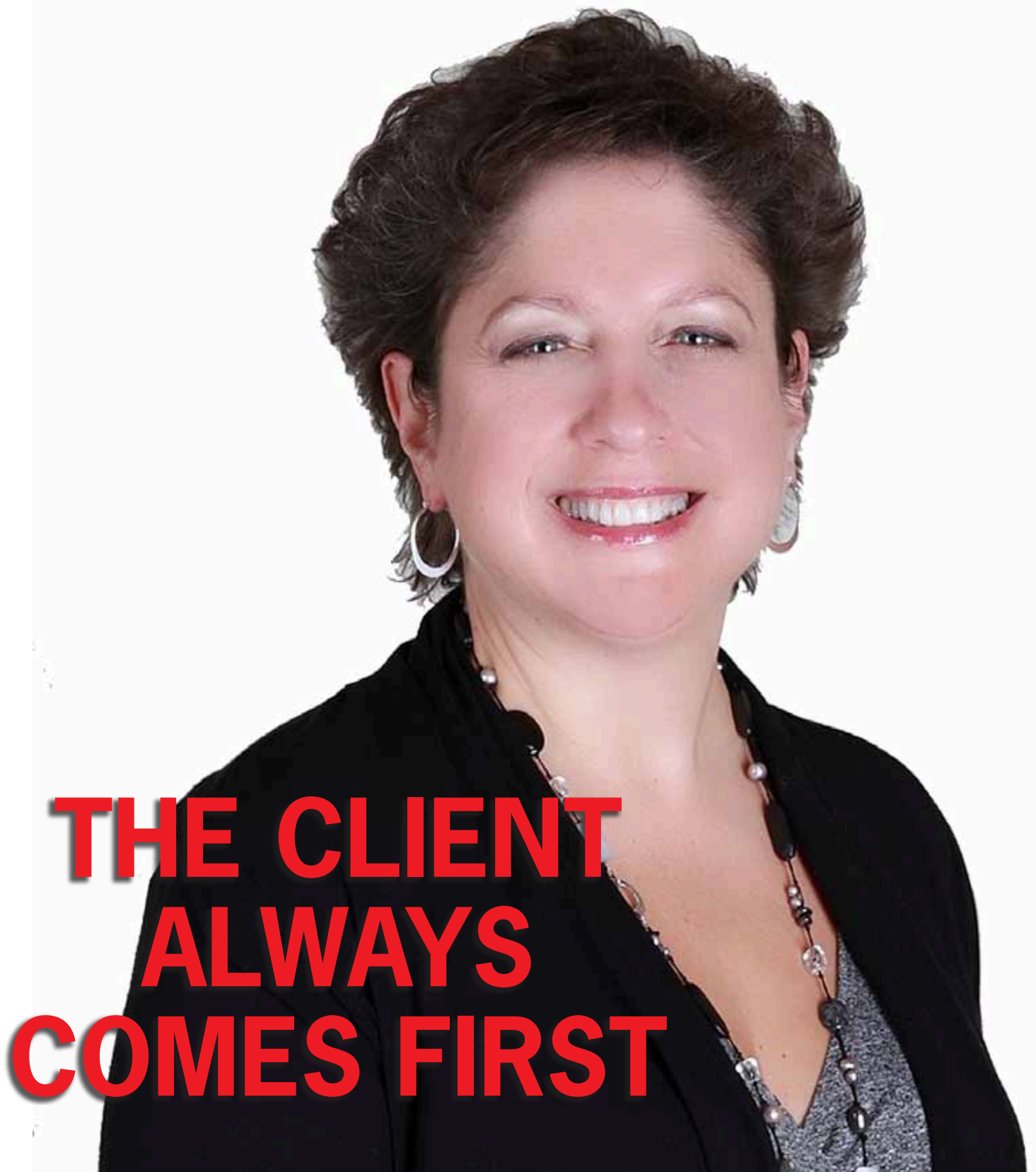


Profiles of
SUCCESS®

BURLINGTON OAKVILLE EDITION

INVESTIGATING CONCEPTS OF SUCCESS

TRADEMARK AND COPYRIGHT 1888.906.5527



**THE CLIENT
ALWAYS
COMES FIRST**

THE CLIENT ALWAYS COMES FIRST

By Heather Navarra, The Write Type



R Real estate agent Louise Preston of RE/MAX Aboutowne Realty Corp., Brokerage, believes that information is power and that a clear understanding of the process of buying and selling can only work to her clients' advantage. Dedicated and hardworking, she takes her role and her responsibility towards each client very

seriously, pouring her heart and soul into it. "I want my clients to know that I'm in their corner" she says. Her clients are consistently thrilled with the results she helps them achieve.

Licensed in the spring of 2003, Louise has also since earned some important designations. She holds an Accredited Buyer's Representative designation

through which she can put her expertise to work for buyers; an SRES designation, assisting the mature buyers and sellers with their transactions; and a Relocation Specialist designation from the Canadian Employee Relocation Council, assisting clients relocating to or from elsewhere. "There are common needs among those going through a real estate transaction, but there are also some major differences

in their experience and knowledge. A first-time buyer, for example, will have vastly different needs from empty nesters or someone coming in from elsewhere. It is important to be aware of these and be able to service everyone according to their needs."

Louise works with RE/MAX Aboutowne Realty. With two offices in Oakville and

approximately 200 agents serving clients, the agency attracts some of the best realtors in the business, promoting the entrepreneurial approach among its agents. "Most of my career was spent working for fairly high-profile companies," says Louise. "I recognize the value of branding, and I feel RE/MAX enjoys one of the highest profiles

in real estate. The RE/MAX network is a great source of referrals throughout Canada and around the world."

Balancing her time between acting on behalf of buyers or sellers, Louise doesn't limit herself to any specific property type. She has handled everything from condominiums, townhouses and entry-level detached homes to high-end residential

properties. The geographic area she specializes in includes Oakville, Mississauga, Burlington, Milton and Georgetown. Born north of Montreal, this fully bilingual realtor can serve clients in both French and English. Louise aims to provide clients with the most professional and comprehensive real estate service available. She develops a customized marketing plan to sell each property or a step-by-step plan for purchasers. Harnessing the power of the Internet as well as advertising in local newspapers, listings get wide exposure on a number of websites including REALTOR.CA, REMAXABOUTOWNE.CA and her professionally-designed website at WWW.LOUISEPRESTON.CA which also contains informative resources for both buyers and sellers on related topics such as mortgages, home inspections and insurance. Louise has embraced the social network era and can be found on Facebook and LinkedIn, both excellent sources of information for buyers and sellers alike.

But this proactive agent does more than just advertise. In order to get listings sold, she undertakes extensive networking to her database of



contacts, using her connections to market her listings. Louise always strikes a balance between inundating contacts with information they are not interested in and making sure contacts understand that she is active and can help whomever they may know who is buying or selling. She also networks with other agents. "Agents are very busy so personal connections can be the key. I participate on agent open house tours most mornings, which gives me a valuable market perspective while also providing an opportunity to connect with fellow agents and share appropriate information." Supplementing this, Louise sends out mailings to the neighbourhood, in addition to hosting open house events for agents and the public.

"I take advantage of all the tools available to do the most thorough job possible for my clients," says Louise. "I help people buy or sell their most important investment. I don't take that lightly. I am very customer-oriented. I believe I need to be creative in my approach, as one often has to read between the lines of what people are saying. I have to listen to their needs carefully and make appropriate suggestions. Communication is key:

I keep clients abreast of any changes in the market and provide feedback from agents showing their home. In turn, they tell me if something changes in their life or their goals. In this way, we work as a team. We are always on the same page, working towards the same goal." The personal service

is complemented by her strong market knowledge and effective negotiation skills, and this valuable combination sets her apart from her competitors. Her success is reflected in having consistently achieved impressive sales levels including the RE/MAX 100%, the Platinum Club and the coveted Hall of Fame in 2009 for career achievement. Additionally, Louise has been among the top 10 producing agents in her office since 2004. But by far the greatest compliment Louise receives is when a client chooses to work with her again or refers her. Indeed, about 90 percent of business now comes from repeat and referred clients, a clear indicator that clients are pleased. "I build my business by referrals," says Louise, "so I want my clients to recommend me to their friends and family because they appreciated the level of service I provided them. I enjoy the people aspect of this business. Of course, it's about the transaction and making sure no detail is overlooked, but it's also about people." Louise's long-term focus is to provide such exceptional service that her business runs completely on repeat business and referrals.

Clients Jacques and Michèle write,

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

Trademark and Copyright Owned by Profiles of Success 1-888.906.5527

“Admittedly it is not easy to find the right real estate professional and we can only pride ourselves for having selected you. As a matter of fact, of all the real estate professionals we have worked with throughout the years you are, by far, the one who gave us the most satisfactory performance and results. ... We do not hesitate to strongly recommend your professional services. The combination of your knowledge of the market, your hard work and availability as well as your solid experience of the real estate industry makes you a winner, to the delight and benefit of your clients.”
“My primary goal is to make my clients

happy. I am very thorough; I walk them through the process in detail, to ensure they are comfortable. I am with them every step of the way. My inspiration comes from helping clients reach their goals.”
Ongoing education ensures Louise can serve clients well and is a focus for her, above and beyond that required to maintain her licensing. Strong in her convictions, Louise brings integrity to her role. “I am very loyal to my clients. They understand I’m on their side. Even after the transaction is complete, I regularly email clients with information about changes in their neighbourhood. I

am always looking out for them.”
Another focus item for Louise is giving back to the industry. In the past, she has been active on the MLS Committee for the Oakville Milton District Real Estate Board, as well as on the MLS Rules and Regulations Task Force (an offshoot of the Committee). Both Louise and RE/MAX are also very involved in the community. “I was on the committee that organized a RE/MAX golf tournament benefiting Habitat for Humanity, and I participated in the Heart & Stroke ‘Big Bike Ride’. I have sponsored a local junior baseball team since 2007 as well as my daughter’s high school swim team.” In 2011, Louise became a member of the organizing committee for an annual golf tournament benefiting The Halton Women’s Place, a shelter serving women and children in abusive situations. Dependable and trustworthy, it’s clear that Louise thoroughly enjoys people, finding great satisfaction in achieving her clients’ goals. Louise’s loyal clients often become friends. “When I first started, my broker gave me an article titled ‘It’s not about you; it’s about them’. That really summarizes how I feel about the business and how I strive to be. The essence is, if you look after your clients’ interests, the rest takes care of itself.”



Louise G. Preston
Sales Representative
RE/MAX Aboutowne
Realty Corp.,
Brokerage
418 North Service Road E, #2,
Oakville, ON L6H 5R2
Tel 905-842-7000
Fax 905-829-0999
Cell 905-399-2163
www.louisepreston.ca
LOUISE.PRESTON@REMAX.NET