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CHRISTA SWISTAK

FINDING HER NICHE

RISING STAR

BRAD GOERTZEN

Photos from
LAWNAPALOOZA
Inside!

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▶▶ cover story

By Zachary Cohen

A full-page photograph of Christa Swistak, a woman with blonde wavy hair, smiling. She is wearing a light beige blazer over a white ribbed top and matching high-waisted trousers. Her hands are in her pockets. The background shows a wooden staircase railing on the left and a piano on the right.

CHRISTA SWISTAK

FINDING HER NICHE

Photo by
Martyn Gallina-Jones

“Do what you love. Love what you do!”

In 2015, Christa Swistak took her first step into the real estate business as an operations manager for Legacy Custom Homes. The owners, who also owned Sterling Real Estate Group, suggested Christa get her real estate license. “I laughed,” Christa reflects lightheartedly. “I said, ‘I’m not a salesperson. That’s not what I’m here to do. I like management and overseeing projects.’” The owners encouraged Christa, reminding her that obtaining her license would allow her to better understand the roles of those she worked alongside. Plus, it offered the added benefit of allowing her to progress her career in unexpected ways. “So begrudgingly, I got my real estate license,” Christa continues. “And that’s how it all began.”

Christa was licensed in 2016. Over the next two years, she sold a few homes to friends and family members while working as a full-time operations manager. She had no intent on becoming a full-time sales agent until she was faced with a fork in the road. Legacy Custom Homes was closing its doors, and Christa was faced with making a career-path decision. After careful consideration, she decided she was ready to give a career as a REALTOR® a shot, and in 2018, she transitioned to become a full-time real estate agent.

FINDING HER NICHE

Christa’s experience in residential project management and operations allowed her to quickly develop relationships in the new construction arena. She landed a position as the site coordinator for Witbeck Preserve by DeGraff Bloom Custom Builders, a neighborhood with 54 home sites, helping her build the skills and relationships necessary to become a new construction specialist. Since then, she’s continued to refine her niche in new construction.



Photo by Martyn Gallina-Jones

“Prior to being in sales, I was involved in the construction of new homes, overseeing and managing new construction sites. So I knew how to build a home — the steps, the budget, and the land development. All of that knowledge and experience has helped me be the salesperson and educator I am today,” Christa explains.

Fast forward five years, and Christa’s business is soaring. As an agent with Sterling Real Estate Group, she closed 36.5 transactions for \$14.5 million in 2022; over 80 percent of her business is new construction. Christa attributes much of her success to her mentors, Jeff Knox and Geoff Booth, owners of Sterling Real Estate Group and NY Development Group.

“They’ve believed in me, taught me, and have afforded me many opportunities that allowed me to continue to grow my knowledge and use my creativity to find

my niche as a Realtor. Without their guidance and support, I don’t know if I would be where I am today.”

BUILT ON EDUCATION

Christa prides herself on being attentive, honest, and a straight shooter. Perhaps her biggest strength as an agent is her dedication to education — both for herself and her clients.

“I hold the client’s hand through the process, trying not to let them be overwhelmed. I consider myself more of a consultant. I have such a vast knowledge and background in new construction, so I don’t feel like I’m selling; I’m consulting and educating. Educating buyers is very important to me.”

Christa also prioritizes education for herself and her colleagues. She’s a Certified New Construction Specialist with the National Association of

Top producer Christa Swistak, a REALTOR® with Sterling Real Estate Group, is a new construction specialist. (Photo by Martyn Gallina-Jones)



From left to right: Geoffrey Booth, Lisa Licata, Christa Swistak, Jeffrey Knox.



Home Builders (NAHB) and has begun teaching courses at the Greater Capital Association of REALTORS® (GCAR). Most recently, Christa has written and had approved a seven-hour continuing education course for New York State Realtors called “How to Represent a Buyer in New Construction and New Construction Basics.” She strives to stay ahead of new construction trends in the industry and is always looking for new and innovative building techniques that are beneficial to her clients. New modular home construction has recently piqued Christa’s interest, and she is learning new things about that avenue of new home building each day.

“There is always something new to learn, especially in new construction, and by committing to that learning, my career has taken the route where I’ve become a new construction specialist. That’s how I’m viewed within the industry and with my clients,” Christa says proudly.

HER DRIVING FORCE

Family is Christa’s top priority and her primary motivator. She and her husband, Trevor, have a blended family of five children, Jacob (25), Kylie (22), Zachary (20), Julia (19), and Molly (14).



Christa Swistak and her husband, Trevor, were married on Sacandaga Lake on August 7, 2021, at Lanzi’s on the Lake, surrounded by their children (from left to right: Jacob, Kylie, Julia, Molly, Christa, Trevor, Zachary.)

When she’s not selling real estate or educating her colleagues, you’ll find Christa hanging with her family at their seasonal home on the Great Sacandaga Lake, boating, playing board games at home with her family, or traveling with her youngest daughter’s sports teams.

“Family is everything to me, and is my driving force every day. They are all so supportive of my career. They tolerate my long, unpredictable hours and appreciate my

commitment to my clients. I want to set a good example for my children to teach them all of the rewards, success, and relationships that come from working hard, dedication, and loyalty,” Christa says. “Most importantly, I want people to remember me as an honest, hardworking person.

“A quote I always share with my kids and have framed around my house is, ‘Always be humble and kind.’ That’s how I was raised, and that’s something I take with me every single day.”



When Christa isn’t working, you can find her and her husband enjoying family time and dining at their favorite restaurant on Sacandaga Lake, Lanzi’s on the Lake in Mayfield, NY.

“
My mom and my Uncle John were my greatest inspirations. My mom is an incredible example of a hardworking single mom. We learned so much from her. We were always told, “Work hard and good things will come.”
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