, she made a career change and shifted to outside sales. “I was a top producer for the company, but by this time, I had two children and was pregnant with another.”

Sadly, she suffered the tragic loss of that child and quickly realized she needed to make a change. With encouragement from her husband, Christina decided

to combine her expertise in business and sales with her lifelong love of homes to pursue a career in real estate. “I’ve always been fascinated with homes,” Christina explains. “As a child, I wanted to go to friends’ houses — not so much for sleepovers — but to see what the houses looked like and how they were designed and lived in. I still feel that way today!”

Specializing in the luxury market of the South Bay Area from San Jose to Palo Alto, Christina has found exactly what she was missing in helping her clients realize their dreams. “I truly love the day I get to hand over the keys to my clients,” says Christina.

However, getting to that point is a process she wants her clients to completely understand and feel comfortable with. That makes education and communication the two most important factors when working with clients. “I want my clients to understand that I’m not selling them a home, I’m partnering with them to find



solutions that work best for their family. Buying and selling a home is one of the biggest decisions in a person's life, so I want them to understand every step of the process," says Christina. "If there's ever a time when they don't feel comfortable about something, then we stop and talk about it. We work together to figure it all out and get the best results."

A lot of work goes into writing an offer, and knowing the trends along with the ins and outs of the market is what leads to Christina's excellent track record of getting offers accepted. "A listing agent may not know me or know my background, so when I write an offer, I have to find ways to stand out with that agent." Luckily for her clients, Christina has the expertise to do just that. "I never write more than two offers because I know exactly what it takes to get them accepted."

In addition, Christina's background in design is a strength she relies on to assist clients in making renovations to their home before selling, which results in a higher profit. "There are many simple things you can do to a home to add a lot of value. I have my own contractors and can oversee an entire renovation process, from managing the crews and timeline to choosing designs and staging the home," Christina says. "I also have an effective marketing plan, which leads to getting higher offers for my clients than if they'd just gone with a standard real estate agent. This is what helps them pay for the home they want to buy!"

Although, it's not just her level of knowledge and experience that make Christina a success. It's also her warm personality and genuine care for her clients that has led to nearly 75% of her business stemming from referrals. "It's a big deal for me to make sure my clients are as stress-free as possible during the process. I take care of them and their needs by giving guidance and suggestions — never pushing them into a situation that may not be right for them," says Christina. "I give all my clients the luxury experience, no matter their price point, and that's what keep them referring me to friends and family. It's the whole package. I feel honored when someone refers me."



While proud of her numerous awards such as Rookie of the Year, Top Producer, and winning Google's 2020 award for Best Customer Service out of 60,000 agents, Christina's crowning achievement is her family. "My husband, Nick, and I have four beautiful children, ages twelve, nine, five and two. I've built my career around them because I don't want to one day find myself realizing I missed out on their important milestones," she stated. "My family is my rock and my biggest priority and I want to spend as much time with them as possible, whether it's having dinner together or going on vacation. As long as I'm around my them, I'm happy."

Family and community are so important to Christina, and she has several projects in the works that revolve



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around just that. She is currently putting together drives to benefit children in need, whether it’s with meals or school supplies. “I really want to create more events in my market where we can come together as a community to give back. That’s my mission this year.”

Christina wants other agents to know they also can enjoy a successful career and their family all at the same time. Her future plans include expanding her coaching business to help newer agents understand how to achieve this goal, as well as how to get leads and find and maintain the business to be successful in real estate.

Christina is also working on a book to help homeowners find solutions to buying a home before they’ve sold their current one. “Many times people find themselves stuck in a home because their finances are tied up in it. I’ve crafted solutions to help people find the

means,” she noted. “If money is tied up in equity, I know a lot of ways to pull it out. The goal of the book is to reach a broader audience — whether you work with me or not — to share how you can avoid being stuck in a situation when it comes to buying or selling your home.”

Looking back on her journey, Christina is thrilled she made the decision to jump into real estate head-on. “Now that I’m in this business, I wish I would have done it many years ago,” she said. Finding utter happiness in working with families, Christina relishes the role she gets to play in helping others realize their own dreams. “I get to check in a few months after they’re settled in to see what they’ve done with their new home and how they’re living in the space. At the end of it all, I feel like each client becomes a new member of my family. I’m filled with joy when they’re happy and in a home they truly love.”

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