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TORONTO CENTRAL EDITION

**My Formula
For Success**



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By: Heather Navarra

Personalable service, expert knowledge, and the latest technology combine to create the formula for Randy Yetman's success, resulting in complete satisfaction for the clients he serves. But more than that, this highly regarded agent instantly impresses with the credentials he brings to the table.

The most important designation Randy holds is Fellow of the Real Estate Institute (FRI), obtained in 1990 from the Real Estate Institute of Canada, a national, non-profit, self-regulated association. Canada's most established real estate designation, the FRI is awarded to less than five percent of today's professionals. Holding the FRI signifies a real estate education that exceeds licensing requirements, plus experience that assures a practitioner with knowledge, not just information. FRI members are governed by the Institute's Code of Professional Conduct. FRI designation course requirements include both real estate and contract law, investment, valuation, ethics, consumer behaviour, negotiating, economics, and urban geography, among other subjects, and also requires a minimum of five years of real estate experience. The FRI designation assures Randy's clients that



they are dealing with an agent who has made a career commitment to real estate.

In addition, Randy holds the Residential Market Value Appraiser Designation, obtained in 1991 from the Ontario Real Estate Association. Designees are required to maintain an active sales practice, and must have at least five years of experience in residential real estate sales. As well, completion of appraisal, mortgage financing, title search, construction and cost estimating courses are required. Randy obtained his Real Estate Broker's License in 1988, and has been a National Commercial Council Member of the Canadian Real Estate Association since 2001. "An agent must continue to educate himself in order to protect and promote his clients' best interests," says Randy.

It's clear that Randy has consistently and diligently upgraded his skills, but it's his achievements that speak volumes about his exceptional ability to incorporate his extensive knowledge into a package that produces phenomenal results for his clients.

RE/MAX, the company Randy has been with since 1995, gives achievement awards based on agent performance. These annual awards include the President's Award, the Executive Award, and the 100% Award, each indicating an increasing level of performance. Every year since 1996, Randy has attained all three levels. In 2003, RE/MAX also awarded Randy the prestigious Hall Of Fame career earnings award. Randy consistently ranks among the top five percent of all Toronto realtors for the number of homes sold.

So how exactly did Randy get to where he is today? "I have lived in Toronto my whole life," says Randy. "I was first introduced to the real estate business as a young boy, earning money delivering flyers for our family real estate business. A new listing, an ad proof, or an upcoming open house was often the topic of conversation

at the dinner table when I grew up. This early introduction and my keen interest in real estate motivated me to become the youngest licensed realtor in Canada in May 1975, just three days after my 18th birthday, completing the real estate course through Centennial College's night school program while I was still attending high school." With Randy's focus and dedication, it would seem that the RE/MAX slogan, "Above The Crowd", also applies to Randy himself!

Prior to joining RE/MAX, Randy worked for Yetman Real Estate (a small, independent, family-run company), and subsequently at HomeLife Yorkland Realty. "After running the family real estate business for about 12 years," says Randy "I realized that what I enjoyed most about the business was selling real estate, not managing a real estate office. I chose RE/MAX because I wanted to grow my business. I wanted a more competitive and challenging office workplace environment."

Over the years, Randy has consistently given back to the real estate industry by participating in many associations. Randy has served many terms as an Officer of various TREB committees, including Ethics, Professional Standards, and Arbitration Committees. He has served as a Director of REIC's Toronto Chapter Management Board, REIC's FRI



Membership Services Committee, and is a TREB Commercial Council Member. These positions afforded Randy opportunities to expand his industry knowledge and skills.

But it's also Randy's personal skills and dedication that clients value highly. Not just an expert real estate professional, Randy's friendly, honest approach and his personalized, one-on-one service, result in almost 90 percent of his business coming from repeat customers and referrals. "I never pass my clients off to an assistant. I believe that when a client hires me, they should

deal with me, not a substitute."

"I have always put my clients' best interests first, ahead of my own," says Randy. "That's just who I am. Some people might say that's why I'm still here, working in the business, after almost 30 years, but I can tell you that it's because I love what I do! I get a thrill out of helping people." Randy's mission is to provide all clients with valuable advice, personalized service, and the most outstanding, trusted real estate representation available, in order to realize all their 'home' dreams.

Randy's education and awards, combined with almost 30 years in the real estate business, provide him with the highest level of knowledge and experience in the industry. Feedback from his enthusiastic customers provides evidence of their satisfaction with results achieved. Clients Ken and Fiona Phillips said, "We could write volumes about how satisfied we have been with you as our agent. In short, you are a friendly, polite, knowledgeable, accommodating professional. You have been a man of your word. We said, 'Sell our house as quickly and painlessly as possible.' And you did!"

Randy, Andrew, Nadia & Michael vacationing in Hawaii



Predominately a listing agent for a wide price range of single family homes and condominiums, Randy also enjoys working with small, commercial investment properties (such as stores and apartments), as well as residential investment properties (such as duplexes). Randy has maintained his Commercial Division Membership since 2001, and has specialized knowledge and experience in commercial, industrial, and investment business transactions. Along with access to a resource base of commercial buyers and sellers, Randy can place listings on TREB's Commercial Multiple Listing Service and public websites.

"RE/MAX also has an active relocation program," advises Randy. "I send and receive referrals through the RE/MAX network. I provide all referral clients the very best service possible, educating them on neighbourhood selection, trends, and prices." Randy maintains extensive lists of trusted contractors and related professionals. "I'm always glad to provide my clients

with helpful referrals for the many additional services they may require."

Randy draws on his technological expertise to advertise his listings. "Using my computer, I can e-mail 'Just Listed' flyers and open house invitations to hundreds of past clients and prospects. I also created and maintain my website, www.RandyYetman.com." The website includes helpful home maintenance tips, financing information, links, featured homes - even the occasional free draw to win prizes!

"Agents should invest in technology," says Randy. "I have completed many offers at the local coffee shop with my laptop computer and portable printer. One time, I completed, printed and signed the offer right from my car in front of the property. In a fast-paced business such as real estate, and in the fast moving Toronto market, having mobile technology helps to keep me ahead of the competition." Randy's technical ability provides the top-notch service clients deserve.

Randy's free time centres around

his family. Happily married to his wife, Nadia, for 16 years, the couple was blessed in February 2000 when they travelled to Ukraine to bring home their adopted twin boys, Michael and Andrew, at just two years of age. "The highlight of my week," says Randy "is taking my boys to hockey on Saturday. I love to watch them, and to share in their excitement of playing."

It is clear that what sets Randy apart from his competitors is his extensive experience, his friendly, no-pressure approach, and his personal touch, all combined to create his "formula for success". Randy believes strongly that honesty and integrity are paramount. "Probably two of the most important values a successful agent must have," says Randy.

Randy Yetman is a professional who knows the markets, outperforms the competition, and consistently delivers. "My personal commitment is to provide the best possible service. My goal is to achieve the best possible results for my clients."



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