

Profiles of SUCCESS™

LOWER MAINLAND EAST EDITION

INVESTIGATING CONCEPTS OF SUCCESS

*It's Survival
Of The Fittest
In This
Competitive
Industry*



It's Survival Of The Fittest In This Competitive Industry

By: Heather Navarra, The Write Type

Just as a coach leads a team to victory, talented agent Tara Matthews leads her real estate team to success, drawing on her ability as a personal trainer and applying her market savvy to drive results. Her valuable expertise ensures her clients experience only the best results. A fitness advocate and personal trainer, Tara works hard and plays hard. Clients are consistently jubilant about the results she achieves for them. Her accomplishments are truly monumental in this competitive industry.

It's hard to fathom that Tara delayed entering this profession where she naturally excels. For many years Tara had considered real estate but felt that, being a single mom, it would be difficult to dedicate herself to the required hours. But as her son Braden grew, Tara continued to feel the draw of the industry. "I was working as a sales manager," shares Tara, "making a good income, but I always felt that real estate was my calling. I wanted a role where, whatever effort I put into it, I reaped the rewards. I knew that providing great service to clients would result in great success."

Tara obtained her real estate license in June 2003 and began working at Keller Williams, moving to RE/MAX later that year. As the number one real estate company, RE/MAX is well known in the industry and consistently draws the top agents.

Working with RE/MAX All Points Realty in Coquitlam, Tara has found that the staff and agents at the office are exceptional. Number one in market share in the Tri-Cities, RE/MAX All Points has been in operation 17 years and now has 78 agents. The agency enjoys continuing success because of the skill of their agents and the consistency of advertising in the



marketplace. Tara prides herself in being a designated Certified Residential Specialist.

Tara provides award-winning service to buyers and sellers in the Lower Mainland, focusing on both condos and detached homes. Tara acts predominantly on behalf of sellers, working with her two buyers' agents and an assistant. Residing in the Tri-City Area, her knowledge of the Tri-Cities and Lower Mainland is extensive. Her main focus area is Port Coquitlam but she also works in the Coquitlam, Port Moody, New West, Maple Ridge and Pitt Meadows areas.

Team Tara Matthews "Your HouseSOLD Name" has been built with top salespeople, including Jamie McMurray and Nathan Naicker, both licensed buyers' agents. Tara's style suits the team approach well; all team members work hard because their shared goal is to be successful.

In today's fast-paced real estate market, a professional, experienced realtor working exclusively in the client's best interests is important. Tara is committed to getting each listing sold for top dollar, in a timely manner. "My online and offline marketing programs give me the edge needed to make this possible."

Indeed, her dynamic marketing skills are what set Tara apart from her competitors. She believes strongly that an agent has to spend money to make money, and her clients regularly benefit from her unique



marketing approach that consistently provides outstanding results.

A vast array of marketing techniques are utilized to obtain maximum exposure for listings. Providing an important contribution are two professionally-designed websites [www.taramatthews.com and www.portcoquitlam-homes.ca] that give users detailed information on a wide range of topics for both buyers and sellers.

As a prime location office, many pedestrians stop by to view the active listings, many of which are Tara's featured on the window. Tara also advertises in the Real Estate Weekly, as well as realtylinks.ca,

mls.ca (both the online and print versions). New listings are also part of the Wednesday morning agents' tour. A unique marketing choice is using transit vehicles – ten shuttle buses in the Tri-City area sport Tara's advertising, keeping her name visible in the community.

Tara's marketing campaign also includes distributing 4,000 unaddressed postcards every three weeks. Her buyer agents host open houses, an opportunity to clearly demonstrate their effective selling process.

Thrilled clients Monique and Stefan write, "We were extremely impressed with your approach on selling our home. You and your team were organized and very efficient. The marketing skills and the exposure helped ensure a quick sale resulting in the most money for our home."

Success is evident in the awards Tara has earned, including the Greater Vancouver Real Estate Board Medallion Club (designating a minimum of 36 units per year sold), RE/MAX Presidents Club, Executive Club, 100% Club and culminating in the RE/MAX Platinum Club in 2004 in her first full year. Most of her income is put back into her extensive marketing program.

This trusted agent is not simply in the business of selling real estate, but in helping families fulfill their dreams. "The way that I achieve that is through constant and clear communication, every step of the way. I want each client to feel comfortable and know that I have their best interests at heart.



As a real estate professional, it's my job to make the buying and selling process as easy as possible. That means providing quality information that benefits clients."

Thriving on the competitive aspect of her role, Tara excels at listing presentations. Her excellent presentation skills ensure consistent success in winning listings. Keen negotiating skills round out her abilities. An owner of five investment properties herself, Tara has a strong aptitude for assisting investors who desire a passive income.

Happy clients Lisa and Richard write, "The Tara Matthews Team was most helpful during the sale of our home and, in particular, I wish to commend all the staff for their efficiency and professionalism. I wish to give a special commendation to Tara Matthews for her assistance in selling our house. She is a strong negotiator. I highly recommend Tara and her team to anyone for their real estate needs."

Tara cares about the community and giving back is an important goal for her. She donates to the BC Children's Hospital and participates in fundraising activities such as the Michael Cuccione Foundation, which funds cancer research

and helps to find a cure at the childhood level. Tara occasionally teaches fitness classes and personally trains individuals one on one, inspiring them to work harder. Also a runner, Tara finds these activities boost her energy and lead to a healthier lifestyle.

Energetic and driven, Tara sincerely believes that, if you program your mind for success, you will absolutely achieve it. Her positive energy consistently brings positive results. "When I run, I listen to motivational CDs. I attend seminars, at least one each year, to expand my skills. Motivation is important; living a balanced, fast-paced lifestyle makes me happy. I won't settle for 'average'; there's no coasting along. I consistently revisit what I need to do and regularly set goals."

One of the many successful programs Tara operates is contacting homeowners who are selling their own property. Tara's "For Sale by Owners" program includes an active plan of regular contacts, providing information and sharing the benefits of working with an agent. Tara also maintains contact with past clients through her quarterly newsletter, keeping

them apprised of current market trends.

This genuine and personable agent is a success partly due to her ability to read all sorts of people and relate to them on their own level, with respect and integrity. "Putting people into homes they love is what I enjoy most about being an agent," says Tara. "I want my clients to be happy with their choice and, if they are leaning towards a home that I don't feel is a great choice, I let them know. Usually they thank me for my honesty."

Tara loves what she does, and it shows. It's clear that this bright and talented realtor will continue to lead the way to the next level in this competitive industry.

Team Tara Matthews ***"Your HouseSOLD Name"***

RE/MAX All Points Realty

Coquitlam, British Columbia

Tel 604-936-0422

Toll Free 1-800-939-6838

Cell 778-834-SELL (7355)

Fax 604-936-2751

www.taramatthews.com

taramatthews@remax.net



Disclaimer: This document is not intended to solicit already listed properties or buyers under buyer agency contracts.
Copyright held by Profiles of Success 1866 888 8499

*Photography by Tanya Harrison
of Focused Elegance Photography*