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**Apartment
Building
Specialist —
Exceptional
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Apartment Building Specialist — Exceptional Service!

By Heather Navarra, The Write Type

Realtor Bill Goold specializes exclusively in selling apartment buildings in the Lower Mainland and Vancouver Island, and that specialization has provided him with a vast amount of experience. In turn, his high level of competence consistently leads to results that delight his clients. “There are not many realtors who specialize in just one product,” shares Bill, “but I had a vision from the beginning: to become the top producing agent in selling apartment buildings.” And he has reached that accomplishment by providing exceptional service, above and beyond the real estate transaction.

This down-to-earth agent became interested in the industry as an investor, owning rental properties since 1984 prior to becoming a realtor. After taking Marketing at British Columbia Institute of Technology, Bill made his first purchase and currently owns four of his own buildings. That provides him with unique experience that translates into a distinct advantage over competitors. “Having managed my own properties, I am keenly aware of the sensitivity to tenants and caretakers. It’s key to ensure each transaction is as smooth as possible because minimizing upheaval will be much easier for the owner.”

Bill’s primary focus is building positive affiliations with tenants, caretakers and owners, as well as other agents. “Long-term relationships are very important to me, so I help even if they’re not selling. As an owner myself,



I've seen it all: problems with tenants, too many vacancies or the roof starts to leak. After being in this business for over 20 years, I have experience with renovations, property managers and tenant relations. I love being able to help owners, to pass along my experience. I really enjoy helping people invest their money wisely."

The results are evident in his achievements: since 1994, Bill has been in the top three Re/Max realtors in Western Canada. Over the past eight years, he has consistently been named top commercial realtor on the Greater Vancouver Real Estate Board and has been named the number two Re/Max commercial realtor worldwide. These are impressive accomplishments.

Another testament to Bill's success is the positive feedback he consistently receives. One happy client wrote, "I found Mr. Goold to be hardworking, sincere, reliable, ethical and never high-pressure. I can vouch that he was on my side all the way and can truly recommend him." Client satisfaction is a focus in Bill's approach. He treats his clients well because he genuinely cares about them.

Bill became a licensed realtor in 1989 and is now the only active apartment realtor that has his own real estate company, Re/Max Bill Goold Realty, started in 1993. Re/Max has an international presence and is recognized worldwide for its excellence.

With the benefit of his years of experience, Bill has developed specific systems that are effective in tracking all the information associated with the sales process. "When an owner sells an apartment building, it's a very big deal," shares Bill. "I work hard to ensure a smooth transaction with no worries. Effective tracking of all the transaction details supports this goal."

Bill believes in giving back to the industry, acting as a director of the British Columbia Apartment Owners and Managers Association (BCAOMA). "I have been volunteering on committees



since 1994. The organization has a wealth of knowledge, with highly experienced directors who own apartment buildings. I work with the association to help increase membership of apartment owners. We support the apartment owners and represent their rights with the government to reduce tax and promote fair landlord rents."

An effective marketing plan is the key to the impressive results Bill achieves. Exposing each property to the widest variety of potential buyers helps achieve the highest dollar value for each client. He was one of the few realtors to list apartment buildings on the Multiple Listing Service, providing an opportunity for other agents to participate in the sales process and, more importantly, adding an exceptional benefit to owners with wide MLS exposure through the Internet, leading to the best sales price.

Advertisements in investment publications and local newspapers are supplemented with Bill's own newsletter, distributed quarterly to approximately three thousand apartment building owners and industry participants. Marketing flyers are also mailed directly to Bill's contact list of qualified buyers. Providing an important contribution

is Bill's informative website, www.billgooldrealty.com, which provides full details and colour photographs for each listing. He has also been interviewed on Realty television.

Most importantly, Bill draws on the relationships he has developed over many years of selling and being an owner himself. He personally finds the best buyers for each property; only qualified purchasers are supplied with detailed, confidential information.

Having been on welfare at one time, this determined and hardworking agent knows the value of each dollar for his clients. When selling a property, his persistence in maximizing the sales price is key. "I also believe in a win-win situation for myself and the investor," notes Bill. "If my client is happy, then I am happy."

Another client writes, "Mr. Goold was always conscientious and attentive to our interests and provided us with enthusiastic and sincere service. With his knowledge and experience in apartment building transactions, Mr. Goold was able to achieve a speedy completion of the deal while acquiring a very satisfactory sales price for us."

Respected in the market, Bill is a

recognized expert and his expertise is valued. He enjoys a good reputation with residential realtors and receives referrals from all areas of the industry, as well as from property management companies and other owners. Bill has grown through his years as a realtor. "I am definitely more confident and more comfortable speaking in groups. I have become a better leader in managing my team."

Bill's competent team includes Carole Haine, as well as assistants Kari Denreyer, Judy Mah and wife Lili. Each team member contributes their own expertise. Carole is a licensed realtor and Bill's partner, dedicated to working with buyers to find an investment that meets their lifestyle and budget. Carole works with buyers throughout the process, from looking for a building to helping in any way after they take over the building management. She tracks all sales and new listings to keep informed of market conditions. Judy and Kari take care of transaction details, maintaining the contact database and

marketing, working behind the scenes to ensure everything runs smoothly. Lili handles accounting, payroll and HR. "I am so grateful to my staff for their contributions that consistently ensure exceptional service to clients," shares Bill.

A part of what makes Bill such a success is his passion for the business. "I understand the industry," he says. "I am very familiar with concerns that only affect investors, because I specialize exclusively in this market. Apartment building owners are so down-to-earth and I feel very connected to their humble but hardworking approach to life. They often carry a day job and work at the apartment at night. It's so heart-warming to be able to work with these people. There are always challenges but I wake up every day and feel thankful for the opportunity to serve these owners who have shared so much of their experiences with me. Their thoughts motivate me to do my job even better every day. I set daily

goals for myself and I'm not satisfied unless I complete them."

Indeed, Bill's upbeat attitude is clearly evident to his clients. An approach that merges his affinity with owners, his vast experience and product knowledge, effective systems and exceptional contributions from his staff ensures each sales transaction is a positive experience. Clients know that they will be thrilled with the results achieved by this dedicated and humble agent.

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