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Service:
Pure and
Simple:
The Best

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Service: Pure and Simple: The Best

By: Maj Khan



Jerry and Annette Murphy understand what it means to provide 'the best service'. With a combined knowledge and experience that spans over 30 years, their expertise is impressive. However, their unrivalled performance is based on much more than just their skills and talents, but rather on how they conduct their business.

In the capable hands of Jerry and Annette, there is integrity and passion, empathy and honesty, thoughtful communication and a lot of hard work. There is a commitment and diligence to deliver on promises made. That willingness to exceed expectations and yield outstanding results is why these

agents have earned the trust of their clients.

Clients Shelley and Paul express their heartfelt appreciation of the gracious service they received. "My husband and I recently sold our former home and purchased a new home. Working with Jerry and Annette Murphy was not only a good decision, but also a valuable decision. From our first meeting to the hanging of our beautiful wreath (a gift from them) on our front door, we were truly blessed to have their expertise on our side. During the process of purchasing our new home, we ran into a problem that, emotionally, set us back and put us in a position we had not expected and were not prepared to deal with. Jerry and Annette's professional counsel, support

and guidance turned an otherwise emotionally difficult experience into the best decision we've ever made. Going above and beyond is all in a day's work for them. They make it a practice to provide the highest level of service to each and every client. We will always be grateful to Jerry and Annette for not only finding our 'dream home', but for respecting our needs throughout the process."

These professionals have carved a place for themselves in their community because of their ability to forge and maintain lasting relationships. They care, and the consideration and open interaction that is always present in their business practices reflect their personalized and customized approach. This team wants to focus on the 'person',

compared to larger teams that often get too focused on the 'business'. The individualized attention they give to their clients often results in those highly professional relationships becoming valued friendships. However, Jerry and Annette maintain that their peers are an important part of the puzzle, and are treated with the same respect and honesty as their clients.

Jerry and Annette take great pride in what they offer. Their invaluable experiences and range of knowledge include building houses, owning a construction company, being an inspector on government projects, and working as a business education teacher. They provide service that is competent and proficient. That commitment to a smooth process exists because this couple understands buying or selling a home is an emotional experience, and they want to be a positive part of their clients' transition from one stage in life to the next.

Jerry and Annette work with Re/Max nova and have been with this reputable giant since 1994. The office they work with is located in Bedford and services the surrounding areas of Fall River, Waverley, Sackville, Bedford and outskirts. There are also offices in Dartmouth and Halifax. Re/Max nova is staffed with approximately 80 skilled realtors and is a dominant force in the region. Its strong market presence is partly a result of its name recognition and international presence.

The Murphys work well with both buyers and sellers, and work primarily with residential properties in various price ranges. However, they have had much success in selling commercial properties

as well. The geographical region they focus on includes Fall River, Waverley, Bedford, and Halifax/Dartmouth Metro.

Jerry and Annette are very much involved in every aspect of real estate. They currently represent four subdivisions with three different landowners, as well as a number of builders. St. Andrews Village, Miller Lake West, Perry Lake Estates and Kinloch all cater to young and growing families as well as retirees. The Murphys also belong to the Nova Scotia Home Builders Association,



which has served as an important platform for their relationships with the land developers and builders.

A key component to marketing these properties is the Murphys' website, www.jerryandannettemurphy.ca, which allows them to access millions of potential buyers and sellers at any time. Traditional methods are also used, including television, strategically placed signs, mass mailings, as well as the Real Estate Home Guide, Re/Max Review periodical and the Real Estate Book. To complete their advertising strategy, Jerry and Annette are members of the Re/Max Relocation Program and also have their own

personal referral network. They work with 'UK2NovaScotia' to give a warm welcome to families from the UK and Europe. "We will be participating in a trade show in London, England, in the spring to encourage some of the 1,200 potential emigrants to make their new home in Nova Scotia."

The Murphys have carved a solid reputation for unsurpassed service and, as a result, have considerable distinctions that mirror their enduring success. They are both recipients of MLS Awards and Re/Max Platinum Awards, and have been inducted into the Re/Max Hall of Fame. They have been in the top five teams in Atlantic Canada for the past several years, as well as being honoured with the position of top team in the Maritime provinces in 2003.

To be at this calibre requires patience, a willingness to listen, to provide the best of oneself, to offer the highest value and service possible and to always put the client first. The Murphys strive every day to do just that.

"We think that no matter how large or small a home may be, it is someone's and every person's home is important. It is important to us that we show respect, kindness, a helping hand and a warm smile. We are lucky to be a part of people's lives and to help them achieve their goals."

Family is very important to Jerry and Annette. They met in 1990 and that was the beginning of a beautiful personal and highly successful professional relationship. The union was also a merger of two families and includes six children. That is why helping families find the right home works for them. "The fact that we are a blended family makes us sensitive to others who may

be starting again.”

Jerry and Annette are very much a part of their community. They are Lions Club Members, are on the School Advisory Council, members of the local church and Business Breakfast Club, members of Oakfield Golf and Country Club and support their Junior Golf Program as well as sponsor school sports activities and various charities. “We support the Children’s Miracle Network as well as (with our colleagues from Re/Max nova) conduct an annual Re/Max nova auction to raise money for the children’s hospital. We answer phones in the local IWK telethon. We also support the Canadian Breast Cancer Foundation and participate in the Run for the Cure with our daughter Alyson, as well as the MS Run each year. We participate in fundraising events that help young dancers, like our daughter, Melissa, at the Maritime Dance Academy. Giving back to the community is very important to us.

Each year, we honour our clients with a Christmas gathering at our home to share in the Christmas spirit with our family and friends, and we also participate in the local Christmas parade sponsored by the Lions Club that gathers food for the needy in the area.”

The dynamics of this husband and wife team are fluid and efficient. Their charismatic personalities, consummate negotiation skills, perceptive analysis of the market, and their ability to multi-task are highly effective. There is tremendous enthusiasm and a spirited approach to everything they do. “There is complete trust and understanding. There is someone to rely on, someone who can push you, console you, be there to think things through, share ideas with. It is great for us and for our clients. We enjoy working as a team. This is something we would like to do together for a long time.”

The Murphys enjoy spending time with their family and friends and are grateful to their children, Dennis,

Kelly, Stephen, Cara, Melissa and Alyson, for their love and support. They are pleased to have Brenda, their executive assistant, working with them to facilitate the office procedures and the needs of their clients to ease the flow of communication and service.

Jerry and Annette Murphy have redefined Murphy’s Law. Nothing can go wrong because they will make it right. For the best service you will get, call them. It’s pure and simple!

Annette & Jerry

Murphy

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