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**Remember... THE POWER
OF THE BRAND IS EVERYTHING!**



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By Maaj Khan

Forty years in the Real Estate industry proves Roger Manegre is a confident force with considerable impact on those around him. He is an ex Politician, Insurance Broker and Restaurant Franchise Owner who found his passion as an agent in the rural area of North Battleford. His expertise in the Battleford market is, quite simply, unparalleled. Roger's knowledge and practice of Real Estate has substantially benefited North Battleford Community and Saskatchewan as a whole. Unequivocally, Roger's steady hand has played an important role in the rising markets of this province (which many believe to be Canada's most prosperous one in the coming years) including that of oil, gas, potash, gold, uranium, and agriculture.

Born and raised in North Battleford, Roger attended the local high school. In 1966, he moved to Cut Knife, a small rural community of just 600. He started an insurance office, and at just 19, decided to introduce real estate as part of his service. For the next 30 years he would build Cut Knife Agencies Ltd. adding investments, the Saskatchewan liquor franchise, weekly newspaper, travel, and Sears order office to his already busy portfolio. He was a popular realtor with a keen appreciation for establishing solid relationships. During this time he served 25

years on the town council of which 19 years he spent as mayor. He was also president of the Chamber of Commerce for seven years, president of the Athletic Club, a volunteer ambulance driver, and coached minor hockey for a number of years.

Eventually, as the profession became much more erratic and competitive, Roger decided it was time for change in order to maintain his edge. That was when he purchased RE/MAX of the Battlefords from Phil Hoffort and Archie Robinson. With the RE/MAX brand, Roger knew he could get much more leverage in his business. The RE/MAX name offered state of the art technology, aggressive marketing techniques, advanced training and formal education backed by a comprehensive support network in an atmosphere of full co-operation.

Roger is the Broker and Owner of two Agencies, RE/MAX of the Battlefords and RE/MAX Meadow Lake. The first RE/MAX office opened in North Battleford in 1987 and over the years it has steadily gained momentum. In 1998, Roger purchased the company and under his helm the office acquired 74% of the market share by 2007.

Flush with the success of the first office, RE/MAX Meadow Lake opened in November of 2007 and is quickly establishing itself as the center of real estate in North West Saskatchewan. In essence the company services the entire North West Region of Saskatchewan and in fact when dealing with farmland he services the north half of the province. He and his talented team of 24 are dedicated to providing unequalled customer care and service. Under his skilled guidance, these highly qualified professionals work towards a common goal: Make their clients' dreams become a reality, or rather "a realty"! To do so they sell their clients' homes in a timely manner for the best price possible or they find their clients dream homes that best fit their needs. This venerable group sees people, not properties, and that determines how they work and what they strive to achieve. They pride themselves on being accessible and available. After all, communication is the lifeblood of their service because they understand it is necessary for effective results.

Roger and his team's award winning sales achievements are a result of diligence, skill and communication! Being a part of a giant like RE/MAX means there is significant exposure and RE/MAX prides itself on an aggressive marketing campaign. The best chance of achieving the best possible price is dependent on the amount of exposure a home receives. The more exposure there is, the more prospective buyers there are, the better the sales price. Roger takes full advantage of every available medium including extensive use of the Internet technologies to market his clients' homes globally 24 hours a day, seven days a week. His company offers two user-friendly websites www.remaxbattlefords.com and www.remaxmeadowlake.com

Roger works equally well with buyers and sellers. He specializes in Agricultural and Commercial properties up to \$5 million as well as recreational properties. Current projects he is working with include residential lots

in Battleford West and Kildeer as well as a couple of Lake subdivisions.

The scope of Roger's experience as a realtor surpasses notions of simple intelligence and stretches into genuine wisdom. Hearing Roger talk about Real Estate is enough to realize that he is deeply passionate about it and there's nothing else in the world he would rather do as a profession "except maybe become a dentist" Roger jokes.

This is a professional who is actively involved in all facets of the market: investment, commercial, recreational, farmland, new construction, land development and everything in between. His knowledge of all aspects in this profession is impressive. That includes supply and demand trends, the demographics of the population, mortgage, zoning laws, taxes, interest rates, inflation and more. Innovative and dedicated, Roger willingly strives to more than just meet his clients' aspirations but exceed them. "Our strength is our commitment to our clients!" That powerful philosophy echoes client Charlie Burk's sentiments: "Roger is a man who truly cares. I've

had the pleasure of working with him twice, once to buy a property and again to sell. He is a genuinely honest person who wants you to succeed. He really takes the time to listen and works very hard to find what you are looking for not just what's out there. He is indeed a man whose actions reflects his promises."

All of Roger's dealings are stamped with his personable style, which is straightforward and constructive. He holds onto deep convictions and thrives on challenges. "I try to provide a high quality of service to our clients and strive for excellence in my daily performance. I think being honest and fair is key to why I am where I am today. It is being willing to try and to work at giving your clients some peace of mind."

His clean down-to-earth approach is why people can relate to him. His skill as both a leader and a worker is demonstrated daily in the way he chooses to conduct business. And how he determines his success is by the relationships he has forged over the years with his peers and the growing number of satisfied clients he has diligently served.





What keeps him going is a wonderfully supportive and understanding family. Dorothy, his wife since 1964, is his rock. He also has a son, Darin, and a daughter-in-law, Sherri. His two beautiful grandchildren, Paige and Connor, are his true joy and the centre of his life. His other extended family is his clients and he enjoys seeing their satisfied faces at the completion of a sale. Roger also supports several worthwhile causes including the Children's Miracle Network, BUH Foundation Festival of Trees, Relay for Life and Meals on Wheels. What little personal time Roger does have he loves to spend it boating, riding ATV's, snowmobiling, and other outdoor activities.

Roger is deeply thankful to his dedicated team and his support staff for their outstanding performance. He is also grateful to Al White, whose managerial skills are second to none. In a province characterized by an abundance of natural resources, vast farming lands and brimming with opportunities, strong economic growth continues to be the norm. Roger and his team at RE/MAX of the Battlefords and Meadow Lake will continue to play a pivotal role in the real estate landscape and prove that the Power of the Brand is indeed Everything!

Roger's impressive list of credentials include Council of Battlefords Realtors, Saskatoon Region Association of Realtors, ASR, & CREA. In addition to numerous other RE/MAX achievement awards, he achieved the Chairman's Club twice, the RE/MAX of Western Canada Broker/Owner of the Year award in 2003 and was inducted in the RE/MAX Hall of Fame in 2006. For him it was a simple recipe achieving all of this: Honesty, hard work, and the crucial ability to adapt and be versatile in today's market place. "Living in both urban and rural Saskatchewan has given me an edge in dealing with people." Most importantly he enjoys what he does.

Win-win results are important to Roger and his team. Clients benefit from all the additional assets and manpower that this group provides at no additional cost. But the pivotal key to why Roger has excelled in this demanding and competitive business for so long is the consistent results he achieves. Results that are only possible because of the dedicated and conscientious efforts invested coupled with a philosophy and founding principles based on experience, education and training.

Roger Manegre

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