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***SOLD on***  
***Service!***®



# **SOLD on Service!** ©

By Kate Richardson

**Y**ou know you are in good hands in the dynamic real estate market when your Realtor® has extensive business expertise and acumen plus a personal drive to offer clients the highest levels of respect and service. Brian Nicol's thriving real estate business in central Vancouver Island is based firmly on his skill and experience in marketing and executive level business management, combined with innate integrity, dependability and a personal passion for his chosen profession. His personal brand of exceptional business ethics and service is fuelled by his passionate commitment to Biblical principles, especially the importance of serving others.

Articulate, knowledgeable and decisive, Brian entered Real Estate following an exceptional career with Bell Northern Research and Alcatel. An engineer by profession, he began his corporate life developing complex telephone network products. Ultimately, he became an executive responsible for strategic marketing and

planning with a \$1 Billion dollar business unit making high-speed internet access networks. He gained excellent experience and training in negotiation, communication, computer, internet and organizational skills, all of which proved enormously valuable when he transferred his attention to becoming a highly effective full-service Realtor®.

Operating out of Royal LePage Nanaimo Realty, Brian works with both Buyers and Sellers, serving a wide geographical area on central Vancouver Island that includes Nanaimo, Parksville, Qualicum Beach, Ladysmith, and Chemainus. To serve his clients, some of whom come from across Canada, he has developed a unique and valuable process of lifestyle assessment and consultation. With superb ability to hear what is unspoken, Brian can offer clients excellent professional advice that takes into account their personal interests as well as budget and timeline. One couple, for example, was adamant that they wanted

a rural acreage. Observing their outgoing personalities, Brian probed until he understood that their real goal was privacy. He found them a large tree-covered lot in an outstanding neighbourhood. "Every time I see the wife, she thanks me," Brian says. "She enjoys the contact with the neighbours, especially since her husband travels extensively. But the house and lot are private. They have the best of both worlds."

Organized and detail-conscious, Brian has developed impressive and comprehensive materials to support his clients. He incorporates detailed checklists into a complete project plan designed to deliver results for each client. His Service Overview Package offers a thorough and methodical approach to the Real Estate process. For Sellers, the Package clarifies the process and provides relevant information on pricing, home preparation tips, and selling costs. For Buyers he develops a similar Package, including a budget breakdown to assist with an assessment of purchase-related costs. He

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

also creates a "Homestretch Plan" for Buyers. Featuring a picture of their new home, the plan includes a summary of the purchase contract, key contacts, and a "To Do List" for hiring a mover, forwarding mail, and space to add their own details. "My goal is personalized service," Brian says. "I want to deliver on my commitments thoroughly and responsively, based on each client's unique set of circumstances."

Brian has also gathered a complete Resource Team, including mortgage brokers, lawyers/notaries, home inspectors, insurance brokers, home stagers and movers so that he can offer clients quick access to top notch suppliers of any key Real Estate service. Based on his personal experience with eight moves, including to the U.S., he provides information about local computer technicians, restaurants, motels with kitchenettes and storage units. He even has a supply of Yellow Pages phone directories to give to clients so they can contact services they may need. "This is a hot market for retirees and others moving in from all across Canada and internationally," Brian explains. "I think about anything that might make the move easier and include contacts for those services on my list." His clients agree. Bill and Karen write, "Your support went beyond just helping us find the right home but also in assisting us to address a myriad of details

associated with our move. Your attention to detail made the whole process easy."

Brian's unique and creative marketing strategies reflect his professional background and cover the full range from traditional print ads to innovative website marketing ([www.BrianNicol.com](http://www.BrianNicol.com), [www.mls.ca](http://www.mls.ca)) that provides global 24/7 exposure. His feature sheets go well beyond the industry standard. An avid photographer for over 30 years, he applies his experience in taking pictures and his knowledge of Real Estate to create images that showcase the features of the home attractive to Buyers. Using state-of-the-art publishing technology in his home office, Brian designs and prints customized feature sheets that target specific markets for each property. He personally delivers these feature sheets to the mailboxes of most Realtors® in the area to access the widest variety of Buyers. Also, the feature sheets are available in boxes at his signs to give potential Buyers a quick and comprehensive overview of the property, both inside and out. With premium equipment and knowledge of marketing techniques, Brian can adapt to changing market conditions quickly and effectively, updating and distributing new feature sheets to keep the property current and top-of-mind.

Brian's clients benefit by immediate release of quality electronic and print promotion for complete market exposure. Brian always carries his feature sheets with him so that he can immediately answer Realtor® or potential Buyer inquiries or hand them to an interested prospect. The negotiation process on behalf of his client begins from this point, he believes, and being able to transmit information quickly and accurately is a crucial first step.

Negotiation is a critical skill for protecting the interests of clients in real estate transactions. Brian has much experience and received lengthy advanced training from experts. As Steen and Shirley write, "With his sharp eyes, quick mind and finely honed negotiation skills, he is able to use all the characteristics of the



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property to best advantage whether acting for a Buyer or Seller.”

One benchmark for Real Estate success is the unfailing enthusiasm for meeting people and helping them achieve their dreams. As proficient and comfortable with technology as Brian is, he balances it carefully with high-touch personal communication. His favourite method of keeping in touch with clients is the personal phone call or face-to-face meeting. “Email is great for confirming arrangements or quick updates,” he says. “It’s critical to use the appropriate communication method with people, and I find that the personal touch is extremely important to success in this business.”

Another benchmark for success in the industry is the ability to work hard, set goals, and take daily action to achieve those goals. Brian’s corporate experience and training make him well suited to Real Estate’s demand for persistent and consistent activity to stay on top of clients’ needs. “I am purpose-driven and have a clear understanding of my talents, abilities, interests, and long term objectives,” Brian says. “I perceive that each day is filled with fresh opportunity to provide high-value professional service.”

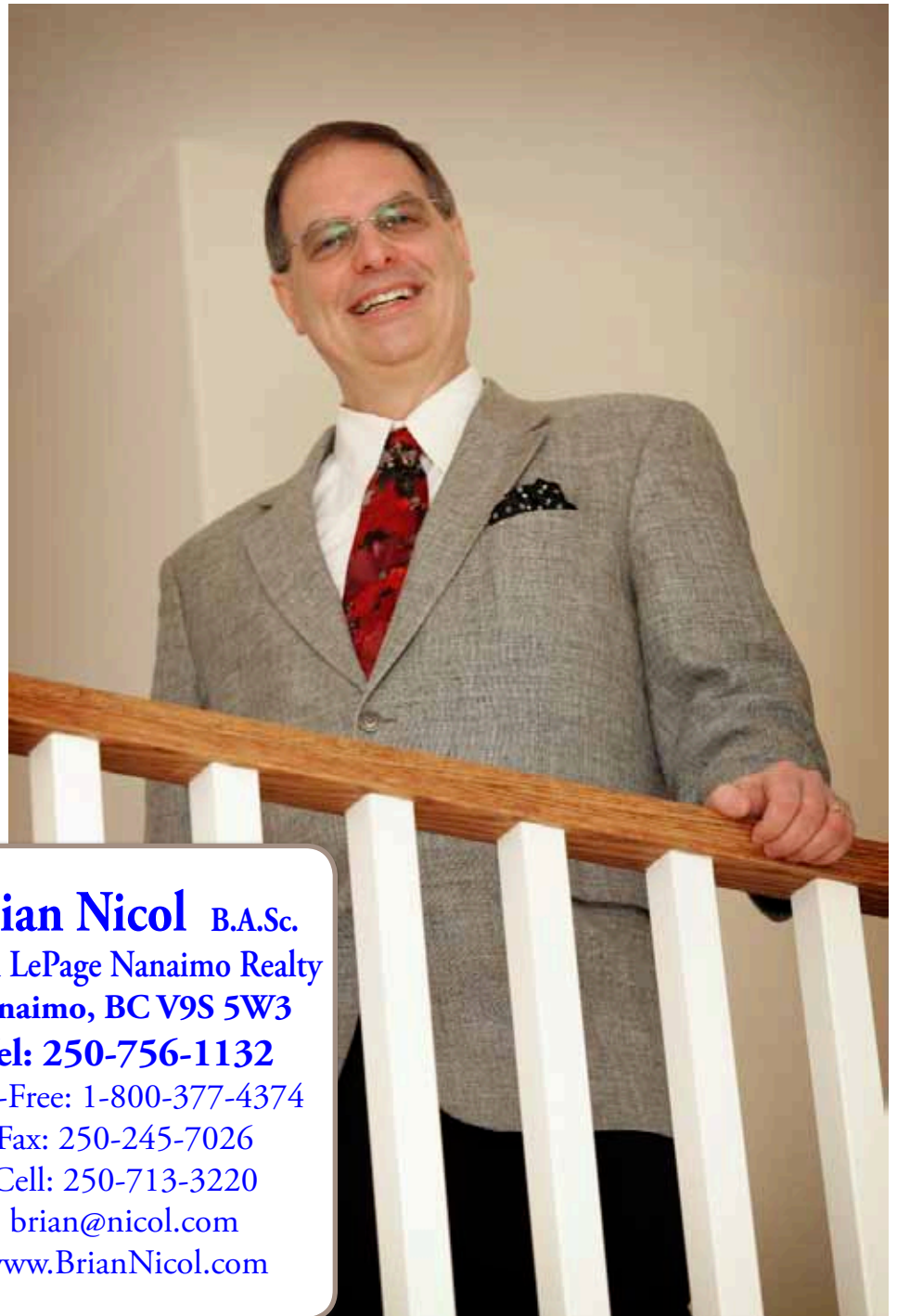
Quietly charismatic and influential, Brian believes in giving back to the community and offering service to others. He volunteers his time, resources and talents to charities and other community efforts, ranging from personal one-on-one activities such as home visitation to using his business skills to prepare strategic plans for churches and charities such as the Parkinson Society’s SuperWalk. “Real, sustained success and happiness is found in giving and genuinely seeking to serve others,” Brian explains. “Happiness does not come from achievement alone.”

No matter how dedicated to the business, Brian says it is a joy to come home to Kerstin, his wife of 27 years, and their toy poodle Bijou. Besides photography,

he enjoys activities as wide-ranging as watercolour painting and refinishing his home. His previous renovations have, characteristically, been completed to the highest possible standard. Their daughter Ashley owns her own interior painting/drywall repair business and, having learned from her father the value of hard work and high ethical standards, has won an award for Best in Trades.

Brian takes his goal of truly customized

service seriously. “Brian listened to our needs, wants and expectations and made them a reality,” write Karla and Andrew. “He asked questions about our family’s interests and lifestyle and customized our home search to best suit us.” Steen and Shirley write, “We would not hesitate for a second to recommend Brian not only to other buyers and sellers but to our own family.” With every transaction and every interaction with clients, Brian lives up to his motto “SOLD on Service!”



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