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WINNIPEG EDITION

INVESTIGATING CONCEPTS OF SUCCESS

**Persistence And
Dedication Lead
To Results For
This Achiever**



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By: Heather Navarra, The Write Type

On a hot August day in 1991, Luda Kozlova arrived from Ukraine (part of USSR at that time) in Montreal, with two suitcases and her 12-year-old daughter Darya. They took a bus to Winnipeg, a 72-hour journey during which Luda watched the changing Canadian scenery with wonderment, thinking ‘what does the future hold for me?’

A few days later, the USSR was turned into a coup-d’etat and ceased to exist. Luda recalls those days, full of worry about her husband, daughter Eugenia, and other relatives left behind. Eighteen months later, Luda’s family was finally reunited. Beginning her life again in Canada was difficult. “For me, it felt like being a youngster again,” Luda recalls, “with no place to live, poor English skills, no connections, no job...”

Fifteen years later, Luda is a confident, seasoned real estate agent with seven years of experience in the industry. Her face is familiar to Manitobans from the ‘Sunday Homes’ section of the Winnipeg Free Press, where she regularly appears among ‘Sales Leaders’ of Century 21. She was awarded the Century 21 Canada Masters Ruby designation in 2003 and 2004, and Masters Emerald in 2005.

Her increasing clientelle brings her repeat business and referrals. Luda often gets thank-you cards with kind words like these from happy client Jason: “Laura, Coral and I would like to thank you from the bottom of our hearts for



all of your hard work and dedication in the sale of our home, and also for helping us find ... what we feel is our dream house. Laura has said ... we are very fortunate to have met you and we consider you part of our family.” Luda admits that seeing her clients happy is the most valuable reward.

How did this transformation from a baffled newcomer to a successful realtor happen? What is the secret of Luda’s success?

Luda completed high school and a Masters of Science in Electrochemical Engineering (both with honours) in Ukraine. From 1975 to 1982, she worked as an engineer at a sputnik and rocket-building plant in Dnipropetrovsk. She taught at the Academy of Architecture, registering three patents and publishing scientific articles.

While on maternity leave, Luda became interested in knitting as a hobby, which grew into a nine-year successful career. With her keen artistic sense, she began designing and knitting garments and eventually opened a knitting school. She published a column on fashion design in the daily newspaper. In 1989, she was awarded a special designation, Master of Decorative and Applied Art, by the Ukrainian Union of Artists. Her designs were showcased in art gallery-type stores alongside works of famous Ukrainian artists.

From 1988, Luda worked with Japanese companies Silver Seiko (a computerized knitting equipment manufacturer) and Tomen Corporation (Japan’s seventh largest trading company). She was trained in Japan and continued as an exclusive representative of the manufacturer for the USSR until her emigration.

In Canada, Luda began with language classes and later obtained a Business Administration Certificate, again with honours. During her first years in Canada, Luda took any job available until 1994, when she began her own company. Kozlova Enterprises obtained exclusive rights to distribute Petro-Canada



lubricants in Ukraine and became a top European distributor in 1996.

As the President of Kozlova Enterprises, Luda organized the “Ukraine and Partners XX-XXI” International Trade Show in 1996 in Toronto, with more than 200 participants from Eastern Europe and Canada. Kozlova Enterprises was formally recognized by the Canadian federal government and media as a contributor to strengthening the Canada-Ukraine commercial relationship. In 1996, Luda participated in a mission to Ukraine with the Minister of Foreign Affairs.

During her years in business, Luda travelled extensively in the former USSR, Canada, Europe, USA, Bahrain and Japan, becoming a keen traveller and adventurer.

All of Luda’s life experiences and business accomplishments shaped her into the person she is today: a strong survivor who is constantly moving forward, becoming a leader in any field she works in. From her work in Ukraine to her role as a real estate agent, persistence has driven her to achieve a long list of outstanding accomplishments. She consistently strives for excellence in everything she undertakes. With absolute honesty and integrity, Luda consistently excels and,

in the process, has gained vast experience in public relations and marketing.

While purchasing and selling her house, Luda began formulating the idea to become a realtor. “I observed the way agents operate,” says Luda. “That was a fascinating experience.” Luda concluded that this was another role she could excel in.

Notably, Luda completed the real estate course and obtained her licence within one short month! She is a fast learner, placing the highest value on education. She continues to take professional courses and believes that only an educated agent can provide the best services and keep up with the competition in this high-paced, sophisticated society.

Being a part of Century 21, the world’s largest real estate organization, Luda shares its values and views. Century 21 comprises 7,800 offices with 143,000 sales professionals worldwide. It is dedicated to providing clients with the highest quality service and added-value incentives. As a sponsor to the Air Miles Reward Program, Century 21 has exclusivity in the real estate category to offer Air Miles.

Century 21 Advanced Realty, a group of 21 strong and ethical agents, has been awarded the Centurion Office Award in each of the last five years. Century 21

agents are committed to giving back to the communities in which they live and work. Century 21 has become the top contributor in Easter Seals history, raising in excess of \$80 million. Luda is a dedicated contributor to a number of charities and her church community.

Luda has extensive experience with all types of properties in all price ranges, including new and resale homes, condominiums, vacant land and commercial properties. She prefers to divide her time between sellers and buyers. "As a listing agent, I utilize my comprehensive marketing plan, applying my creativity. Working with buyers keeps me on top of the changing market and its inventory," she says. Luda

teams up with the best professionals, such as lawyers, home inspectors, financial and insurance brokers who contribute to her success.

Setting Luda apart from her competitors is her in-depth market knowledge and the exceptional level of service that exceeds expectations. With her personalized, friendly approach, Luda puts her heart into her work, and her clients recognize and appreciate it. Their words describe her abilities and strengths best:

"Thank you. ... You are truly an exceptional person." Rodger and Pat

"You are a person of great patience and integrity and you have taught us so much..." Shannon and Chris

"Your professionalism was matched by your personal care and attention in providing my mother with the best real estate service she could have ever hoped for." Val

Fluent in three languages, Luda is always helping newcomers. "New immigrants are vulnerable because they don't have enough knowledge of local systems and often have weaker English language skills, so it is extremely important for them to work with a reliable and honest agent. I went through the same hardships and understand their needs very well."

Luda is happily married to Alex Omelchenko, Doctor of Sciences, who works at the St. Boniface Hospital Research Centre. Alex is Luda's friend, adherent and admirer. Alex keeps her books, manages her website and helps with marketing. They have two daughters and two grandchildren, "the light of their souls". They also have numerous family members in Ukraine to whom they provide financial support.

With a diverse professional life, Luda developed versatile skills that help her succeed. "Real estate is a demanding business. The fact that I love what I do makes all the difference. I deal with people during a very special and stressful time in their lives. They count on my honesty and dedication, calm guidance and sound advice. I always feel honoured by my clients' trust. I am blessed with the opportunity to get to know them, and I use that opportunity to absorb their wisdom and become a better person myself."

Luda Kozlova

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Missing from the family picture: daughter Eugenia and her children Sasha and Tyler, living in Edmonton

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