

# Profiles of SUCCESS<sup>®</sup>

CALGARY NORTH EDITION

INVESTIGATING CONCEPTS OF SUCCESS

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A portrait of a woman with shoulder-length blonde hair and bangs, wearing a black blazer over a white ruffled blouse. She is smiling slightly and looking directly at the camera. A gold necklace with a cross pendant is visible.

The Art Of  
Selling





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For realtor Denise Staples of Homelife Country Realty, the art of selling comes naturally. She combines her creative talents with strong sales ability, producing impressive results. Denise's background clearly contributes to her success in real estate today.

Born and raised in Kindersley, Saskatchewan, throughout her life Denise has applied creativity to all of her roles. From studying Fine arts at the University of Saskatchewan, Interior Design at Mount Royal College in Calgary, she has developed a keen sense of art and design. These talents were used in the family business, Staples Men's Wear (still in business after over 60 years). Denise owned and operated a ladies' wear store as well as a fitness centre,

teaching aerobics and weight lifting six days a week. She also worked in interior design with The Bay and a local design store in her home town. Through all of these, she honed her skills in sales and in working with people, consistently providing exceptional customer service.

A resident of Cochrane since 1992, real

her great people skills. Licensed in 1993, Denise quickly realized she had a flair for staging homes to prepare them for sale. "I love sharing my knowledge of colour and interior design. The staging process helps set clients' homes apart from the competition, often bringing a higher sale price." While clients clearly value her opinion, this positive realtor also has a knack for giving clients confidence.

Working for Royal LePage from 1993-2002, Denise moved to GMAC Real Estate from 2002-2009 which was then purchased in 2009 by Brookfield Investments and then in 2010 Homelife Country Realty joined our office.

## The Art Of Selling

*By Heather Navarra, The Write Type*

estate seemed to be a natural progression, combining her background with her love of homes and of Cochrane, along with

Denise considers the other agents at the office a part of her 'team'. "Most of us met at Royal LePage. We help each other

during absences. We confide in each other. We trust each other and do not interfere with each other's clients. It's great to know they will be there to help me with any need and that I can do the same for them."

A member of the Calgary Real Estate Board and the Alberta Real Estate Association, Denise also has her Relocation Specialist designation, networking with agents across Canada to assist people transferring, as well as receiving referrals from agents across North America. Unique skills are required to assist transferees, as they often need to move quickly. "It's important to have strong communication skills in order to develop an understanding of their needs," says Denise.

Other credentials include Real Estate Planner, a designation that provides an understanding of seniors' needs in order to assist them through changes, whether downsizing to a condominium or into assisted living. Denise has valuable contacts to assist with clients' needs, including contractors, designers, painters and other tradespeople.

Most often representing sellers, Denise also enjoys working with buyers. She handles residential and acreage listings including condominiums and new homes, as well as land and commercial properties throughout a wide geographical area that focuses on Cochrane but also includes Northwest Calgary, Redwood



Meadows/Bragg Creek, Bearspaw and northwest to the Water Valley and Cremona area. She also has her (ICI) Commercial Designation, leasing space and selling small retail businesses and land.

Denise is 'Premier Service Certified' through company training that focuses on providing the very best level of service. Indeed, along with her vast market knowledge, the high level of service Denise provides sets her apart from the competition. Denise earned a Platinum service award, recognizing a score of 100 percent on customer service, as rated by clients through independent surveys.

All of Denise's promotional materials are unique and draw attention. Additional Visual promotions are done through the Cochrane Movie House, Vancouver Real Estate TV Channel, Home Design Magazine. When her properties sell, a bright red sign completely replaces the original 'For Sale' sign, helping the property stand out as being sold. Cards offering a free market evaluation also have an inspirational poem on the back. "Clients collect them and keep them. People call me to say, 'Your poem touched me; I look at it every day.'" Always positive, Denise enjoys making people feel good.

Complementing these initiatives, the Internet ensures wide exposure for listings through MLS, Homelife office website and..... Comprehensive marketing also includes advertising in the local newspapers, as well as Homes and Land magazine and their extensive website links.



*Photography by Peter Charlton*

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Disclaimer: This document is not intended to solicit already listed properties or buyers under buyer agency contracts.



Comprehensive marketing also includes advertising in two local newspapers, as well as Homes and Land and Lifestyle magazines. Denise also believes in continually marketing herself to ensure past and potential clients recognize that she is active in the business.

Detail-oriented and with a keen knowledge of the product, Denise has been nicknamed 'The Vault' in the office: she regularly attends open houses and remembers homes she's seen (including those from her first days in the business), right down to the floor plan. As a result, this market-savvy agent is able to accurately price listings. She keeps up with technology and market changes so her clients will have the best knowledge available in today's market.

Efficient and productive, Denise thrives on being busy. She is honest, assertive but not pushy, patient, generous and focused on keeping her clients fully informed. The results? In the top three in Cochrane for sales, she has earned a number of awards. She is a recipient of the MLS Million Dollar award from the Calgary Real Estate Board (2001 to 2010 consecutively) as well as the GMAC Diamond award (2003-2004) and Platinum award (2005-2006) and Platinum Elite award (2007). She ranked in the top nine for GMAC in Canada (fifth in Canada in 2004 to 2006), as well as in the top 100 in North America in 2006 and 2007, plus Homelife Diamond Award for 2010 and the Top Listing agent in Alberta for 2010. Remarkable!

Motivated and proficient, Denise enjoys crossing tasks off her 'To Do' list every day. Inspired by successful people, she has an appetite for learning and is excited about reaching her goals. She is hardworking and tenacious, working diligently at any task she undertakes.

To relax, Denise loves to paint in oils and sells her works. She also plays golf actively and enjoys walking her pet Jack Russell. With

a strong interest..... (remove Denise and other agents at the office also sponsor Habitat for Humanity). and add She is involved with Charitable associations like Sponsor a Child, The Kimmitt Monumental Tournament, and Habitat for Humanity(locally) plus choosing a family a year to help at christmas time.

Denise is thankful for the support of her family. "My husband worked by my side until his passing in 2006. Above all else, Denise values her relationships, especially with her two sons and daughter-in-law, as well as her many friends, 'Ya Ya' sisters, peers and fellow artists at Final Touch Art Studio.

For Denise, meeting new clients and

enjoying their diverse personalities is one of the best features of her career. "My only business is real estate and, when it comes to service, everything matters. I have learned so much from meeting so many interesting people. Every time I sit down with someone, I learn something new and that's exciting. I've grown from that." With over half of her business now coming from repeat and referred clients, the high number of thrilled customers indicates she is succeeding in her goal to ensure each client's real estate adventure is a happy one.



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