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*Service That Fits
Like A Glove*

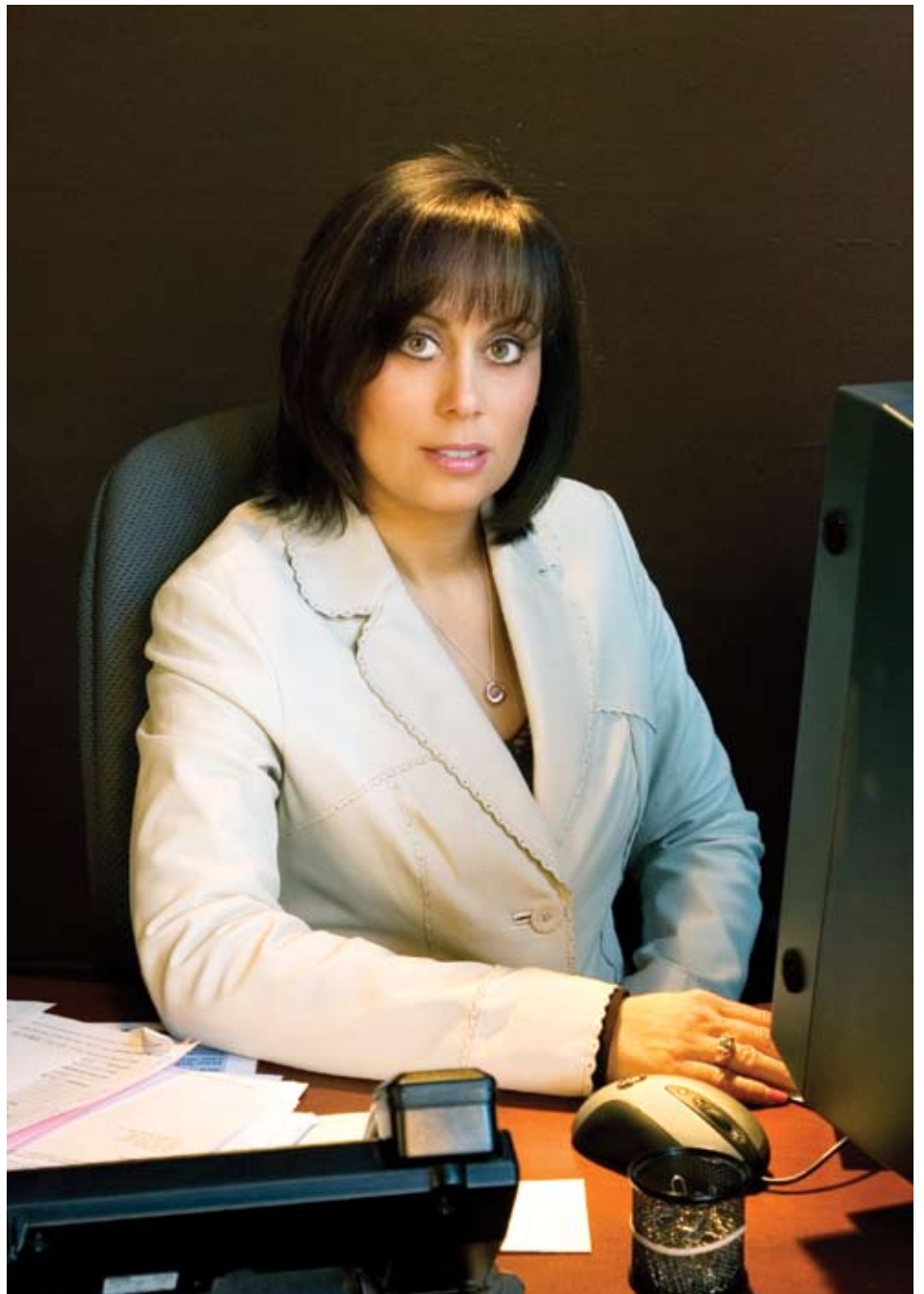
Service That Fits Like A Glove

By Heather Navarra, *The Write Type*

Successful yet very humble ... it's an unusual combination, but this description fits Linda van den Broek like a glove. With a background as a product trainer for a skin care company, Linda had lots of exposure to public speaking and her personality has always been well suited to sales. Her subsequent role as office manager and accountant at a country club paid the bills but didn't satisfy her need to help others. So Linda earned her real estate license in January 1993 and has never looked back, providing her clients with exceptional service based on her own unique style of down-to-earth honesty.

"My clients respect me," says Linda, "because they respect the fact that I will be honest, no matter what. My goal is to provide the same outstanding level of service I would to my own family. My clients know I will point out any deficiencies." Indeed, this ethical realtor prides herself on the fact that clients become friends. She treats all clients as she would expect to be treated herself.

Linda's genuine approach comes from a great respect and caring for others. She doesn't believe in pressuring clients. Informative and professional, Linda believes in providing clients with the facts so that they are empowered to make informed decisions.



Clients Elizabeth and Daniel St. Godard wrote, "Helped us find our dream home! Very professional with absolutely no pressure to buy. Excellent understanding of our needs, tireless work ethic, always available to talk with, great to work with, always positive and upbeat. It was a perfect experience, no improvements necessary!"

Linda started her real estate career at Delbro Real Estate in Winnipeg, a privately owned, family-run company with five offices and about 130 agents. Linda worked there from 1993 until moving to Re/Max in 1997. "I chose Re/Max because it was where all of the top agents worked and it was the number one company in Winnipeg. People consistently hire Re/Max because they dominate the Winnipeg market. To date, Re/Max holds 37 percent of the Winnipeg market share."

Acting as both a buying and selling agent across Winnipeg, Linda works in all price ranges. This well-rounded agent states, "I prefer to balance my time between both buyers and sellers. I want to be able to talk confidently about 'the house down the street' - what features that house had and how it compares to my client's home. I feel my clients benefit immensely because I can present valid reasons, based on my experience, about list and sale prices. Today's market often involves competing offers and realtors need to have as much information as possible to achieve the best results for their clients."

Clients Kathryn and Darren Braun wrote, "You were always energetic, enthusiastic and honest. You kept us grounded during this entire process when we felt it was completely out of control and hopeless. We not only appreciated your services, but we genuinely like you as a person. We will always refer you to family and friends."

An active member of both the Manitoba and Canadian Real Estate Associations, this diversified agent also represents Sytko Homes Inc., a custom home building company that she co-owns with Les Sytkowski, successfully collaborating for the past three years. Linda acts as both a buying and selling agent. "We are just starting to build two homes in Lorette, just east of Winnipeg," notes Linda. Their website will be up shortly; stay tuned to her newsletter for more details.

Linda is well respected by her peers. Agents in Winnipeg know Linda will deal with them fairly and impartially and, most importantly, honestly and ethically. Being respected by her peers is equally as important as being respected by her clients.

Award winning came naturally and early on for Linda. She started her first year with 'Rookie of the Year' from Delbro Real Estate Inc. Since then, her office has been filled with Bronze, Silver and for the last three years the Gold Medallion Award from the Winnipeg Real Estate Board. A consistent award winner at the

Re/Max Western Canadian Conference, Linda has received the Platinum Award for the last five years and was presented with the '2005 Transaction Award' as the number one Sales Associate for Re/Max Manitoba in February of this year.

This kind and helpful agent has a knack of making people feel comfortable and important. "I'm very much a people person. Dealing with people is my favourite part of being an agent." The evolution of Linda's business is now evident: past clients are referring her and are coming back as repeat clients, a real treat for Linda. "It's like catching up with old friends," she says. Repeat and referral clients comprise about 86 percent of Linda's business.

Linda's marketing approach is well thought out and organized, like everything she undertakes. It includes a professionally produced monthly newsletter to clients, describing the market and encouraging inquiry phone calls to keep the lines of communication open. Linda advertises in the Winnipeg Real Estate News and the Winnipeg Free Press, and also utilizes



her website as well as a personal touch, such as handwritten notes, to show appreciation.

Linda's website provides a huge contribution, with as many as 40,000 hits in a month. With a wealth of information, the site regularly generates phone calls and e-mails. Linda focuses on replying quickly to any inquiries, even if it means she has to answer an e-mail at midnight. She admits that she is a bit of a 'workaholic' in the sense that she loves what she does and works hard to get the best results for her customers. Clients have responded very favourably, indicating, "We want to work with someone like you." Linda estimates that about 14 percent of her business is generated from her website.

Another special touch is Linda's after-sale follow-up process. She asks clients to fill in a questionnaire about what they liked about her service and suggested improvements. Providing a testament to her knowledge and expertise are the many forms that are returned with glowing accolades.



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The Corbett's wrote, "We appreciate the incredible amount of time you have spent with us to find a home that we were comfortable with. After spending 32 years in one home, it became a very emotional experience. You helped us meet our goals with genuine concern and diplomacy. We will miss your wonderful optimism and uplifting smile. Our sincere thanks!"

Compassion is also a part of Linda's personality. "Growing up with a single parent and watching the struggles of raising four children is always with me and has made me a stronger person," says Linda. Her perseverance, tenacity and hard work have allowed her to make sure her mother now lives a comfortable lifestyle.

Quick to learn and always one of the first to try new technology, Linda is very computer savvy, familiar with many programs including Microsoft Excel, Word and Publisher, as well as the latest real estate software known as Mlxchange. Her Blackberry is her latest gadget and she can now reply to emails immediately and even look up current listings and sales with a program called "Wireless Realty", which allows her to access the Winnipeg Real Estate Board within seconds. Digital pictures are how she showcases her listings on MLS.ca, as well as her website.

As a company-wide focus, Re/Max donates to the Children's Miracle Network, with over \$140,000 donated this year from the agency. Linda's has been one of the top individual donors for the last three years.

The future looks bright for this positive agent. Linda strives to consistently provide exceptional service, with the goal of being able to look back at her career someday with pride and fulfilment. Her drive, energy and commitment have already enabled her to reach many of her long-term goals. No matter what the market presents, this confident realtor knows that she will be able to handle it on behalf of her clients. There's no doubt that Linda van den Broek will continue to be successful and her clients will continue to benefit from that success.

Linda van den Broek

RE/MAX Professionals

Winnipeg, MB

Tel. 204-477-0500

Fax 204-338-4070

linda@lindavandenbroek.com

www.lindavandenbroek.com

Photography by Walter Janzen