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Mastering
Your
Destiny

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by Josie Newman



A career in real estate can be both challenging and rewarding. Experts say the difference between mediocrity and success can be measured by the extra five per cent put forth by those who are successful. Olympic champions achieve glory and fame based on being 1/100th of a second faster than their competitors. Likewise, Realtors are measured on the basis of the quality of service they give to their clients. That's right. Clients expect that every Realtor will provide good service. It is those that give superlative quality service that are noted for their worth.

Yet more than service is required for success in today's society. Realtors must stay ahead of the times. They must be fully knowledgeable of the market and fully equipped with the latest of technology to coordinate client needs with market availability. A

prime example of this are the agents at Re/Max Preferred in Windsor and Essex County. Recently their Windsor office moved into a beautiful new office building of 12,000 square feet. This office is the centre of operations for this organization of four offices that are all worthy contributors to the success of Re/Max Preferred, a company that serves every community in Windsor and Essex County. Fitted with the latest technology to better serve its clients, the company has 65 agents ready to guide their clients through one of the most stressful and largest purchases they will make in their entire lives.

We met with Glen Muir, the Broker/Owner of Re/Max Preferred Realty Ltd. in Windsor. Glen is well-known and respected both for his past accomplishments as one of the area's top realtors and businessmen, and for

his agency's number one position in the community. He speaks from a position of success. Glen completed both an honours degree in Business and Commerce and a Bachelor of Arts in psychology at the University of Windsor.

Upon graduating, he found that the job market was tight. The personnel and Industrial relations departments of larger corporations were reducing numbers, so Glen entered the real estate market. While working with an independent company, his career reached a plateau. After joining a 100 per cent concept, Re/Max, he established himself as one of Windsor's top agents. His sales, ownership and management experience combines time at Valente Real Estate, Re/Max Today and Re/Max Preferred. His position can be summed up by the following quote; "You have to be passionate not only about the business

but about serving and always keeping the customer happy. If you give them the best of service and guidance plus the convenience of one-stop shopping, they will not need to look elsewhere.

It has become obvious that Glen prides himself on having the best-trained and best-informed agents in the business. Being very hands-on, he does not delegate to managers but assists with the agents personally. As he puts it, "I help them develop their business and sales skills through one-on-one meetings usually held on a monthly basis. I was always in the top percentage of agents when I was selling, so I can pass along my first-hand knowledge to them. I'll help them with everything from marketing to people skills to technology and more." Obviously, it is this approach that has helped propel agents and the office to the top of the market.

The agency was incorporated in August 1992 and opened its doors on January 15th, 1993. In April of 2000, Re/Max Preferred Realty Ltd. moved into its new location at 6505 Tecumseh Rd.E.. The office features the latest of technological advances for Realtors and an auditorium capable of seating 75-80 people. This setting allows trainers and educators to keep the sales team on the leading edge. With a 96" television screen, laptop, video and satellite feeds bring a wide source of information to Re/Max Preferred's sales team and even for some of its competitors. "Re/Max Preferred is the first real estate office to offer this service to the real estate industry at large", says Glen. "It is common place to see competing sales people take advantage of the programs we offer." It is within this environment that individual real estate agents can grow to become as successful as they want.

But this is just the basics. Let's take a closer look.

Question: Glen, tell us your philosophy on recruiting.

We have built Re/Max Preferred into the premier brokerage in the Windsor-Essex County Real Estate Board by hiring good people with good attitudes "My goal is to take everyone who joins us to the next level. If they're willing to put the effort in, our tools and support will assist in getting them there. We'll give them the support so they can give the consumer the best service. I believe that good realtors are not born good realtors. They become good realtors once they improve their skills and find the right environment. It's my job to give them the environment and the tools to succeed. I have a passion to see my realtors succeed. It's a win/win situation for both the agents and myself – they put their trust in me."

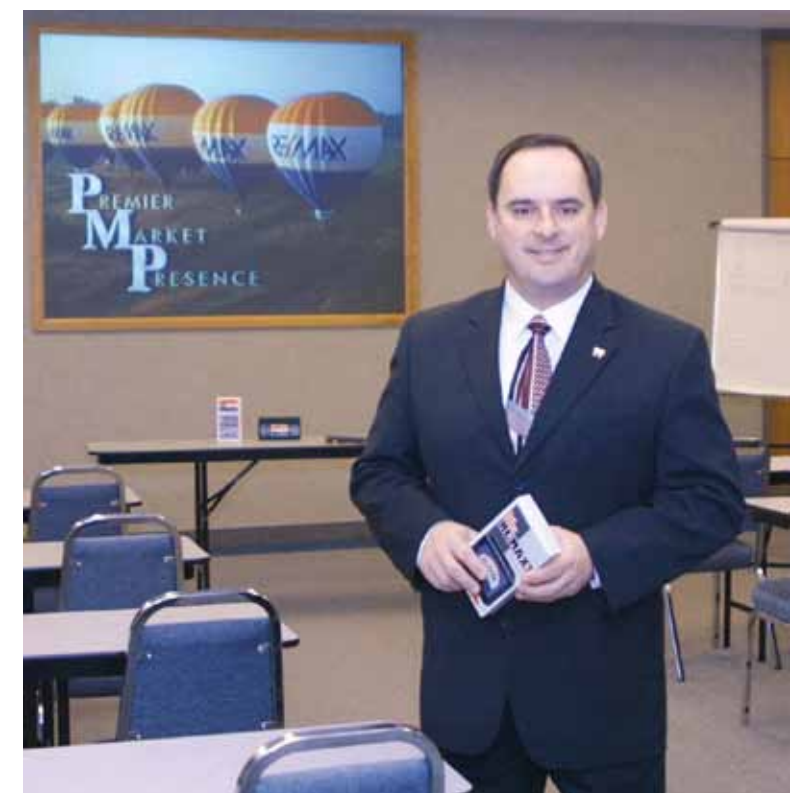
Question: What are the Tools you offer?

Re/Max Preferred's technology provides top-quality tools to the agents. Besides being the most recognized name in real estate, the company's web site is managed by a major player in the web business with proven results setting up real estate portals. The site allows realtors to upload a client's property immediately and the site has thousands of hits daily. Many of the realtors in the company have increased their business by upwards of 25 per cent. Agents can also use the Re/Max Satellite Network at any time. This

is a television medium designed to bring tools of the trade, such as technology and marketing into the office. We have high-speed internet in every office and our telephone system features full caller id, a call-forward feature from every desk, voice mail and all full-service attributes. On-site, we have a graphics department to help create the best in digital technology, colour brochures, flyers or listing or buyer packages. We also do a lot of creative advertising in the local newspapers to help support the agents. This, along with our product advertising and our local and international recognition, makes our phones ring. That's a huge benefit for any agent because it could literally double his or her income by being in this office.

Question: That sounds excellent but also expensive. How does that affect prospective Realtors?

Since the beginning of Re/Max Preferred in 1993, I have followed a consistent path with our agents. Whenever anyone is considering joining us, a full disclosure is made of all expenses. There are no hidden costs. We have



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several commission plans depending on the agent's business style, and we will be introducing an apprenticeship plan for those just getting started. Whenever an individual joins our team, they are surrounded by top producers. They have the opportunity to be mentored by them. They quickly learn that these top producers are simply ordinary people like themselves, who are achieving extraordinary results. Most agents are surprised to find that it is actually cheaper to work here than at their current brokerages.



But the real key isn't how much you spend, it's how much you keep. We have agents who were at the top in their company making \$50 to \$75,000. They make \$100-\$150,000 with us, placing them maybe in the top 20 of our company. Sure, expenses may go up 2 or 3 percent, but their bottom line has improved significantly.

Question: What personal vision empowers your personal and corporate goals? People will always grow and develop when given the chance to fly. Success is a team concept which Glen outlines as follows, "I believe successful agents are dedicated to putting the effort in and giving 10 per cent more than they have to, if they are aiming for enhanced results."

Similarly, a successful agency knows that its clients are the Realtors. A successful agency gives its Realtors the service they need and keeps them on the leading edge.

The environment at Re/Max Preferred Realty is one in which people want to see each other succeed. As a team, they feed on each other's successes.

Personally, I enjoy nothing more than watching sales agents achieve their dreams. I was once told "Dream the dream; you can be whatever you want to be" by a Successful Realtor. Sharing in their victories and helping with their problems is a real joy for me. As we both improve and enjoy even greater success, my dreams are fulfilled.

In talking with Glen I heard from him that "Over the years there have been agents who have left our office. I guess the grass was greener somewhere else. But they are starting to come back after they realize that no other offices offer the kind of intangibles that we do, not to mention the personal support we provide. We are truly a full-service brokerage."

It is also great to see this wonderful group of individuals always giving back to the community. Through charities like We Care For Kids (Local Hospitals), Childrens Miracle Network

and Transition To Betterness (redoing cancer wards), and others, it is a great group to be involved with.

In a conducive environment like Re/Max Preferred, it's easy for realtors to fulfill the slogan, "Dream the dream; you can be whatever you want to be." All the elements are there which will allow for the successful transformation of individual agents from where they are now. The 65 agents of Re/Max Preferred can testify to that!

For those who desire to reach beyond the level where they are and pursue fervently their destiny, for them, there is room for one more. There are specific components within any organization which allow real estate agents to attain their full potential. Discover how these are approached at Re/Max Preferred Realty. Call us at (519) 944-5955 or visit our web site, remax-preferred-on.com.

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