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Service with a Passion

By: Tina Dealwis

Building long-term relationships with his clients is Eric Eaton's mission. He states that as his credo in his mission statement: "To establish long-term relationships with people through trust, honesty, professionalism, communication, and personable quality service that will be both financially and emotionally rewarding to my valued clients and myself." These are not mere words to Eric, as he conducts himself by this motto. He takes his mission statement to the highest degree. He even remembers each client's birthday!

Eric has become a successful and award-winning agent, because of his dedication to providing the best possible service to his clients. His impressive list of achievements includes winning the Coldwell Banker President's Circle Award, which is presented to the top 10% of Coldwell Banker associates, the Coldwell Banker Ultimate Service Award for his excellence in customer service, and the Coldwell Banker Case Realty Top Ten Award. He belongs to the Toronto Real Estate Board (TREB), the Ontario Real Estate

Association (OREA), the Canadian Real Estate Association (CREA), the National Association of Realtors (NAR), the Black Business and Professional Association (BBPA), and the Sickle Cell Association of Ontario (SCAO).



Eric currently works out of the Coldwell Banker Case Realty office located in Scarborough, which is the largest Coldwell Banker office in the Greater Toronto Area with over 300 agents. Previously, he worked at Coldwell Banker Maximum Realty in Woodbridge, Ontario. Not only does he have many clients in East Toronto and Durham region, but he has also retained many of his original west-end clients

from his time with Coldwell Banker Maximum.

Coldwell Banker is the largest real estate company in North America. Across Canada, there are over 3700 sales professionals in 230 offices and worldwide there are 105,000 sales associates in more than 3600 offices.

Coldwell Banker offers an exclusive and unique "Ultimate Service(Program", which guarantees the highest level of customer service and promises: (1) that the agent will listen to the clients' needs; (2) to set high standards of service with a written guarantee of service; and (3) a customer satisfaction survey

to establish the level of performance delivered. Eric, himself, subscribes to those very beliefs; "I'm a strong believer in the concepts of our Ultimate Service(Program and I use them consistently," he says. "Ultimate Service(is a great program that allow us to customize our marketing services in order to reflect our clients personal needs. Furthermore, the client knows what to expect in the process of buying or selling their home."

The slogan is, "We keep our promises, or you don't keep us."

Not only does he have the support of his Coldwell Banker agency to market and promote clients homes, he also has two of his own websites; www.EricEaton.com, which has all of Eric's listings and www.HomesGetSold.com, an informational website which you'll find advertised on his personalized van along with his unique phone number 416-219-SOLD. "One of the things I make a priority in my business is being very technologically savvy" Eric states. "In today's market you have to be, especially with the Internet playing an ever increasing roll in the buying and selling of real estate." He believes in creating "a sense of urgency and excitement about your home." He sends advance notices to realtors and potential buyers, in addition to flash multimedia e-mail presentations that spotlight the home's features and price before a 'For Sale' sign even goes up. "This generates awareness of a property coming onto the market well in advance of it going online," he says.

Eric takes care of his clients and makes sure that they are his number one priority. "Once a home is listed with me, the client immediately receives a username and password to their own web page. This allows them to monitor all marketing activities performed, including feedback after each showing." He says, "many sellers wait in frustration for their agent to contact them with feedback after each showing, but this way, they can access the information immediately. "It puts the seller in the position where they have access to the information. They can go online to see everything that's been done to market their home."

Although may buyers contact Eric after seeing his name on a 'For Sale' sign, or while he's driving by in his personalized van, he says, "I will not show a home to a perspective buyer until I first meet with them, get a good



understanding of their needs, and see if they do in fact qualify to buy that home." Once he has established an Agency relationship with the client, he will even preview homes, so that he does not waste his clients' time on homes they will not like.

Eric can handle even the strictest of criteria. For instance, one client wanted to buy a home within a certain school district based on their academic standards. "I contacted four schools to determine their boundaries and proceeded to setup four separate search profiles based on those streets. We found a beautiful home that they purchased for under market value, and I was able to sell their condo for top dollar. What made this transaction so special and rewarding, was that my client's daughter was only a few months old at the time and not ready for school for another couple of years."

His motto, "SOLD...It's My Guarantee!" How does one back such a bold statement? Eric's strong attention to detail, coupled with exceptional listening and marketing skills has entitled him to utter such a statement. He is also a top negotiator who will exceed his clients' expectations. He

often sells homes for more money than a seller anticipated, or helps a buyer purchase for less than they anticipated.

The list of glowing client testimonials is long. One client credits Eric with changing her life. "I would like to take the opportunity to thank you for putting my life back into perspective. In just four short months you have changed my world with your advice and suggestions," she enthused. Eric sold another client's home in two days -so quickly, there was no time for a For Sale sign to be posted on the lawn! "You have proven to me you are very honest, straightforward and helpful. I would not hesitate to use your services again," the client had complimented. "Eric Eaton has been an extremely outstanding sales representative. He is very professional in the way he conducts business. He is honest, sincere and confident. He listens to his client and pays attention to detail," raved the client. Eric's quick and efficient service awed the clients' neighbours and resulted in Eric receiving another listing.

Eric's love of real estate grew at a young age. His father is custom homebuilder in Jamaica. Growing up around his father's blueprints and the

homes he renovated had a huge influence on Eric. "I've always had a fascination with Homes," Eric says. Although he originally wanted to pursue a career as an architect, a real estate career seemed a natural choice after the fact. "Real estate was always a common discussion at home while pouring over blueprints or remodeling a home my father had bought as an investment," Eric remembers.

Eric's background is very diverse. He was born and raised in England, but moved to Jamaica at the age of 14. After graduating from Jamaica's Kingston College he returned to England where he worked for Otis Elevator Company as an estimator. He moved to Canada in 1981 and worked for Northern Telecom as a technician for several years. Job insecurity, coupled with grueling shift work, inspired Eric to make a career change. After seeking his father's advice, he made the move to real estate. Once he had decided to pursue a real estate career, he studied full-time while working full-time at Northern Telecom until his course was completed. "It posed its challenges," Eric says with a laugh. "It was crazy!" He obtained his real estate license in 1987. Why real estate? In addition to his lifelong fascination with real estate, "I wanted to find a way that I could do something where I could work with people," he says. In addition, he knew he wanted to pursue a career in sales, and wanted some control over his income.

Though he admits that it is difficult

to balance his professional and personal life, he takes steps to keep his life in perspective. He tries to take Sundays off to recharge his batteries and spend time with his family. In his spare time,

and supports the Hospital for Sick Children.

Eric has a winning attitude, where he constantly strives to improve himself and his skills. "I'm a great motivator of myself personally. I'm very spiritually inclined," he says. "I read a lot of motivational books, I listen to a lot of motivational and inspirational tapes and I always had the desire to be reasonably successful," he states. He also attends seminars, seeks out opportunities for success, rather than waiting for them to happen. "You have to be prepared to invest in yourself and

that is very important. Otherwise, you're not going to grow as an individual," he comments.

Eric loves his career and that has helped him to keep inspired to continue his success. "I think one of the greatest joys that I have is seeing my clients' dreams fulfilled-them being able to buy a home they never that they could buy," he says. His mission of building long-term relationships has certainly paid off. He points out that 60% of his business comes from past clients. "There isn't a week that goes by where I don't receive a referral from a past client," he says.

To have so many loyal and repeat clients is a testament to Eric's dedication, personal service and hard work, which will ensure his continued success for years to come.



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he likes to go to the gym. Eric has three children—22 year-old Leon, 17 year-old Lashelle and Justin who is 9 years old. "You've got to learn how to balance career and family," he says. "It is challenging to having a well rounded family life," he admits. Eric also gives back to his community. He is an assistant soccer coach and executive member of the Pickering Soccer Club. He donates to the Sickle Cell Foundation of Canada