

# TOP AGENT

MAGAZINE

A close-up portrait of a woman with shoulder-length, straight, light blonde hair. She is smiling warmly at the camera, showing her teeth. She is wearing a bright orange, high-necked top with a gathered neckline. The background is a plain, light grey color.

**RUTH  
ALEXANDER**



## RUTH ALEXANDER

---

*Top Agent Ruth Alexander of Coldwell Banker Mountain Central assists clients throughout Calgary.*

---

With a combination of grit, resilience, and a no-fear attitude, Ruth Alexander turned a personal “house of falling cards” situation into a thriving real estate business—all on her own. After a ten-year marriage during which, like many stay-at-home moms, she left the

finances to her husband, she went through a difficult divorce and suddenly found herself “in unforeseen financial circumstances,” with no home, no car, and no job. Ruth had to reinvent herself. As she says, “when you are backed into a corner, you have no choice but



to push forward,” and she did just that. She and her ex-husband owned properties that had not yet been sold, so Ruth taught herself how to use social media as a marketing tool to find renters. Not only did she successfully find tenants, she also gained the attention of several builders and real estate agents, who hired Ruth to help manage their social media

platforms. Through that process, she began to fall in love with real estate and the prospect of earning enough money to support herself and her girls.

Ruth used her one remaining credit card to pay for the real estate course, finished it in record time (while still completing multiple



---

*Ruth credits her success not only to grit and a no-fear attitude, but also the three Cs of “consistency, commitment, and creativity.”*

---

freelance social media contracts), passed the exam, and obtained her license—“all while living in a basement, sharing a bed with my daughter.” She “came into the market very determined, because when you’re a mom and the sole provider for your daughters, you have a different kind of fire lit.” She joined Coldwell Banker Mountain Central and began selling real estate in Calgary, putting the techniques she’d perfected for other agents and builders to work for herself.

In the first twenty months, she has closed on \$20 million in sales, the majority in 2020, during a pandemic and recession.

Ruth credits her success not only to grit and a no-fear attitude, but also the three Cs of “consistency, commitment, and creativity.” Ruth



views each property as unique and, avoiding a cookie cutter approach, she positions each with a personal touch. She invests heavily in professional photography, employing drones and creating branded lifestyle videos. Because she had little to no budget at the start, she learned to use free online tools and, despite having turned a corner financially, she still designs each property website herself. She also continues to rely heavily on the resource

that helped her get started—a strong social media platform. She explains, “I’ve made it so you can’t turn on social media without seeing one of my posts.”

The success of Ruth’s approach is apparent in her sales—and it’s getting her noticed. She was awarded “Rookie of the Year” in 2019, was named the #4 Calgary real estate agent on social media by Property Spark, and was



featured in Yahoo Finance’s “Top 20 Up & Coming Realtors Globally.”

Ruth loves the challenge of her new career, the chance to “catapult her creativity,” and the opportunity to “run her own business with the support of a good brokerage and a good solid

brand like Coldwell Banker.” Looking to the future, she’s beginning to build a group of “like-minded agents,” in order to expand geographically. She also plans to pay it forward, helping other women that find themselves in difficult situations get their start in the field she’s come to love.



For more information about RuthAlexander, please visit [RuthAlexanderHomes.com](http://RuthAlexanderHomes.com); email [ruthalexander@me.com](mailto:ruthalexander@me.com); or call 403.969.0109