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Baloney**

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No Baloney!

By: Heather Navarra, *The Write Type*

Sunshine Coast real estate agent Becky Lohn is one realtor that truly loves what she does. She's a top negotiator that is innovative and compassionate, whether representing sellers or those purchasing. She says there are three things people remember in their life: the day they get married, the day their first child is born, and buying their first home. For that last event, her goal is for the experience to be as happy and everlasting as the first two. Becky works hard to be chosen as the realtor who will represent their families as years go by.

With Becky's empathy for people, she also has a heart of gold. It's vital to her to treat both clients and other agents with respect. "Integrity and putting my clients' needs before commissions is paramount," says this conscientious agent. "I am tenacious when it comes to representing my clients, and I'm always ready to suggest something new to get the job done." This skilled negotiator has advanced education in creative financing. Becky often draws on her experience and market savvy to suggest unique financing options that help clients qualify for their mortgage. Becky says, "Know-how is everything, and it only comes from decades of experience as every situation is unique."

Born and raised in West Vancouver, Becky has lived on the Coast for over 12 years. Obtaining her real estate license in June 1978, she started her career with Canada Permanent in



West Vancouver, the most expensive real estate area in Canada. Now an independent contractor under the umbrella of RE/MAX Oceanview Realty, she loves the freedom of running her own business while being part of the leading real estate organization in the world. She is committed to the community, supporting Relay for Life, Women's Transition House, the Children's Miracle Network, World Vision and Canadian Cancer Society.

Bringing in-depth knowledge and vast experience to her role, Becky is confident with all types of clients, from first-time buyers to seniors who are downsizing. She balances her time between representing sellers and buyers, in prices ranging from the low end up to several million dollars. With her extensive training in project marketing, Becky also represents quality builders selling new homes. Specializing in residential and revenue properties from the Gibsons area to Sechelt to Pender Harbor and beyond to Egmont, her office is centrally located in Sechelt to service the entire sunshine coast.

Just 40 minutes from Vancouver by ferry, this magnificent Pacific Ocean coastline enjoys warm temperatures throughout the year and one of the highest levels of year-round sunlight in B.C. The lifestyle of the Coast includes a recreational paradise. "I take the time to appreciate all the natural beauty that surrounds us in this beautiful area," says Becky. "I have a deep love for the water and nature; the serenity of it always puts everything into perspective. My favourite pastime is to beach comb islets and beaches that are boat access only. The driftwood is so clean and, with the unusual pieces I collect, I will often make something – perhaps a birdhouse or candles."

Working side-by-side with operations manager and licensed realtor Patty



Webb, Becky, as Team leader, acknowledges Patty's significant contributions. "It's important to have someone talented who is dedicated to important technological aspects such as the website," says Becky. "Patty is the epitome of organization and the technical brains of our team, and she oversees our website coordinator. She also brings sensitivity and a kind heart to her role. Together, we are always one step ahead in strategy, marketing, technology and service."

Becky feels strongly that her unique marketing approach is what sets her apart from the competition. "Our marketing plan for sellers and matchmaking system for buyers are our own – and they work!" raves Becky. "My team can accomplish more in a matter of days than many other agents can in weeks. We pride ourselves on the fact that we get the most a property is worth for our sellers, and make the transition an easy one." With this top marketing team, it's clear that an exceptional level of service is their trademark.

When marketing properties, their powerful Internet presence at www.sunshinecoastrealestate.ca draws clients from around the world to this professionally-developed site with resources for both buyers and sellers. Supporting this critical component, Becky constantly refers to their database, as well as using many other critical tools to reach a successful result.

In addition to RE/MAX's worldwide referral network, Becky receives referrals through a Pacific partners group of other top realtors. Because of Becky's experience and her credentials as a top agent, she garners referrals from around the world, estimating that as much as 90 percent of business comes from repeat and referred clients. "We have the best clients and their confidence in us is deeply appreciated."

A significant level of achievement is evident in the high number of awards Becky has earned, decorating her office walls. In 2006, she became a Diamond Master Medallion recipient from the Real Estate Board of Greater

Vancouver. She received the RE/MAX Hall of Fame on stage at the MGM in Las Vegas, at the international awards ceremonies held in 2003. Becky is consistently a RE/MAX Platinum Club achiever. Year after year, she ranks in the very top percentage for the Greater Vancouver Real Estate Board out of over 8,000 realtors. This consistent level of achievement clearly demonstrates that Becky is dedicated and committed, a clear acknowledgement of her abilities.

A wide variety of personal attributes contribute to Becky's success in this high-pressure industry. A good listener, she is able to interpret each client's needs and develop specific actions. She is patient and has a genuine empathy for seniors, recognizing their value and contribution to the foundation of our

country. "Going the extra mile comes naturally to me in getting the job done," shares Becky. "Starting my real estate career at a very young age, most said as a single female I was too young to make a good living, so the challenge was there from the very beginning. It was my goal to prove to those naysayers how wrong they were. Tenacity had a lot to do with it!"

Becky and her team are always looking at new innovations in the industry. "We keep abreast of the latest technology, implementing anything that will help our clients," says Becky. "We constantly review and update our marketing approach to ensure it is the best it can be. Our website manager ensures our site is always in the limelight." Becky's intention in the short term is to hire a buyers' agent.

This compassionate agent's main goal is to ensure a positive experience for each and every client, and she recognizes that her actions speak louder than words. "Referrals are everything to us," says Becky. "To each client, this is the biggest investment of their life. We share their same passion and concerns. So it's important to us to give the right advice and treat each transaction as if it were our own – no baloney! We give our honest opinion, as we know in our hearts that if we do, clients recognize this integrity and become long-time customers, recommending us to family and friends." Becky and Patty want to build lifetime relationships.

Over the span of her career, Becky has received hundreds of testimonials from satisfied clients. The most common thread demonstrates clients' strong appreciation for her services through her genuine understanding and empathy of their circumstances, thanking her for helping them reach their goals while making the whole process easy. For Becky, the best reward in her job is the ability to share the excitement of helping make her clients' dreams come true. With her commitment to hard work, there's no doubt she'll continue to achieve exceptional results for her clients, ensuring her continuing success.

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