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**Creating Smiles that will
MOVE you!**

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Picture taken inside showhome - Skyview Cove Article written by Heather Navarra, The Write Type©

Professional and friendly, it's a joy to meet real estate agent Ingrid Bennett, whose level of service consistently creates smiles on the faces of all whose lives she touches. Clients value her sincere concern for their welfare and happiness, framed by her integrity and devotion to their best interests. It's clear that this award-winning agent has earned their respect along with the referrals they willingly send her way, thankful for the results she achieves on their behalf.

Ingrid attended Wascana Institute of Technology and the Saskatchewan Institute of Applied Arts and Sciences, earning her DN and DH certifications and enjoyed a successful career as a Dental Therapist and a Dental Hygienist. Working one-on-one with people was clearly her forte. Even those who hated coming to the dentist enjoyed coming to see her. Through difficult procedures, she had a calming effect on clients.

Patient and caring, Ingrid became interested in real estate after she developed arthritis in her spine, as well as fibromyalgia, and needed to make a career change. "I have always been interested in homes," says Ingrid, "and I thought I could use some of the skills I developed during my career in the dental field to help clients enjoy their experience selling or buying a home." Her real estate slogan, 'Creating smiles that will MOVE you', is a reference to both her previous dental career and her pleasant demeanour that is always accompanied by a smile.

Licensed in February 2004, Ingrid began her real estate career with RE/MAX Real Estate Service Gimli, Manitoba, and recently moved to Interlake Real Estate, a brokerage with a strong market presence and a well recognized name in the area. In business for over 46 years, it is the oldest in the area. With two locations (Gimli and Arborg), there are

ten agents serving clients in Gimli and two in Arborg. Interlake Real Estate leads the market for both listings and sales (as reported in statistics published by the Multiple Listing Service) capturing the biggest share of their market.

The agency is well known for its high level of client service. "Everyone who works for Interlake takes pride in providing the best service we can," says Ingrid of these conscientious, hardworking realtors. "The company slogan is, 'We know you have a choice; thank you for choosing us'. Our clients continually come back." Indeed, some served by the agency are third generation clients.

A member of the Winnipeg Realtors (the longest running real estate board in all of Canada) as well as the Manitoba Real Estate Board and the Canadian Real Estate Association, Ingrid serves a geographical area that encompasses Gimli, Winnipeg

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Beach, Matlock, Sandy Hook, Arborg, Hecla Island and Grindstone. She also assists clients in Winnipeg, but her main focus is on the Interlake, whose best feature is its proximity to Winnipeg.

Located between Lake Manitoba and Lake Winnipeg (the world's tenth largest freshwater lake), Interlake's spectacular natural beauty and its close proximity to all the amenities, including doctors, hospitals, and shopping, makes it a thriving community in itself, and also a tourist destination that is popular both for cottagers from Winnipeg and for those moving here permanently.

The Interlake Credit Union recently purchased a 49 percent share of Interlake, with the intention after five years that they will purchase the rest. "The Credit Union is a strong force in itself, highly respected, with huge numbers of clients," notes Ingrid. "Since they are in the business of providing mortgages along with other financial services, their focus fits well with the real estate components provided by Interlake Real Estate."

Acting as both a selling and a buying agent, Ingrid handles a wide variety of residential homes, condominiums, townhomes, cottages and rural properties ranging in value from \$70,000 to \$700,000, as well as some commercial listings. She shares with clients the importance of ensuring properties are up to code, recommending inspections and water tests where appropriate.

Ingrid also handles the marketing for a developer who has a new subdivision in Winnipeg Beach called Skyview Cove, the only development in Winnipeg Beach that has underground hydro. This distinct subdivision has both prebuilt homes as well as building lots for custom-built homes on quiet cul-de-sacs that are unique to Winnipeg Beach.

Known for her creative marketing, Ingrid advertises extensively with print ads in the Winnipeg Real Estate News, the Interlake Spectator and the Winnipeg Free Press. She regularly hosts open house events, and draws on the power of the Internet for additional advertising, through both



the Multiple Listing Service (MLS) and her company website (www.interlake.mb.ca).

Unique to Ingrid are her distinctive feature sheets, with a collage of photographs of varying sizes presented on glossy photo paper, and a lovely closing gift (a hand-painted limestone rock) in appreciation of their business. An avid fisher, she combines her interests with her creativity in a variety of ways, using captions such as, 'Angling for a prize winning realtor' alongside pictures of herself with a trophy-sized pickerel.

With 80 percent of business now coming from repeat and referred clients, it's clear that Ingrid has found her niche. Honest and compassionate, her ability to calm people in stressful situations ensures that her clients enjoy the process of buying or selling their homes. Her friendliness and no-pressure approach demonstrates that she cares about her clients and puts their needs first. "My clients know I care about them," she says. "I want to make sure they are happy, to get them the best possible price or purchase." Respected for her hard work and ethics, her loyal clients come back again and again, and provide consistent referrals, contributing to her success.

Industry awards also recognize the results Ingrid is achieving for her clients. A recipient of the RE/MAX Executive Award, RE/MAX Presidents Award and RE/MAX 100% Club, she has also earned the Winnipeg Realtors Bronze & Silver Medallion

"The part I enjoy most about my role is helping my clients find that perfect home or cottage, or getting great results for vendors selling their properties," says Ingrid. "I strive to provide excellent service to all my clients, making sure that I answer calls quickly. I'm known for calling back right away."

Client testimonials refer to Ingrid's conscientious approach and her responsiveness, her knowledgeable advice that helps clients make informed decisions, and how she always puts the needs of her clients first. Personable and attentive, her sincere care shows in everything she undertakes. Well informed and up-to-date with market trends, the long list of accolades highlight her exceptional dedication, initiative and perseverance. Professionalism personified, she even provides after-sale support.

Photography of this picture by Kelly D. Thomas of KDT Photography

Disclaimer: This document is not intended to solicit already listed properties or buyers under buyer agency contracts.

Both the agency and Ingrid herself value the opportunity to help the community, contributing prizes for local charities whenever there are raffles. Having recently earned her Broker's licence, she understands the value of continuing education. She sets goals for herself, often focusing on how she can continually improve service to her clients.

Family is another critical component of this dedicated agent's success. "My family has been extremely supportive of my career and very patient with the demands on my time. I work long hours and my husband often has to fend for himself, coming home to an empty house after

working 12- to 14-hour days himself." With her daughter in university, Ingrid's goal is to help with her tuition to ensure she does not graduate in debt.

Ingrid says that her greatest accomplishment has been the loyalty of her clients. Even when she moved to a different real estate company, clients followed her, a credit to her exceptional level of service. Inspired by the joy of finding that perfect property or helping clients sell under stressful circumstances, Ingrid's focus is exactly where it should be, and that consistently spells results for her clients.

Ingrid Bennett

Interlake Real Estate

56 Centre Street, Box 1470

Gimli, Manitoba

Tel: 204-642-8501

Toll free 1888-642-8501

Fax 204-642-8457

Cell 204-642-2089

www.interlake.mb.ca

bennetts@mts.net

