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**SHE'S THE DIFFERENCE
BETWEEN BUYING A HOUSE
AND FINDING A HOME**

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By Heather Navarra, The Write Type

R Real estate agent Kim Fyles of RE/MAX executives realty in Winnipeg brings a truly caring approach to serving her client's needs. Her focus on ensuring that her clients are well taken care of is the reason for the success she has achieved in her 20 years in the industry. A warm bond naturally develops between Kim and her clients as they work together in partnership. Clients can't help but quickly recognize her diligence on their behalf and her commitment to their needs.

This dedicated realtor's business has been built on truth, honesty and referrals. Indeed, with almost 80 percent of business now coming from repeat and referred clients, her experience and professionalism shine through. "I love selling real estate," says Kim. "My goal is to provide such exceptional service that clients will enthusiastically recommend me to family and friends. I don't often think about being recognized for the job that I do. My reward is through making others happy."

In one of the many unsolicited testimonials Kim has received, clients Cam and Tracey write, "Kim is a very friendly, energetic, knowledgeable and helpful real estate agent. She answered all our questions and concerns in a timely manner. She took us to exactly the houses we wanted to see, and showed us the positives and negatives of each house. We felt this enabled us to make the best possible home purchase for us. We would definitely recommend her to anyone



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

looking to buy or sell a home. Kim is a great person.”

Born and raised in Winnipeg, Kim graduated from Balmoral Hall School where the beginnings of her inherent people skills were honed as she was elected Head Girl in 1984, her senior year. She then went on to spend two years at university before deciding that she preferred to interact with people rather than books. Encouraged by her father, who saw great potential in his daughter, she began a career in real estate in 1988.

In 1991, Kim joined RE/MAX. “I saw RE/MAX as a company that would help me to grow independently and provide all the educational tools needed to keep improving myself and increasing the level of service I provide to my clients.” Along with its well-recognized name, RE/MAX is known for the competency of its agents.

RE/MAX executives realty is an independently-owned franchise with two locations in Winnipeg and 67 agents serving clients. Their two offices are among the top five real estate offices in the city and they ranked first in Winnipeg for residential unit sales in 2007. RE/MAX in Winnipeg has close to 40 percent of the market share, a real powerhouse.

A member of the Winnipeg REALTORS® Association, Kim serves both buyers and sellers in the existing homes market, handling properties in all price ranges and areas. In addition, Kim has been a new home sales agent for the past 20 years, and brings a wealth of knowledge and experience to her clients looking to build. She has worked with Hilton Homes for almost her entire career, and

fondly remembers Owner Frank Curtas furnishing the display home with a nursery so that she could bring along her six-week-old son Anders when she returned to work. “When people entered the display home, they immediately felt comfortable.” She continues to sell single-family residential properties for Hilton Homes.

The Internet also forms a cornerstone of her business. Her personal website is www.kimfyles.com and, with up to 16,000 hits per month, provides access to a wealth of valuable resources for both buyers and sellers, and features her current listings. Listings are also advertised on the MLS, with colour photographs and full descriptions that highlight the property’s best features.



Kim takes a ‘high tech’ approach to real estate, as she realizes the positive impact that the use of technology can make in providing her clients with accurate, up-to-date information. She communicates using a Blackberry, enabling her to reply to emails and pages promptly, and even look up current listing and sales information while away from the office. She is always connected.

Her strong communication skills are critical to serving clients: Kim responds quickly when clients call, and provides constant progress updates while a home is on the market and during the closing process, so clients are kept well informed. “I want my clients to know that, if it matters to them, it matters to me.”

Kim uses a variety of advertising media, including newspaper ads, brochures, signage, mail-outs and her monthly newsletter, which is sent out to her client base to keep them informed of market changes and to share seasonal tips. “I feel the most important aspect of marketing is keeping up with the times. I am always willing to investigate new ways to increase marketability. I spend the time to figure out who the potential buyer is, then go about getting their attention.”

Prior to showings, Kim helps clients stage their homes to ensure they sell for top dollar. With her keen sense of style and her years of industry experience, she is able to help bring out the best aesthetics of a home; these are only some of Kim’s

many unique qualities that her clients can draw upon.

Incredibly empathetic, Kim possesses the unique ability to listen carefully to her clients in order to understand their needs. She then works tirelessly for her clients to achieve their housing goals. It is natural for her to put the needs of others before her own. "Moving can be stressful and I feel it is my job to aid clients through the process. Nothing makes me happier than when I have been able to make someone else happy and achieve their goals. My career has taught me to enjoy every moment and appreciate the simple things in life"

A key measure of Kim's achievement is the industry recognition she continually receives. Over the past 20 years, she has earned a number of awards, including many RE/MAX 100% Club and Platinum Club awards. She was also inducted into the RE/MAX Hall of Fame in 2003. Every year, her new home sales volume is high enough to be recognized with a Manitoba

Home Builders Association sales award. She sets goals each year and works persistently to reach them.

Supporting the community is a focus for both RE/MAX and for Kim herself. RE/MAX is one of the largest financial contributors to the Children's Miracle Network; Kim donates to this organization and is an active member of her church, Abundant Life Lutheran, where she is part of the contemporary worship team.

"In 2003, I lost my Mom to cancer," shares Kim. "During one of our last meaningful conversations, she said, 'Remember Kim, it's not how hard you work; it is the effect that you have on people's everyday lives that you will be remembered for.' She inspired me to try to do good for others every day."

Kim has been married to Evald Frederiksen for 19 years; they have two bright, athletic teenage boys. Evald has recently also been licensed as a realtor and

together they look forward to growing a family business. "My family is my center of balance. I am so fortunate to have a very supportive husband and children; without them, I would not be as successful as I am."

Real estate at its most basic is an industry of buying and selling. When it's done well, one can expect expertise, professionalism and integrity. Kim Fyles' clients can expect all that, while trusting that the person shepherding the process truly knows the difference between a house and a home.

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