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Success Designed
One Step at a Time

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by Maj Khan

Gracious, compassionate and principled. This exceptional realtor has an iron will to take on any challenge; has integrity and takes pride in her craft. The grace and patience by which Cathy Guilbeault conducts business and her need to provide outstanding service defines her as a realtor in a different class. For this strong yet seemingly quiet agent success is not measured in the volume of transactions but on providing quality service based on achieving for the client the results they want and need, and by surpassing their expectations.

A strong negotiator and an avid listener, Cathy has managed through her skilled hands to maintain loyal, valued clients through the years. She has pooled all her past experiences, extensive knowledge and resources to create a bold, innovative yet warm and personable service center.

Skilled, qualified and competent are just a few traits that define Cathy. As a successful realtor she has exhibited the ability to be diligent, experienced and efficient. But she is also aware it takes more than these skills to provide the human touch; to achieve and maintain strong relationships with her clients and the community. Cathy is ethical, works hard and is approachable. Although this

award-winning realtor is well known for her proficiency and comprehensive knowledge of her craft, she is defined by her relationships with those around her. This professional's personable demeanor, her quick smile and willingness to provide what it takes to make her

Too often people mistake Cathy's quiet, gracious demeanor as someone who is reserved and timid. However, underneath that somber image is a spirited realtor who thrives on challenges and of being a Top Producer in a hectic and somewhat volatile Windsor/

Essex County market place. What has propelled this remarkable woman to her success for the past 18 years is her determination and dedication to helping families, one step at a time through all their real estate needs.

It is why today Cathy can proudly attribute 75-80% of her business from satisfied clients. The following quote is a glimpse of what many grateful customers have to say about this astute agent and her work ethics:

"This letter is to com-

mend Cathy on several jobs well done! We met Cathy while starting our hunt for a new home. Cathy quickly assessed our real estate needs and put us in contact with a mortgage specialist, builder and home interior contractors. Cathy gave her total dedication and followed up on

customers happy is her signature.

Very much a people person, Cathy prides herself in her ability to listen to her customers and understand what it is they really need. She is also very much a creative and intuitive individual who is determined to provide quality service on a personalized level. This realtor is a congenial, gracious individual with deep empathy for her clients' experiences.





everyone question, concern and request that we challenged her with. Cathy was a true advocate for our family's interest and dreams. Selling, building and moving into our dream house was a wonderful experience. Cathy's years of experience saved us time and money and we have therefore recommended Cathy to friends and family."

It is because of these principals Cathy has attained phenomenal success. In 2000 she moved her Real Estate business to Deerbrook Realty Inc. The team atmosphere and Deerbrook Realty Inc.'s presence in her market place was a natural step forward to ensuring her career progressed. She was now helping to lead one of this area's fastest growing Independent Real Estate offices to its number one status that it enjoys today. "There is something very special happening here and Cathy Guilbeault has been a huge contributor to our success," said Sam Zlotnik-Broker/Owner.

This agent is a remarkable woman who has the ability to balance old-fashion service while taking advantage of all the latest technology. Deerbrook Realty Inc. provided her with all the latest tools, training and technology that are only available through a big city office. It puts her in an advantageous position where she can offer her clients a homegrown, everybody knows everybody, small town sales approach along with the award winning marketing strategies of a great company.

Cathy's aggressive marketing strategies include her own website, www.cathyguilbeault.com and email address cathyguilbeault@yahoo.com. She believes that providing this worldwide link to her clients is essential. But the use of local television and newspaper ads has and will continue to provide her clients

with the results they are looking for (a SOLD sign on the lawn). Her private office also features the latest in technology fully equipped with a Pentium IV, printer, and fax for privacy serving her clients fully at all times.

Cathy has lived in the tiny Hamlet Town of Belle River for many years, with her husband, Len of 28 years and two sons Chad 25 and Curtis 23 years of age. In this small town she has truly become a 'house sold' name. Reputation is critical in any tiny community. Word of mouth can literally spell success or disaster for anyone. The only way one can succeed in a small town is to provide superior service to clients. "Do a bad job and they will tell 100 friends, therefore, it's extremely important that I do a good job for everyone. That gives me the opportunity to help them make their next move. It's usually takes a little longer to

do my shopping because people want to talk to me about everything including real estate" Cathy laughs. "That's the way it is in a small town, everyone knows everyone else and all of their business. And I wouldn't want it any other way."

In 1986 Cathy acquired her real estate license. She learned quickly whatever endeavors she encountered her natural flair for selling was always a significant factor. "I remember going to a friend at Manpower for an interview, deliberately trying to change my career by the application, and he laughed and said that I would be in sales and never behind a desk." She had just accomplished great success as a Tupperware Manager with 18 employees on her staff in Thunder Bay, acquiring a vehicle only a few months in the business. When the family relocated to Windsor there was something missing and after much thought her husband backed her fully on her decision to become a licensed realtor.

Her first position was at the Permanent (which was later renamed as Canada Trust). Cathy believes much of her success is due to the teachings she received from her first manager and now co-worker Terry Drouillard. Her first year was a huge



success and she became rookie of the year from Windsor to Toronto with the most sales and listings as a new agent.

Cathy's career after nearly 18 years is still as successful as she wants it to be. None of it would have been a reality without the support of her family. She even reversed roles with her husband for a few years and it was so easy for Cathy as Len was just an awesome father and caregiver. It made it much easier to reach their goals. As the family matured Len returned to work and now is at the Nuclear Plant, which keeps him out of town for part of the week and works hand in hand with Cathy's, busy schedule. Her young men still live at home and are sorting out their future.

Cathy and Len have just purchased a two-acre parcel this year with a lovely ranch home. They love the country living, and don't find the 30-minute drive

a burden at all. Cathy loves being near Belle River, Ontario. "I just enjoy that the people know me when I walk into the stores and gift shops, lawyer's offices. Sometimes it takes me longer to get groceries but I don't mind that's part of the business. It's so nice, I can't explain it, it just feels like home." Many businesses are attributed by her hard work of listing in the community. Marietta's

flower shop recently relocated after purchasing a building and extending her business and career to now being a successful landlord. Woodslee Credit Union built a new bank on property that Cathy literally door knocked and sold and relocated these homes to clear the site for the new bank. So a challenge is no stranger to Cathy who thrives on it!!

What little spare time this busy agent has, she spends it gardening. Cathy loves getting her hands dirty and pooling all her creative energy into the earth. She finds it so good for stress relief to get out and be with nature, and promises a breathtaking perennial garden within a few years. Her husband also enjoys this but he prefers to get Cathy on the back of their Gold Wing and cruise when they have some free time.

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