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Partnering With Clients To Make Dreams Come True

By Heather Navarra, The Write Type

Honest, hardworking and optimistic... three adjectives that describe real estate agent Diane Moore ... and words that she attributes her real estate success to.

It's been over 30 years since Diane, a young mother with two small children holding down three jobs to make ends meet, would study into the late hours for her real estate course. Her dream was to make a better life for her family and herself. "Back then, I only needed four hours of sleep at night. Now I need six!" Diane says, laughing. "I've been very lucky to have a career I love, where the work never seems like work."

Diane has a philosophy that there is an equal amount of negative and positive in everything, and her secret is to focus on the positive. That may be why she has been the top producing agent for the past five years at Premier Canadian Properties, a company Diane started in Kelowna in 2000 for two gentlemen from Seattle as an Associate Broker. Today, the company is locally owned and operated, and Diane has hung up her managing broker's licence. "Administration work is ok, but I enjoy the deals and the satisfaction of helping people with their real estate needs. When you're selling, every deal is unique; every client is special. Those factors keep me fully engaged. I love it!"

With a professionally - designed website, Premier Canadian Properties



represents the 'Finest Properties in the Okanagan', handling some of the most distinctive real estate in Canada. A small, boutique real estate company, the agency has two offices with about 15 agents to serve clients. Diane works from the Kelowna office. The agency is about to become affiliated with Christie's Great Estates, an international real estate company, which will open the door to wider markets.

Growing up on a farm taught Diane the value of hard work and honesty. Living in the north offered a variety of different types of real estate to sell. Over the past 30 years, Diane has worked in all kinds of markets, with interest rates from 3 percent to 21 percent, in weather from 40 degrees below zero to 40 degrees above zero. Whether selling a large piece of developmental land or an exclusive waterfront condo, Diane has consistently earned in the top 2 to 3 percent of agents in Canada. The past five years have shown significant achievement and are a testament to her high level of service.

The orchards, wineries and recreational lifestyle make the Okanagan Valley one of the most desirable areas in Canada to own real estate. A member of the Okanagan Mainline Real Estate Board, Diane now serves Kelowna and surrounding areas, balancing her time between acting on behalf of buyers and sellers, on properties ranging in price from \$200,000 to \$20,000,000 Cdn.

A sophisticated marketing program helps Diane provide broad exposure for her listings. Through the agency's strong web presence, each of Diane's listings is described in detail and includes full colour photographs and virtual tours, often with breathtaking views. Crediting her team of young agents who are technologically knowledgeable, Diane is able to maximize Internet marketing opportunities. A unique campaign is designed for each property, targeted directly towards potential buyers. Mailouts and newsletters help Diane stay in touch with potential and existing clients.

With her market savvy and vast experience, Diane is able to match potential buyers with real estate that meets their needs. Indeed, one of Diane's favourite parts of her role as a real estate agent is the opportunity to interact with clients to bring real value to people's lives. "It's truly delightful to have the opportunity to work with such wonderful clients from all over the world."

This dedicated professional has surrounded herself with a strong support team. Her office staff handles advertising,



website updates and all conveyancing, while her licensed assistant, Trish Long, works alongside Diane on all transactions. "Canada is rapidly becoming one of the most sought after areas in the world to live," says Diane. "Trish moved to Canada a year and a half ago and, with her degree in banking, decided she wanted to know all about real estate. Her financial knowledge and emigration expertise are valuable assets in assisting international clients. Two of my assistants will become licensed in May that will be important contributors. Gillian Krol has a degree in marketing/communications and Jas Purewal has a legal assistant diploma. Both will be important contributors to my business. My team members are brilliant, smart and capable, and clients see that all their needs are going to be taken care of through our team approach," raves Diane.

It's clear that Diane understands the value of continuing to broaden her knowledge base. "Over the years, I have been a strong advocate for ongoing mandatory education for agents, which is now in place throughout British

Columbia. I continue to take almost every real estate course I can, and feel strongly that real estate agents should work full-time in the industry. The business is continually changing, and being active every day means an agent is learning and growing with the industry, keeping up their education as well as their product knowledge, and staying abreast of evolving technology that supports agents."

A testament to the high quality of Diane's client service is that 80 percent of her business now comes from repeat and referral business, clients coming back again and again. "There is no higher compliment than when my clients provide a referral," says Diane. In fact, one client recently said, "You haven't changed in 30 years, Diane. You are still as enthusiastic and optimistic today as you were back then!"

Without a doubt, Diane has built her business on optimism, honesty and hard work. "I don't do business with people who aren't honest, and I don't invite people who aren't hardworking, honest and optimistic to work with me," shares Diane. "I always try to focus on the positive, even

though my life has had some difficulties that challenged this approach. When my son was killed in a car accident at 34 years old, it took some time to realize the positive: I was so fortunate to have had him for 34 years. Today, my beautiful daughter has a son of her own, and I think I appreciate my special little grandson even more because of this previous loss."

When Diane turns her thoughts to her goals for the future, she focuses on her clients. It's important to her to continue to work hard to help clients fulfill their dreams, through providing them with exceptional service. "When I stop putting my client's need first, I will quit the business, because it's so important to keep that at the forefront."

Diane also shares her knowledge and expertise through teaching real estate courses to her newly licensed agents, giving back to the industry in her own special way. Sharing her experience with housing committees for low income and affordable housing projects is her opportunity to give back to the community, which is also essential to Diane. When she's not busy with real estate, Diane is working on her ballroom dancing skills, or painting pictures.

In the Okanagan Valley, Diane Moore is a dedicated real estate professional who works hard for clients, and believes honesty and sincerity are her number one qualities. With her strong performance, Diane has set a benchmark that she is determined to continue to achieve ... and her clients will continue to benefit from the results!



Diane & her dance instructor Warren Eaton of Latinesque

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