

SPECIAL EDITION

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WELCOME MAT MAGAZINE

BACK-2-BACK WINNER

How Kristelle Campbell
Became a Two-Time
Franchise Location of the
Year Winner

YOU CAN'T DO THIS ALONE

Building a High-
Performance Team

SUCCESS TIPS

Mastering Local
Marketing

KRISTELLE CAMPBELL



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HOW KRISTELLE CAMPBELL BECAME A TWO-TIME FRANCHISE LOCATION OF THE YEAR WINNER

WHAT DOES IT TAKE TO BE THE BEST—TWICE?

5 MARCH, 2026

In the competitive world of real estate franchising, success is not handed out—it's earned through dedication, strategy, and an unrelenting commitment to excellence. Few understand this better than Kristelle Campbell, the powerhouse behind one of the most successful PropertyGuys.com franchise locations in Canada. Not only has she reached the top once, but she has done it twice—winning Franchise Location of the Year two times in a row.

In this exclusive interview, PropertyGuys.com CEO Ken LeBlanc sits down with Kristelle to uncover the strategies, mindset, and habits that have propelled her to the top. From assembling a high-performing team to leveraging innovative marketing tactics and delivering an unmatched customer experience, Kristelle's journey is a blueprint for business success.

📌 Watch the full interview now: [Kristelle Campbell Interview](#)



BUILDING A HIGH-PERFORMANCE TEAM

Kristelle attributes much of her success to the team she has built. “You can’t do this alone,” she says. “Success in real estate isn’t just about listings; it’s about the people behind them.”

Her hiring strategy focuses on finding individuals who align with her customer-first mentality. Each member of her team is trained not only in the technical aspects of real estate but also in delivering a seamless and memorable experience for every client. “It’s about trust,” Kristelle explains. “When customers know they’re in good hands, referrals come naturally.”



MASTERING LOCAL MARKETING

One of the game-changing factors behind Kristelle’s success is her mastery of local marketing. She has perfected the art of blending digital marketing with on-the-ground strategies to maximize visibility and brand recognition.

Her '7 Habits of Franchise Success' include:

1. Circle of Influence – Leveraging personal and professional networks to drive referrals.
2. Vehicle Wrap Strategy – Turning every drive into a branding opportunity.
3. Strategic Sampling – Offering value upfront to build trust with potential sellers.
4. Community Engagement – Sponsoring local events and supporting neighborhood initiatives.
5. Sign Blitzing – Ensuring PropertyGuys.com has a strong physical presence in key locations.
6. Local Marketing – Using hyper-targeted digital ads and content marketing.
7. Strategic Planning – Setting clear goals and tracking key performance metrics.

“I believe in meeting customers where they are,” Kristelle says. “Whether that’s through social media, a local event, or a well-placed sign, I ensure that PropertyGuys.com is always top of mind.”

DELIVERING AN UNBEATABLE CUSTOMER EXPERIENCE

Kristelle's dedication to customer service has set her apart in an industry that often struggles with trust and transparency. Her approach focuses on education—ensuring that home sellers and buyers feel empowered throughout the process.

"We take the time to explain every step," she says. "When a customer understands how to sell their home efficiently and cost-effectively, they become our biggest advocates."

Her team has also streamlined the selling process by integrating cutting-edge technology with personalized service. "We're not just selling homes; we're revolutionizing the way people think about real estate."



LESSONS FOR ENTREPRENEURS AND FELLOW FRANCHISEES

Kristelle's success is not just about numbers—it's about mindset and execution. For entrepreneurs and franchisees looking to replicate her success, she shares three key takeaways:

- ✓ **Commit to Continuous Learning** – "The market is always evolving. Stay ahead by educating yourself and your team."
- ✓ **Be Relentless About Customer Experience** – "Happy customers are your best marketing strategy."
- ✓ **Stay Focused on Growth** – "Set goals, track performance, and always be ready to adapt."

WHAT'S NEXT FOR KRISTELLE AND HER TEAM?

As a two-time Franchise Location of the Year winner, Kristelle isn't slowing down. She continues to refine her strategies, expand her reach, and mentor other franchisees within the PropertyGuys.com network.

"This is just the beginning," she says. "Success isn't a destination—it's a journey."

