

BRANDFACE[®]

CLIENT SPOTLIGHT

Luxury Lifestyle Redefined

For Active & Retired
Professionals

NATIONAL REFERRAL NETWORK
of Exceptional Agents

CHERIE HARRINGTON

Real Estate Professional
Luxury Homes Certified



WHY CHERIE BECAME A BRANDFACE®

BRANDFACE® Reviews

"I've had 2 listings totaling 6 million dollars and all because of you."

-Cherie Harrington



CLICK IMAGE TO WATCH BRIEF VIDEO
Cherie describes her BrandFace journey

CHALLENGES / GOALS:

- Needed to create consistency across all of my marketing platforms
- Needed a look and feel that was more luxurious
- Needed help determining my avatar client
- Wanted to tap into luxury home neighborhoods where my competitors already had a stronghold

OUTCOME:

- "Right away, I hit my target and listed two homes totaling \$6,000,000 in sales that I wouldn't have gotten without the brand."
- "My average home price has increased by over 50%!"
- "My brand positions me so well within my city that I am now known as *Ms Carlsbad!*"
- "The branding exudes luxury, which was the primary thing that was missing in order for me to attract luxury home clients."
- "Honestly, I didn't have a brand before I hired BrandFace."
- "It completely changed my business."

THE JOURNEY

CHERIE'S HIGHLIGHTS

I redefine the real estate experience for active or retired professionals so they can achieve the luxury lifestyle they deserve.

- Provides three decades of experience & connections to help you redefine your own luxury lifestyle
- Assists active or retired professionals moving to or from Carlsbad in search of their own luxury lifestyle
- Redefines great communication and expectations while treating each client with attention and appreciation
- Has earned certifications and designations in Luxury Homes, Probate and 1031 Tax Exchange
- Takes pride in building relationships and providing a seamless & stress-free luxury experience
- Runs a global referral network connecting clients to top agents in Mexico, Brazil, & over 150 U.S. cities
- Adventurous spirit who enjoys boating, traveling, and is committed to a healthy lifestyle



CHERIE'S STORY



Cherie was raised in upstate New York on a family farm. Her parents encouraged her independence from a young age, telling her that she could do whatever she wanted if she simply set her mind to it. After high school, Cherie moved to California and began working at Domino's Pizza, where she quickly rose to corporate and then executive positions as one of the select few females in the room. She was recognized for her leadership, confidence, and determination, and eventually became the Director of Operations for Franchise Development. After three decades, though, she felt it was time for a change. Due to her Mom's career as a broker, she had gotten her real estate license in 2003, but pursued it only occasionally. However, she had always been inspired by how real estate had the potential to help people move on to new and exciting stages in their lives. So, in 2017, she finally decided to pursue it full time. Coming from an executive leadership role, she knew she could redefine the real estate experience for those seeking a luxury lifestyle, which is how she became known for her mantra, *Luxury Lifestyle Redefined*.

Today, Cherie takes pride in building relationships and providing a seamless and stress-free luxury experience. She specializes in assisting active or retired professionals moving to or from Carlsbad in search of their own luxury lifestyle. With her certifications and designations in Luxury Homes, Probate and 1031 Tax Exchange, she redefines great communication and expectations while treating each client with attention and appreciation. This business concept worked so well that she founded a global referral network connecting clients to other top tier agents in Mexico, Brazil, & over 150 U.S. cities, built upon her same principles of high level service. On a personal note, Cherie is dedicated to fitness and a plant-based lifestyle, and believes that optimal health is a luxury we can't afford to live without. She believes that everyone deserves a life of luxury, and her passion is to help them redefine what that lifestyle means to them, and how it impacts their contribution to the world.



CONTACT CHERIE



[Connect on LinkedIn](#)



[Visit Cherie's Website](#)



WHO WE ARE

COACHES, CONSULTANTS & EXPERTS HIRE US TO BUILD A PROFITABLE PERSONAL BRAND
SO THEY CAN 'CHANGE HOW THEY'RE SEEN & CHARGE WHAT THEY'RE WORTH'

BRANDFACE

Tonya Eberhart (Founder) & Michael Carr (COO)

- Creators of the most comprehensive personal brand building system across the globe
- Known for packaging and presenting authentic brands that turn purpose into profit
- Specializing in Coaches, Consultants & Experts who deserve to charge what they're worth
- Bestselling authors on personal branding and hosts of the Be BOLD Branding podcast
- Appeared 250+ times as expert guests and authorities on the subject of personal branding
- Recognized for their Define, Develop & Display formula for profitable personal branding

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