

CRYSTAL UNRUE

Authenticity, Integrity, Dedication

Written by Haley Freeman

Crystal Unrue is a top-producing Realtor® with a passion for helping others. Her first career in insurance management and healthcare education was a natural fit for her strong organizational skills and compassion for people. Those same skills



have made her successful in real estate, where she is committed to providing first-class service with a human connection.

“I prefer to focus on helping families versus the number of units I sell,” she says. “Authenticity and integrity are the values I focus on as an agent. I love

to have fun and build relationships with my clients, and most turn into friends. A quote I like to say is, ‘Communication is the human connection.’ It truly is, and I put it into practice by educating my clients about the whole process and maintaining communication through every step. It’s my job to take on all the worries and protect their interests so they can have a stress-free real estate experience.”

Crystal’s five-star client reviews are evidence that she is delivering what she promises. A recent buyer said: “Crystal was amazing! She helped us buy our first dream home and made the process extremely smooth! She definitely knows what she’s doing. She was very reliable, personable, and knowledgeable. She was always available to answer our questions at any time of the day and kept us informed on what was going on the entire process. I would highly recommend her to anyone who is looking to buy a home! Thank you Crystal!”

Another stated: “Crystal took lots of time to get to know me and what I was looking for. She delivered! I couldn’t be happier with my new condo. She walked me through everything from start to finish, with the mortgage company, escrow and finally was there with a huge smile when she delivered my keys. Our relationship went from client to a solid friendship. I highly recommend Crystal for your real estate needs.”

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Crystal joined boutique Divergent Realty at its inception in 2017, and as part of this close-knit and professional office, she enjoys working as a solo agent with the support of her trusted colleagues.



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“I met our broker, Jackie Soto, a few years ago when our kids played sports together. I’ve been here since day one, and we work closely together. She is very empowering, and the special bond we all have helps us to provide exceptional service to our clients.”

Finding new ways to add value to clients is a big part of the culture at Divergent.

“We are huge on marketing. It’s one of the top things we focus on. We’re not just taking pictures with our cell phones and putting them on the MLS. Everything is professional and syndicated to real estate platforms like Redfin and Zillow. We also advertise listings in the newspaper. Believe it or not, old school methods still work! Video is also becoming a huge thing in the industry, so we are doing lifestyle videos and paying models to be a part of that. We like to think outside the box and find things that grab people’s attention. We just had a Kona Ice truck at an open house last weekend. It was a fun and simple way of attracting people to stop by on a hot day.”

Crystal sends monthly newsletters to neighborhoods throughout Corona, and she looks for occasions to promote small businesses in the area by offering discounts to local residents. “I like to send things that people can use, like coupons for ice cream. It keeps things fun and light, and creates an opportunity to network with the community.”

A lifetime resident of the Inland Empire, Crystal is a wife and mother of two who enjoys spending time outdoors with her family. She loves the community where she grew up and finds satisfaction in helping others make their home there.

Crystal begins each day with a renewed dedication to succeed. “When I first started in real estate,



somebody told me that I’d wake up every day without a job. Every morning, that’s what I tell myself. It pushes me harder knowing that I have to prove myself every day. Every day it’s my choice and responsibility to go out and take care of people who are relying on me to help them through the biggest transaction of their lives.”

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