

Profiles of SUCCESS[®]

FRASER VALLEY EDITION

INVESTIGATING CONCEPTS OF SUCCESS

TRADEMARK AND COPYRIGHT 1888.906.5527

On The Path To Success



Trademark and Copyright held by
Profiles of Success 1888.906.5527

RUS "SELL" BAILIE'S BAILIWICK OF CHILLIWACK

"bail-i-wick" – a person's specific area of interest, skill or authority.



Russell Bailie entered real estate on Valentines Day 1987. It was the beginning of a love story of sorts, including passion, dedication, laughter, hard work, sacrifice and accomplishments. Now, at 54 years old, Russ is at the pinnacle of his game. After nearly 20 years of making a positive difference for the lives of thousands of families, he reflects on his past and contemplates the future of his career.

Bailie is licensed with RE/MAX, the world's number one real estate organization, with over 110,000 agents in 57 countries. His long hours of hard work, focus on customer service,

real estate knowledge and business savvy, have earned him a large family of satisfied clients, a wall of awards, the recognition of being in the top three percent of all RE/MAX realtors worldwide and the reputation of a reliable, realty professional who truly cares about the people he serves. He is one of the foremost names in Chilliwack real estate.

Real estate is a tough business requiring the highest level of commitment and professionalism. Russell learned business and a strong work ethic early in life. He moved to Chilliwack in 1966. The youngest of seven children, he watched and learned

from the examples his parents set. They owned a motel and the entire family helped out in the operation. His father worked as a respected logging supervisor and building contractor, leaving home at 6:00 a.m. and often returning home wet, cold and battered at 6:00 p.m., only to undertake motel maintenance projects. His mother helped by doing laundry for the motel, renting rooms, cheerfully greeting people and lovingly caring for her large family. She also worked part-time at the local tourist bureau and was very invested in church activities. His parents' generation came through the Great Depression and World War II. They truly understood

hardship, disappointment and opportunity. Russell's accomplishments borrow from his parents' perseverance, hard work, long hours, teamwork and ethical, friendly service to their clients, employees and employers.

Russ found his way to real estate following a diverse background of service station ownership, logging, oil field maintenance, automotive and flooring sales, along with five years' food and beverage service as a waiter, while attending Fraser Valley College to earn his Business Administration and Management Diploma. It all contributed to Russell's Bailiwick of Chilliwack Real Estate. "When you have a goal and a vision, you do whatever you have to," says Russ. "Going back to school at 30 years old was a scary decision. How would I support my family? I knew if I wanted to make my mark in life, I had to get a formal education. My studies in law, marketing, finance, economics and communications are the foundation for my service success and, more importantly, the success of my clients."

Working as a waiter at night allowed Russ to go to school during the day and study after work, usually between midnight and 6:00 a.m. "Those five years as a waiter, having fun with people and studying night after night for college, were probably the best of my life". The bonus was that the hundreds of satisfied restaurant patrons became his real estate clients, giving him a huge sphere of influence. "It was the rule taught from very young, to do my best each day. I never dreamed my career would thrive as a result of being a great waiter."

Upon entering real estate, Russ realized the business was changing and teamwork was essential. He was the first Chilliwack agent to hire a full-time assistant. Technology began driving the industry faster. Today, agents are just a mouse click away from losing their customers. People need information



and services in real time, not next week. "No one is an island," offers Russ. "It is my opinion and experience that there is just too much data for one person to consistently attend to and at the same time protect the clients' best interests. Having full-time office administrators helps insure my clients receive the premier service they deserve."

Several years ago, Jim McNeil joined Russ as an Accredited Buyers' Representative. "Jim is a 12-year RE/MAX seasoned expert on the buying side. He has an amazing background as an RAF aircraft engineer during the war, followed by years in the moving and storage industry. According to Russ, "Jim works harder and longer than any young agent works and negotiates deals better than Donald Trump. Our clients and I are definitely lucky to have Jim in our corner."

In May, Janette Joiner joined the Russ Bailie Team as a full-service listing and selling agent. She has a background in business, agriculture and interior design. Her sensitivity to people's needs and emotions when they are buying and selling their homes is what

her clients like most about Janette. She knows the real estate market. Janette is a strong-willed, sensible girl with a big heart, a great sense of humour and the trademark determination of a Russ Bailie Team member. Says Russ, "With a team approach, there is someone available seven days a week to attend to offers, appointments and showings, which is often critical to getting the best results for our clients."

A long, successful real estate career starts with what you think. "I make my living selling homes, but I spend my life helping people," offers Russ. It is a fine, philosophical line. His personal passion is making people happy by getting them to a better place in their lives and being a part of their celebration of success. "Our clients are relying on the Russ Bailie Team to help them make life-changing decisions. It is simply too important not to put their needs first."

Russ uses his marketing experience to offer his clients a comprehensive 28-point Service Guarantee that includes multi-picture colour advertising of their listings, website virtual tours,

home staging advice, free moving boxes and address change cards, office tours, colour window boards and agents' sheets. Promotions include full-colour mail-out cards to every home in Chilliwack five times a year, notepad drops twice a year, bus benches, a 20' by 8' billboard, periodic radio advertising, monthly newsletters, a client referral rewards program, free calendars and even birthday cakes. "We show our clients that we care through value-added appreciation offerings and important real estate services that set us apart from other agents."

Bailie's team is doing about 150 transactions a year. He notes, "If you want a job done, give it to a busy person. Our team is high-energy. We have many laughs and cover all the bases to provide the best possible real estate option. It takes long hours of hard work and a lot of financial investment for technology, advertising and promotion in order to provide our clients with the service they expect and deserve." Providing

top service is expensive, but Russ believes that customer satisfaction is the bottom line, making the time, and challenges worthwhile.

"Most important, I want to acknowledge my wife and partner, Heather. She has been my rock and inspiration for 25 years, bringing humour and balance to our disjointed lives. She has kept our home fires burning and raised three wonderful children. Heather is a great cook and, almost every day, brings me a delicious, nutritious lunch so I do not have to eat hamburgers. She comes up with more ideas than Einstein to further our business promotions and service, and loves me more than I'm sometimes worthy of."

"To sum up, I feel that complete success is not something you have; it is something you work for each day until you finish your last deal. It is about attitude and action. My path to success is paved with stepping stones of accomplishment, made and laid

each day by doing my best with what I know and choose to be. I love being a REALTOR. To apply and accomplish so much for my family, my clients and myself is, in itself, a rich success. What are my secrets of success? A good education, a great company, a fabulous team, a strong determination and my Valentine Heather, who keeps me one step ahead. Real estate has an especially exciting, rewarding, challenging future and I am ready for more."

Russ Bailie

RE/MAX NYDA REALTY

1-7300 Vedder Rd.

Chilliwack, BC V2R 4G6

T: 604-858-7179

Toll Free T: 1-800-830-7175

Toll Free Fax: 1-866-792-6275

russ@russbailie.com

www.russbailie.com

