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## Thinking Outside The Box

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# Thinking Outside The Box

By: Suzanne Sharma



With enough energy to light up the entire city of Whitehorse, Dean Philpott has taken the town by storm. His unique marketing techniques, confidence, and knowledge never disappoints his customers. Known to many as 'The Bald Guy', Dean is the kind of agent that immediately sticks out from the competition.

"You can do anything in life that you desire if you put your heart and soul into it," says Dean. "My natural, incredible urge and desire to be successful pulls

me out of bed in the morning."

A businessman at heart, Dean was first introduced to the word 'entrepreneur' in a grade eight economics class. Dean notes that the word became embedded in his head. Little did he know at the time that it would become the word to define how he chose to live the rest of his life.

At the young age of thirteen, Dean entered the difficult world of sales by cutting and selling rhubarb in his hometown of Cottlesville, Newfoundland. Then at seventeen,

he was selling dry goods and furniture, door to door.

Dean continued to travel on the path to his successful career. He embarked upon his professional career through various ventures, such as owning a car rental business and a photo studio, and also working as a renovation contractor and a private investigator for insurance companies.

"Business allows me to create an income that sustains my lifestyle," says Dean. "It gives me independence

everyday, and that whole concept thrills me - being able to earn my living independently and creatively is a natural high."

Dean has always had a passion for real estate since he entered the business world. In December 2001, Dean took action to make his dreams come true by obtaining his license. From there, he worked for Century 21 for eight months, before making the move to RE/MAX Action Realty, where he has continued to enjoy success.

RE/MAX Action Realty was established in 1974 and currently employs 15 qualified agents. As a solid, well established real estate agency in the Yukon, RE/MAX Action Realty offers its clients exceptional service and integrity. Dean's decision to work for this reputable company was a sound one since it offers a great support team and ample opportunities for personal improvement.

Dean's phenomenal marketing strategy is the key to his success in this extremely competitive industry. By always coming up with new and innovative ways to promote himself and his business, Dean assures that his service is met by none.

While many people tried to discourage him by telling him that in such a small town, his ideas would not fly, Dean persevered. He didn't listen to the negativity, and instead used it as incentive to prove everyone wrong. Dean used what he'd learned in the Power Start Program, a seminar that is taught by the best agents in the industry. Dean took photos of local houses, designed them into calendars, and distributed them, free of charge, to the home owners. The response to the calendars was incredible. Residents were impressed by the amount of effort and energy Dean had put into his sales and from this one act, Dean's business soared.

Dean continued to implement assorted marketing techniques into his program. He put his photo on lawn



signs, and also delivered notepads with his photo. The turning point on his course of action came when he read an article in Success Magazine. This article conveyed that every agent should have a 'hook'. This was something that continued to stick out in Dean's mind for some time after, until one day he came to a realization. Many of his clients all had one thing in common; they referred to him as 'The Bald Guy'. It was this small fact that had such a huge impact on Dean's business and completely revolutionized his marketing routine. From that day forward, Dean used 'The Bald Guy' as his unique 'hook' and it's something that has proven very successful since day one.

Predominantly working for the vendor in most transactions, Dean lists properties ranging from \$125,000 - \$500,000. Dean collaborates with a high-end Yukon builder, 'Your Dream Home Inc.', and advertises locally and through the MLS website. Dean, a hard working and goal oriented individual, always goes the extra mile for each of his clients.

One of his past satisfied clients notes

that, "Dean is a bombshell when it comes to the service he provides his clients. Most people would describe Dean as fast, efficient and he gives 110% all the time. His ear is to the people and he knows his market - he'll find what you want. He is extremely personable, professional, and compassionate, traits that leave customers feeling comfortable and in safe hands. He takes over every detail of the transaction from start to finish. It's obvious he loves his work, helping people reach their goals whether it's buying or selling."

As the number one RE/MAX agent for the past three years, Dean has broken all previous records known to RE/MAX Action Realty. His family, which consists of his wife, Viviane Tessier, daughter Kathryn, son, Reed, and stepdaughter, Melina have all played an important role in his success.

"I was raised with integrity and lots of love and family around me, people who understand and have compassion," says Dean. "I think that these qualities show in the way in which I do business. My immediate family supports me to

no end and without that I couldn't be



this successful in what I do.”

Viviane works with Dean at RE/MAX Action Realty as a realtor and his office partner, and Dean appreciates the benefits of working in a team atmosphere. Kerry Lyle, a fellow sales associate, completes this team effort. “When we are unavailable for whatever reasons, be it holidays or other commitments, we rely on each other to look after the detail at hand,” notes Dean. “It gives us breathing room for the holiday time, as well as we share great ideas with each other.”

Dean’s 13-year-old daughter, Kathryn, has also helped her father by contributing to his distinctive marketing program. Kathryn writes and voices his dynamic radio ads, which are aired on a local radio station. These extremely personable ads once again transformed Dean’s already winning marketing techniques. Clients saw Dean as a real ‘family man’ and felt that they could relate to him.

As an ambitious businessman, Dean keeps his goals written on the back of his office door so that they are clearly visible. Dean believes in the phrase, “Work hard, play hard,” and this is obvious in the way that he conducts his business. His ability to play a huge and positive role in people’s lives is what he enjoys most about being an agent.

Outside of the office, Dean loves all types of engines, big and small. From revving it up on his ski-doo in the high mountains of the Yukon, to the six foot waves he challenges by boat in the pacific ocean of Alaska while fishing for halibut, Dean is truly adventurous. Dean notes that Harley Davidson has also captured his list of thrills. “Riding the Yukon on a Harley is an experience and a freedom that I wish everybody could have.”

Dean looks forward to the future, where he can continue to satisfy his clients with his outstanding marketing tools and also change the real estate industry. Dean says he will create a new

business called ‘Philpott and Company’, where he will motivate people through seminars to develop their own personal and corporate success techniques.

“At the end of the day, life is all about relationships, being healthy and finding your own happiness,” says Dean. “I love being an educator of the market and believe that being brutally honest is very rewarding.” It is apparent that whatever Dean puts his mind to, he will succeed because of his ability to think outside the box.

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