

TOP AGENT

MAGAZINE



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When her work in real estate began back in 1991, a lasting career in the industry was the farthest thing from Debbi DiMaggio's mind. But more than twenty-five years later, she's climbed her way to the top of an intrepid career as an agent, author, and business owner, leading boutique luxury brand HIGHLAND PARTNERS alongside her husband, Adam Betta, and three additional partners. With Debbi and key leadership at the top, HIGHLAND PARTNERS has expanded its reach dramatically, with California outposts that include Piedmont, San Francisco, Beverly Hills, and Los Angeles. All the while, Debbi has cultivated a reputation for energetic, resourceful, and people-first service that keeps clients coming back for years to come.

While Debbi is based in her native hometown of Piedmont, she travels where clients lead. Partners positioned in the Los Angeles area allow Debbi and the HIGHLAND PARTNERS team to serve the needs of Californians across the state. In fact, both Debbi's son and daughter have followed in their parents' footsteps and joined the business as well, continuing a family legacy. Meanwhile, in Northern California, Debbi's primary service area covers San Francisco, Oakland, Berkeley, and Piedmont. In Los Angeles, she caters to clients in Beverly Hills, Malibu, and West Hollywood—to name just a few locales. Considering the vast majority of her business is driven by repeat and referral clientele, Debbi's ability to deliver on her professional promises is well-proven. Likewise, she's become an expert on the benefits of networking and on successful real estate techniques on the whole. She's penned multiple books on the topic, including *The Art of Real Estate* and *Real Estate Rules! 52 Ways to Achieve Success in Real Estate*. At the heart of her success to date? For starters, Debbi considers herself something of a nurturing presence for those she serves, taking care of even the most minute details on behalf of her clients. Likewise, she serves as a resource for those seeking solutions for any issue related to the industry. She keeps tabs on connections and clients through social media, where's she garnered a widespread presence across platforms. "People come to me because they know I'm a resource," she explains. "Above all, I make sure my clients' needs are met, no matter what the issue may be. I'm all about family, and my clients are always taken care of."

In building her business, Debbi remembers the onset of new technology and social media when it began more than a decade ago. She attributes much of her success today to her willingness to adapt to new tech trends and embrace social media's influence in the industry. Accordingly, she lists home with the same holistic understanding of digital and traditional marketing alike. "You have to do it all," she says, "and you can't just be good at or focus on one thing. To do the job right, I leave no stone unturned." With a savvy designer's eye, Debbi transforms properties prior to marketing and enlists the most immersive, memorable professional photography to ensure that each property shines. Likewise, she takes to the leading digital listing and luxury platforms to ensure maximum exposure for properties, while also tapping local publications to increase visibility. Considering her proven track record within some of the country's most competitive markets, clients rely on Debbi for her combination of industry expertise, winning personality, and overarching vision.

Giving back is a priority for Debbi, and she participates in a wide variety of charitable causes. In addition to serving in various capacities within her community while her children were growing up—participating in sports and school functions—she also fundraises for various children's-related organizations. This includes the UCSF Benioff Children's Hospital Oakland, the Children's Support League in the East Bay, and Boys' & Girls' Towns of Italy out of New York. She most recently contributed to Voices for Freedom and the 2020 Micro Clinic, organizations benefitting women in need around the world. In her rare free hours, Debbi most enjoy spending time with family and loved ones. "I love working together as a family in real estate," she says. Additionally, she enjoys getting away for a regenerative session at SoulCycle, another favorite way to unwind.

As for the future of her business, Debbi continues to move toward rapid expansion, all without sacrificing the hallmark quality her clients have come to expect. She plans to build her brand, mentor her children as they ascend the ranks of the industry in their own right, and is eyeing additional media opportunities in the future. In the meantime, she'll continue following her passion wherever it may lead, serving aspiring homebuyers and sellers along the way. "I wake up every morning, excited about who I'll meet and see today," Debbi DiMaggio finally reflects. "It really is true: do what you love and business will follow."



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To learn more about Debbi DiMaggio
visit DebbiDiMaggio.com,
e-mail Debbi@DebbiDiMaggio.com,
call (510) 414-6777,
or visit her Facebook page at
facebook.com/DebbiDiMaggioBrand