

BRITTNY BURFORD

Realtor®, RE/MAX Estate Properties



After graduating from Arizona State University with a marketing degree in 2004, Brittny Burford moved to the South Bay and has lived here ever since. She became a licensed Realtor in 2009 and joined RE/MAX Estate Properties in 2013. Brittny is the 2020 president of the South Bay Association of Realtors and has also been active in the community through Leadership Hermosa Beach and the Hermosa Beach Chamber of Commerce.

WHAT CHALLENGES ARE SPECIFIC TO YOUR INDUSTRY?

“Being a Realtor in a highly competitive market is challenging every day as I earn the trust and business of my clients purely through my sphere of influence and referrals.”

WHAT CHANGES HAVE YOU MADE DUE TO COVID-19?

“The pandemic has definitely shifted the way I interact with and represent my clients. My initial meetings with buyers and sellers are all now virtually via Zoom, and showings have also gone virtual. Change is the only thing that is constant, and to continue to be relevant, you must change how you do business.”

IN WHAT WAYS DO YOU EMPOWER OTHER WOMEN TO SUCCEED IN BUSINESS?

“I’m a firm believer that your vibe attracts your tribe, and surrounding yourself with other like-minded, strong-willed women makes you a better person and entrepreneur. I’m committed to my industry and have volunteered with the South Bay Association of Realtors for almost as long as I have been in real estate. I have learned so much from all the women I’ve been blessed to work with over the years, and I try to lead by example just like they have done for me.”

HAS MOTHERHOOD MADE YOU A BETTER ENTREPRENEUR?

“Absolutely, it has forced me to master how to balance my time between my clients and my family. I give 110% to everything I do both personally and professionally. As a working mom, I put my efforts into the ones that make it worthwhile to be away from my family. I am motivated to be a strong role model for my daughter and teach her the importance of working hard so you can play hard.”

WHAT ARE YOU ESPECIALLY GRATEFUL FOR TODAY?

“I’m grateful for my family, friends, colleagues, my health and the opportunity to live and work in the South Bay. It’s a unique, beautiful slice of heaven, and I love getting to share that with our community.”