

Profiles of SUCCESS[®]

MARITIMES EDITION

INVESTIGATING CONCEPTS OF SUCCESS

A woman with short dark hair, smiling, is standing on a carpeted staircase. She is wearing a black graduation gown with a white scarf. She has a gold watch on her left wrist and a ring on her left hand. The background shows a staircase with white railings, a vase of purple flowers on a side table, and framed pictures on the wall.

*Nova Scotia Industry Leader
Brings a Wealth of Experience*

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By: Heather Navarra, The Write Type

A profile of Bonnie Hutchins, FRI: residential homes and condo specialist, and income-producing properties



Bonita Lee Hutchins (Bonnie), FRI, Realtor, of Re/Max Nova, is a leader in the Nova Scotia real estate industry. This informed and well-educated agent has the ability to serve her clients on many levels of the real estate industry, including income producing property, commercial real estate, residential real estate and land/subdivision development. She excels in condominium property sales. Her awards and accreditations are widespread. Her formal education includes a degree in nursing and she then went on to pursue a career in the real estate industry, which turned into a 30-year journey filled with many successes. Bonnie spent eight years in supervisory management roles in a number of organizations, including the coronary intensive care unit and emergency room at Carleton Memorial. She consistently accepted leadership roles early in her career and had carried this through into her participation within the real estate industry. Bonnie's desire to enter this industry was strong; she understood, as in the nursing field, that if she was going to be good at what she did, she required training. She took out a loan from a bank to take the Jerry Bresser

Listing and Selling Course (which she was eventually asked to teach across Canada). She was licensed in 1978 in Saint John and was an immediate success. She knew she was entering a career where she would excel. She was a top agent for Atlantic Canada during her years with Canada Trust. In 1982 Bonnie transferred to Halifax for family reasons. Canada Trust sought Bonnie's expertise and selling abilities to manage the Canada Trust office to bring up volume and production levels. Within a year, she met and exceeded this goal. Bonnie managed the Canada Trust office in Mic Mac Mall, managing 30 agents. Following this, she formed her own brokerage company, Cambridge Realty, which she sold to Montreal Trust. She has been with Re/Max for the past 11 years. Her FRI designation (Fellow of the Real Estate Institute), which she acquired in 1988, represents Canada's highest level of

recognition in real estate. The prestigious FRI designation also communicates to her clients that she has a wealth of experience and practical knowledge to share. FRI members are governed by the Real Estate Institute of Canada's Code of Professional Standards, ensuring clients' best interests will always be represented. The Real Estate Institute of Canada (REIC), who awards the FRI designation, is a not-for-profit membership organization dedicated to establishing, maintaining, promoting and advancing professional standards of practice among those occupations concerned with real estate. Bonnie became the first lady chairperson of the REIC for the province of Nova Scotia. She was also selected by the Canadian Real Estate Association as one of the top agents in Canada in 1981.

"Every time I attend an FRI meeting or luncheon, I am rewarded through learning and growth. It is an ongoing, life-long educational process. The colleagues and associates of whom I am proud to be associated with, are long-term leaders in the real estate industry," says Bonnie. With over 30 years of experience, Bonnie

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has held numerous industry positions and has participated in many committees, including being a member of the Standard Forms Committee, an MLS Board Member Committee where she received the 'Board Builder Award', and the MLS Education Committee where Bonnie was a key force in developing higher standards of education for the real estate industry in Nova Scotia. She was also integral in organizing and developing the programs that are offered to individuals to this day.

Bonnie is also recognized as a condominium 'specialist', having focused on this sector since 1990. She has been a member of Canadian Condominium Institute Atlantic (CCI) since 1990. She is the present

director of the Nova Scotia Chapter of CCI Atlantic. This provincial association was formed in 1982 and provides condominium information and resources to buyers, sellers and other industry participants. She continually keeps ahead of industry activity through constant involvement, as well as participating in courses and seminars on her own and through Re/Max.

Re/Max leads the industry in terms of experience and education. Re/Max is one of the most widely recognized real estate companies in North America and globally. No other real estate organization has the same level of brand recognition, a testimonial to the high calibre of service provided. As a Re/Max professional, Bonnie balances her time equally between representing buyers and sellers. Serving all of Metro, Bonnie is active in all price ranges, including condominiums and homes. A Member of Halifax Dartmouth Real Estate Board,

she also has experience with commercial property sales. Part of the team that developed the exclusive Riverside Estates, Bonnie helped manage this project from inception to a successful completion, working hand-in-hand with the developer to promote, market and sell this project, which continues to be one of Sackville's most

her competition. Her advertising vehicles are comprehensive and far-reaching; her properties and services are promoted online at www.bonniehutchins.ca (which includes a dedicated web page for each listing with full details highlighting the features of each property), through television advertising, virtual tours and numerous print advertising



venues, including Lifestyle magazine, which helps draw prospects to local properties from eastern and western Canada. These vehicles ensure communicating to the broadest market possible and getting her clients' homes sold. Bonnie also provides complimentary staging services to clients, helping them prepare their home for sale. When the time comes to finalize

exclusive locations.

"I have always been creative; I enjoy building and design," says Bonnie. "I built a home from the ground up, using an award-winning design from a previous home and created a semi on Shore Drive in Bedford. My passion is buying condominium properties and then redecorating to make the home relaxed, comfortable and cozy – I enjoy choosing the carpets, colours, furnishings and lighting – then staging it. I have successfully redone condominiums in this way."

Bonnie has a number of professional designations outside of her FRI accreditation: she is an Accredited Buyers Representative (ABR), a Registered Relocation Specialist (RRS) and a Canadian Certified Investment Management candidate, training that specializes in income-producing properties. Selecting marketing tools appropriate to the listing helps set Bonnie apart from

the deal, she is a strong negotiator on behalf of her clients. She gets results!

Motivating this competent realtor is the pride and satisfaction she feels in helping clients achieve their goals. Straightforward and loyal, she has great concern for their needs and naturally builds positive relationships with her clients. Customer service is Bonnie's forte. She is an excellent listener and a good communicator.

With at least 75 percent of business coming from repeat and referred clients, it's clear that Bonnie can be trusted in every way – trusted to get the job done. With her persistence, dedication and honesty, she takes care of people until they achieve their objectives. Re/Max also has an active referral program, and Bonnie has dealt with many people relocating, including individuals and corporations.

Hardworking and proficient, Bonnie's successes include being selected by the

Canadian Real Estate Association as one of the top agents for Canada in 1981, and becoming the top broker in the Halifax Dartmouth Real Estate Board in 1986. She has earned many Re/Max Platinum awards over the years, including in 2002, 2003 and 2004. Consistently in the Re/

Max 100% Club (from 1998 to 2001), she was recognized as a Re/Max Hall of Fame member in 2005. That industry recognition has been both exhilarating and rewarding. Bonnie's drive and strong work ethic go hand-in-hand with her goal-setting strategies, which includes comprehensive business

plans. "My goals motivate me to move forward through the challenges, consistently doing the best I can," shares Bonnie. "They help keep me on track and focused. It's like planning a journey: you need a destination." Continuing education is a focus for Bonnie in all aspects of her life. Her advice for new agents is to keep on top of current technology and to surround themselves with positive people who believe in them. Bonnie finds inspiration through many channels but most importantly through her colleagues, who support her success, and the clients she serves.

Bonnie's work is all-encompassing. She finds balance by practicing relaxation in organized classes. She enjoys reading, music and pursuing holistic health. She also believes strongly in giving back to the community. "The office supports the Run for the Cure," says Bonnie, "as well as Isaac Walton Killam Health Centre. The office has a silent auction once per year and has won an award for several years."

The people contact, the connection and the joy of a satisfied client is what this sincere agent loves most about her role. Customer loyalty is a constant, given the results Bonnie achieves: one satisfied customer leads to another, and another. With her loyal dedication to the industry and to her customers, Bonnie will continue to excel in all the services she provides.

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