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**Service that
lives up to its
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By: Heather Navarra, The Write Type



Talented and experienced, real estate agent Jack Marsala is a master of his craft. Well known and respected for his professional competence, Jack has been helping families find homes since 1973 and has an impeccable reputation, built on his credibility that has been gained through honesty and hard work. This real estate agent is completely service oriented. A true 'people person', Jack enjoys meeting and establishing relationships with clients. Caring and dedicated, he is defining a new level of excellence in the industry.

With a B.A. earned in 1970, Jack briefly attended Dalhousie Law School.

"After a year of law school, I came to Ottawa in 1971 to visit a friend and fell in love with the city," shares Jack. With his experience at Canada Trust as a mortgage clerk during the previous two summers, combined with a year of law school, he easily landed a summer job. "The first place I went, Guaranty Trust, hired me as a Mortgage Officer. I sat beside the real estate department and, as I heard the agents conducting business, I realized that this was a better expression of me than the real estate lawyer I was aspiring to."

Licensed as a real estate agent in 1973, Jack began his career with Guaranty

Trust and, with his strong background in real estate law, mortgage financing and human behaviour, earned the top rookie award that year. In October 1975, Guaranty Trust appointed Jack as the manager of the Ottawa office.

In 1981, the first RE/MAX opened in Ottawa. The operation quickly expanded to six locations and two satellite offices. In November 1984, Jack joined RE/MAX metro-city realty Ltd. RE/MAX attracts the top professionals in the real estate industry, and Jack took the opportunity to work alongside people with whom he wanted to be associated.

RE/MAX enjoys brand-name

recognition worldwide and RE/MAX agents are truly leaders in customer service and quality. RE/MAX also offers a relocation program that provides referrals for corporate relocations in Canada and the U.S. With approximately 270 agents, this agency is consistently the market leader in Ottawa, capturing the largest percentage of market share as indicated by the Ottawa Real Estate Board.

Balancing his time between buyers and sellers, Jack is also a licensed Real Estate Broker and an active member of the Ottawa Real Estate Board, the Ontario and Canadian Real Estate Associations, and the Real Estate Council of Ontario. "My listings are almost all residential -- condominiums, single residential homes, duplexes and triplexes -- and the average price range is between \$250,000 and \$600,000," says Jack. "I also frequently help clients purchasing new homes." Jack's team includes two unlicensed office assistants.

This conscientious agent is passionate about his career and his clients, who always come first. "Absolute client satisfaction is more important to me than the amount of commission earned," says Jack.

Entering into a listing agreement is a huge commitment for clients. It's important to have an agent with education and experience to anticipate and avoid problems or handle them efficiently. A savvy consumer will ensure their agent has a solid performance history to back up promises. Based on his credentials and proven record, Jack is clearly a cut above. He sells over 95 percent of the homes he lists and he consistently negotiates over 98 percent of the asking price for his sellers. Exceptional negotiating skills convert prospects into buyers while obtaining the best price for the seller.

Confident that his real estate system works, Jack guarantees clients the right to cancel the listing agreement at any time prior to accepting an offer to purchase, with no penalties or obligations, if



the client feels his service doesn't live up to his promises. "My pledge is to provide clients with the highest level of service in the real estate industry, and my commitment to this pledge is 100 percent. My clients evaluate whether I live up to this standard and, if I fail, they can cancel."

Clients Nicole and Hugh write, "We want to thank you so much for all your help in selling our house. We were both daunted by the process but you took us step by step through the entire procedure and managed to make a stressful situation, enjoyable...It was reassuring to know we could call at any time with questions or concerns and that you were always so prompt in getting back to us..."

A comprehensive marketing program is the cornerstone of Jack's success. Jack uses the Internet extensively through the MLS system (www.realtor.ca) as well as his websites through the Ottawa Real

Estate Board (www.jackmarsala.com) and RE/MAX (www.remaxottawa.com/jack). Jack's sites have valuable resources and information for both buyers and sellers, including full details on his listings. Jack produces and delivers media within his target area, Hunt Club Woods, and also has a bus bench ad, keeping his image in the forefront.

Print media (the Real Estate Guide and the Ottawa Citizen) is used to market listings and open houses are hosted. An informative newsletter is sent to clients bi-monthly, reinforcing Jack's presence in the market, and personal cards and calendars are mailed out during the holiday season. Clients receive a thank-you letter for listing, as well as a letter of congratulations when the listing sells that thanks clients again and asks for referrals.

Clearly, Jack's service-oriented approach is what sets him apart from the competition. Available to clients

seven days a week, he personally answers all incoming calls, answering clients' questions promptly. He prides himself on being accessible. With exceptional listening skills, he works hard to translate what he hears into action, ensuring the process is as stress-free as possible for clients. He keeps clients informed each step of the way. After each showing, Jack requests feedback and shares it with his client, providing valuable information about how the home compares to others. He consistently provides quality results. All of this builds a unique trust and confidence in this dedicated agent.

This consistent top producer has been recognized with numerous awards, including the RE/MAX Platinum Club, Hall of Fame and the Lifetime Achievement Award. His consistent high performance combined with a high level of customer satisfaction drives a very high rate of repeat customers.

Jack also credits his success to

the understanding and support he continually receives from his loving wife Christine and son Charlie. His accomplishments would not have been possible without their patience and tolerance of his long hours away from home, dedicating himself to the needs of his clients.

Both Jack and RE/MAX believe strongly in giving back to the community. RE/MAX is the official real estate sponsor of the Children's Miracle Network, and Jack donates a portion of every transaction to this program. RE/MAX is also a partner in the Race for the Cure series of the fight against breast cancer. RE/MAX co-sponsors the Survivor Recognition Program, honouring those who have battled breast cancer. Every year, a fully trained guide dog is donated to the CNIB.

Enthusiastic and sincere, this tenacious real estate agent won't give up until the job is done to the client's satisfaction.

"My clients are the single most important element of my career and they deserve the best," says Jack. "The satisfaction of my clients is my inspiration. It's a good feeling when clients tell me how pleased they are with the deal that I have been able to negotiate on their behalf. Providing that high level of service is my constant goal."

Jack Marsala

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**RE/MAX metro-city realty ltd.,
Brokerage**

344 O'Connor Street,
Ottawa, On K2P 1W1

Tel 613-563-1155

Fax 613-563-8710

www.jackmarsala.com

jack@remaxottawa.com

