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COMPREHENSIVE
REAL ESTATE
SOLUTIONS

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By Heather Navarra, *The Write Type*



Real estate agent Pammi Brar of Re/Max Real Estate (Mountain View) is dedicated to providing comprehensive real estate solutions for Calgarians. Hardworking and very energetic, this knowledgeable professional is well connected in the industry, and that means his clients consistently experience only the best, through every step of the process. Now serving a second generation of clients, more than 80 percent of Pammi's business comes from repeat customers or referrals. With such outstanding results, it's clear that Pammi's level of customer care is exceptional.

Pammi's disciplined approach to serving clients likely results from his upbringing. His father was a soldier in the Indian army; Pammi's highschool education was at army schools where discipline was key. He developed an ability to focus on the task at hand, and used that focus to obtain a Bachelor of Art degree and to be named

'Best Athlete' at his university, competing in the 400 metre dash and in the long jump. Not afraid of competition or risk, he consistently excelled and continues to do so today. He began work in India with a national tire company in their quality control department, developing a keen understanding of the importance of product quality.

When Pammi moved to Canada in 1982, the economy was weak and he subsequently held a variety of jobs, eventually opening a dry cleaning business, where he learned the importance of providing exceptional customer service. He grew to recognize the necessity of having a vision for the future supported by a detailed a plan to support business growth.

Inspired by a friend who became a realtor and did well, Pammi was licensed in 1988 and worked with Canadian West Realty and then Home Life Real Estate before

joining Re/Max in 1990. Re/Max professionals consistently lead the industry in terms of obtaining market share, a testimonial to the high calibre of service they provide. The Re/Max hot air balloon trademark is one of the most widely recognized in North America. No other real estate organization enjoys the same level of worldwide brand recognition, and their professional image was one of the key reasons Pammi chose to work there.

"The people who work for Re/Max are really inspiring," shares Pammi. "It's difficult to find any part-timers at Re/Max. Most are full-time, dedicated and successful agents. When you work with successful people, you learn a lot. Being surrounded by success helped me become successful. When the competition is stronger than I am, I push myself to higher levels."

Re/Max is also a front-runner in terms of giving back to the community, supporting charities and local causes. Since 1992, Re/Max has been a major contributor to the Children's Miracle Network, a North American fundraising organization dedicated to improving the care of children in more than 170 hospitals. Across Canada, Re/Max raises over \$1 million annually on behalf of Canadian children's hospital foundations. A donation from each transaction Pammi completes is shared with the Alberta Children's Hospital through this program.

Determined and knowledgeable, Pammi most often acts as a selling agent, predominantly handling residential properties across Calgary valued from \$250,000 to \$1,000,000. He also represents builders and land developers, lists vacant lots and new homes that are under construction or completed and ready to sell. He has recently been approached by a major Calgary developer for a potentially exclusive contract to sell 250 homes.

Pammi owns commercial properties and land himself and, as an investor, has a valuable understanding of the financial dynamics. Knowledgeable and well informed about future growth and subdivisions planned for specific areas, he is able to advise clients who are interested in finding quality investments. He is also a Certified Commercial Realtor.

A comprehensive marketing program includes use of the Internet and his own website (PammiBrar.com), advertisements on bus benches, flyers, and newsletters sent to past and current clients eight times each year. For high-focus areas, flyers are delivered every three weeks with information on recent listings and sales in the neighbourhood, keeping local residents informed.

Photography by Ashok Kotain in India

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Able to grasp what is most important to his clients, Pammi's goals are to consistently get listed properties sold at the best price, quickly and with minimum hassle. "Listed properties are marketed extensively to maximize exposure, both to other real estate agents and to the public," he says. "The key is to know when and where to market properties to generate the most interest and potential sales opportunities."

Strong market knowledge ensures listings are priced appropriately. "I always stay in touch with current clients. Calls are answered immediately, either by me personally or my office administrator, so that I can provide single-minded attention to a client while I am with them." Pammi values his office administrator's contributions for a variety of tasks (website updates, marketing, flyers, thank-you notes, and more). "She keeps me organized and handles important

work that frees me to spend more time with my clients."

Throughout the selling process, he is always available to address any questions or concerns a client may have. For offers, Pammi objectively evaluates a buyer's proposal without compromising his client's goals. "The real estate process requires negotiation

of complex issues. Committed to working in my clients' best interests, I help secure the best possible price with the most favourable terms, in the shortest period of time."

With a commitment to continuing education, Pammi stays abreast of industry changes, reading real estate articles in the newspaper or on the Calgary Real Estate Board website, and watching changing statistics in order to continually provide valued service to his clients. Inspired by motivational materials and seminars, he also reads biographies of successful people. Dedicated and organized, he sets down his goals in writing and then focuses on achieving them.

Personable, sensible and responsible, the part of his role Pammi enjoys most is interacting with people. He is patient and empathetic, and has the ability to listen carefully to understand each client's needs. He feels strongly that honesty and integrity are critical components of his service. "It's important to do the right thing, and to follow through on promises and not let anyone down," he says. "Agents need to treat people the way they would want to be treated themselves."

Pammi believes his ability to work with a variety of personality types has developed through his international exposure to acting in commercials and movies. "I am a people person," he says, "and acting helps me better understand how others think. I enjoy interacting with people from different backgrounds." Enthusiastic and upbeat, it's clear that Pammi truly loves life and all it has to offer.

The recipient of a number of awards, since 1997 he has consistently achieved both the Million Dollar Club and the Award of Merit from the Calgary Real Estate Board. He has also earned Re/Max's 100% Club, Executive Club, President's Award, Platinum Club and the prestigious International Hall of Fame. Pammi notes that a major contributor to his success

has been the tremendous support he receives from his wife and children.

Combining integrity and commitment along with his strong



people skills, Pammi's clients can depend on his credo, 'You will go far with Brar!' "My greatest business accomplishment is seeing my clients happy in their new home, and seeing clients prosper," reflects Pammi. "I have assisted some of my clients with as many as seven moves. They started small and are now in homes of much higher value. The ability to contribute to their prosperity is very satisfying for me personally."

*You Will Go Far
With Brar!*

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