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In-house Training Produces Top-notch Agents

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By: Suzanne Sharma



HomeLife/Realty One Ltd. is known as an office where integrity, professionalism and a strong work ethic are defining characteristics. Each of the specialized, patient and hard working agents have a drive to succeed that is obvious. These qualified agents know the value of customer service and always strive to meet and exceed their client's needs.

Through the vision of Linda Thompson, HomeLife/Realty One Ltd. has become a Brokerage whose agents provide

outstanding support for each other. Linda's vast experience and knowledge within the real estate market has brought the company to the pinnacle of success.

Established in 1991, Linda, together with Jack Ellis, opened this particular HomeLife office and began to hire and train agents who would commit to their clients and provide them with exceptional service. In 2004, Jack decided to pursue other interests. Linda then became the sole owner and continued on the path that had proven so successful.

"A real estate agent is a representative of the entire brokerage," says Linda. "When a client buys or sells with our office, they can be sure they will have the support of our entire office."

Comprising a total of fifty-five registered agents and brokers, and four support staff, HomeLife/Realty One Ltd. is located in Cabbagetown, often known as the heart of Toronto. This prime location offers the agents first hand experience with some of Toronto's finest heritage homes and newest condominiums,

though all of the agents stay current in various properties.

With a background as a successful real estate salesperson, sales trainer and Ontario Real Estate Association instructor, Linda is able to provide each of her agents with the expert guidance essential in this competitive industry. In fact, this dedicated manager assures that she is available to her agents whenever required and she interacts with them on a daily basis.

“Before opening this office, I was an Ontario Real Estate Association instructor and real estate sales trainer, both of which contributed to making me aware that I would enjoy managing a real estate office,” states Linda. “I enjoy helping people and derive a great deal of satisfaction watching my agents succeed in their careers.”

Linda provides an extensive in-house training program for those that are new to the market, coupled with on-going support after the training. Each agent is then prepared to tackle the industry with enthusiasm and perseverance. The agents provide their clients professional, honest service that their clients relish in.

“I first met my agent Sandra Williams through a web listing she had and although that wasn't the place for me...she called a couple of months later with just the perfect place! I have used Sandra a few times since and found her and the administrative staff in the office to be extremely dedicated, professional and friendly. With Sandra's advice I have always done well on my real estate investments. Even my friends are buying and selling with her and her HomeLife Realty One office now too.” - Joanne Babyne

“Pamela Fenton has been my real estate agent for a few years now, and I wanted to say how happy I am with her services. She is highly professional, has a great personality and makes the whole selling



and buying of real estate a smooth and enjoyable experience. We have done many real estate deals together over the last few years, without any glitches.” – Gerald King

“Irene Kaushansky was the perfect agent for my family as we coordinated a move from the United States. It was critical that we could trust someone to give us a true and honest assessment of each property. Irene was very perceptive in quickly learning our preferences and taste. Irene's vast knowledge of the city, real estate market, and the unique characteristics of each neighbourhood proved invaluable in helping us narrow down an overwhelming selection of properties to a manageable focus group. Irene and the entire team at HomeLife Realty One has the utmost integrity and empathy for the frustrations of buying a house from afar. I have never worked with a better agency and I could not say enough about their knowledge base, honesty, patience, and support.” – K and J Stinchcombe

“When my agent Jill Koplowitz was on holidays, her colleague Corinne McCabe Cory looked after me as though I were her own. It was great knowing I was supported

in selling my home when my own agent could not be there.” – Pam Beavis

HomeLife is the third largest real estate franchise in Toronto and boasts a nation wide referral program. The high standards at this company are well recognized and appreciated, making HomeLife a great choice for all of your real estate needs.

As the Broker of Record at HomeLife/Realty One Ltd., Linda notes that their in-house graphic art and marketing support, database administration, and print and internet exposure, are the keys to their winning marketing program. In addition, their thorough, easy to use website [www.homeliferealtyone.com] assists buyers and sellers in their real estate transaction.

A number of the agents at the office have even received local and national awards, justifying their merit. It is the constant, supportive environment that each agent is surrounded by that has proven so successful. All of the agents are able to lean on Linda and each other for advice and encouragement, creating a strong

team atmosphere. Through the training program, the new salespeople are able to soak up as much information as possible, and the agents continue to learn and increase their market knowledge even afterwards.

Linda believes that one characteristic that each agent shares is their love for real estate. "If you dig deep enough, you will find that most agents have been 'real estate junkies' all their lives," she says.

Linda is truly proud of the accomplishments that each agent has achieved. She delights in her job, and notes that she wouldn't have it any other way. "I am always happy on my way to work everyday, so I obviously love what I am doing," says Linda.

In order to stay focused, Linda creates lists and sets goals. To keep balance in her life she enjoys every minute of her down time, which is spent with her husband, Tom, and her children and granddaughter. Linda's daughter, Sandra,

has followed her into the industry as a real estate salesperson.

Additionally, Linda's free time is often spent by a quick getaway to their cottage to entertain friends and family. Some of Linda's other interests include theatre, and studying Spanish, making her a truly versatile individual. She notes that her life has been made much easier because of the incredible support staff at HomeLife/Realty One Ltd.

Linda offers expert advice to all new realtors who are planning on entering the market. "Make sure you understand the first six months to a year will be very challenging. You have to believe in yourself and work very hard. Treat other people the way you would like to be treated."

HomeLife/Realty One Ltd. has a strong commitment to community involvement. The office sponsors a local soccer team, and also contributes to numerous other community organizations. The steady support that

is found throughout the office is truly remarkable and sets HomeLife/Realty One Ltd. apart from many of their competitors. Additionally, each agent provides their client's with exceptional customer service, knowledge, and honesty.

In the foreseeable future, Linda plans on expanding, managing and continuing to enjoy the office. She looks forward to hiring and training many more qualified salespeople, who will venture out into the real estate industry and make their client's home ownership dreams come true.

Linda Thompson

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*Photography by David Biesse
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