

Real Estate

Success

GREATER TORONTO
WEST EDITION

Call Sandy and Start Packin'!

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"There are risks and costs to a program of action.

But they are far less than the long range risks and costs of comfortable inactions."

John Fitzgerald Kennedy

There has never been a time when people with a vision have been needed as much as they are today. With a constantly fluctuating real estate market it is imperative to choose a Realtor who will remove himself from the attitude of the masses. The ability to create solutions rather than allowing conditions or circumstances to dictate the direction of the results is the primary component of the successful agent.

Sandy Kennedy was born and raised in rural Prince Edward Island. Through the tutelage of his parents, he learned the value of hard work and discipline, the mainstay of his personage and his career. Sandy states that; *"My family taught me early in life to think positively, set high goals, be straight forward, and to complete everything I start."* Upon completion of his Engineering degree and his Masters degree in business, he was awarded a position with the marketing department of Northern Telecom in Brampton.

In 1988, after three successful years at Northern, Sandy discovered

a passion that would change the course of his life... Real Estate. He had found the opportunity to do what made him happy and make a positive contribution to his community. The real estate

erages suggests that those who market best will be more successful in the long run."

An old adage states that the key to real estate is: Location. Location.

Location. Similarly, the key to Sandy building his real estate business would also rely on three words: Marketing. Marketing. Marketing. Over the past twelve years Sandy has developed a simple, yet very effective, approach to selling homes in Brampton: Extensive advertising combined with excellent negotiating skills result in a higher selling price!

Every two weeks, 55,000 homes in the

Brampton area receive a promotional flyer from Sandy. These are not your ordinary 'run of the mill' ad mail. They are consistent and persistent in conveying the message. *"Call Sandy and start packin'!"* The piece is entitled Brampton Real Estate News bracketed by Sandy's picture and his customized name. Incorporated into the front page is an eye catching by-line and picture that communicates the real estate truth of the promotion. From the mother bird listening to babies in the nest cap-



Photo by Chris Stanley, Select Visual Communications

market at that time was not the most buoyant and for many it would not have been the ideal time to start into the business. But those attributes that had been inspired in his early years stood him well in this new endeavour. Never one to do anything half-way, Sandy plunged into real estate with vigour. His educational and employment background established for him a truth that has been the key to success for Sandy. "All products and services must be marketed. The law of av-

tioned with “*Nobody Listening to You? Sandy Kennedy is Listening*” to the image of the rhino with the by-line “*Call the Agent who thinks BIG*”, the message is unchanging: *Think Real Estate. Think Sandy Kennedy!*

The reverse side of the flyer highlights up to 12 of Sandy’s current listings complete with picture and full descriptions. Sandy’s goal is to ensure that every home he lists sells for the **maximum price**, as quickly as possible.

Sandy willingly stakes his reputation and focuses on attaining the best possible outcome for each client. After all, the bottom line is **results**. And it works. A typical response: “*We had been receiving Sandy’s flyers in the mail for many years, so when it came time to sell our home, we knew who to call! Sandy listed and SOLD our home in 11 days for 97% of the asking price! If you are thinking about selling, we highly recommend that you call Sandy first!*” *Carlo Mariuz, 18 Garbutt Crescent, Brampton*

Results have been the mainstay of his continuing success. He has been a member of Re/Max’s Top 100 Agents in Canada since 1995 culminating in the year 2000 where Sandy was the Number 2 Agent for Re/Max in Ontario, as well as the Number 1 agent of all companies in Brampton. These results can be attested to Sandy’s uncanny ability to meet the challenge of negotiating a satisfactory solution for both buyer and seller.

Sandy operates out of one of the largest offices in Brampton in the company of 103 agents. Sandy is a proponent of the ‘team’ approach to real estate. This allows the opportunity to devote more time to promoting his client’s property as well as discerning the ideal new home for them. Predominantly, Sandy specializes in homes in the Brampton and surrounding area in the \$150,000 to \$250,000 range.

To develop and maintain this success requires a focused approach and a determination to complete the task. Sandy is totally supported by his wife, Tamara, and his two children. All work and no play make Jack a dull boy; but Sandy is not Jack. He takes an active interest in skiing, hockey, camping, antiques and sports cars.

Over his twelve years, Sandy has been an avid student of real estate. He has established himself as a speaker and mentor for many real estate seminars. In this time Sandy has established 10 marketing rules



Photo by Chris Stanley, Select Visual Communications

from which he has derived his continuing success.

1/ All Products and Services Must Be Marketed. Advertising is an essential component in long-term success. Annually, billions of dollars are spent on advertising. The question is not should we advertise, but how much and where should we advertise.

2/ Perception vs. Reality What people believe and truth are usually not the same thing. Consistent advertising works. Does *McDonalds* make the best hamburger? Does *Coca-Cola* make the best soft drink? Are the designer brands of clothing worth the large premium? To the consumers of these products the answer would be “yes” even though strong evidence to the contrary exists.

3/ Find Your Unique Selling Proposition. A Unique Selling Proposition (USP) is what separates you from your competitors. A USP can be a special feature, guarantee, reputation, or perceived value associated with your product (good service and quality are not USP’s, they are the minimum criteria expected from all competitors)

A strong USP allows you to say "I can offer you something here today that no one else can offer you!"

4/ You Can't Be All Things To All People. Not all consumers will want you, or your product. Some will always purchase what appears to be the cheapest. However, features and perceived value are much more important than price for others. Your marketing will determine which type of client you attract.

5/ Be Consistent.

Both the **message** and the **frequency** of your marketing must be consistent. Ads with different messages will confuse and a single ad by itself is usually wasted money. Research shows that a potential customer needs 5 to 8 "Hits" before they act.

6/ It's Better To Be First than ...

In today's "I want it now!" marketplace being first can make the difference between success and failure. Being first and 90% effective will yield higher returns than being 100% per-

fect and 3 months late.

7/ Continually Upgrade Your Knowledge and Skills.

Become a student of your industry. Search out people who have done more than you have done and find out what their advantage is.

8/ Plagiarism Is The Greatest Form Of Compliment.

Until you can develop your own marketing campaigns, learn from others. When I pick up a magazine or receive junk mail at my home, I always scan the ads first to see if there are any good ideas that I can adapt for my business. People are paid millions of dollars every year to create new ads. I simply borrow their good ideas and adapt them to real estate. If you excel at this skill, eventually you will receive the ultimate compliment when people start to copy you!

9/ Begin With The End In Mind!

This is one of Stephen Covey's best ideas from "The 7 Habits of Highly effective People". I begin each day, each week, each month, each year by

setting goals or objectives for that particular period. I then visualize the successful completion of that goal and it becomes a reality in life. I believed that I was a successful person and Brampton's top real estate agent long before I achieved either of these goals.

10/ If You're Not Marketing Yourself, Who Is? If you're not marketing yourself, nobody is! People new in business with limited marketing budgets hope that their friends, family and past clients can fulfil this function. That is rarely the case which, by default, leaves only your competitors to comment on you. And we all know what they will probably say, . . . don't we?!

With these foundational components, Sandy has established himself as the mainstay of Brampton Real Estate. Combine them with a firm handshake, a broad smile, a charming demeanour, and you can see why if you are a client of Sandy Kennedy's you can "Call Sandy and start packin'!" 

