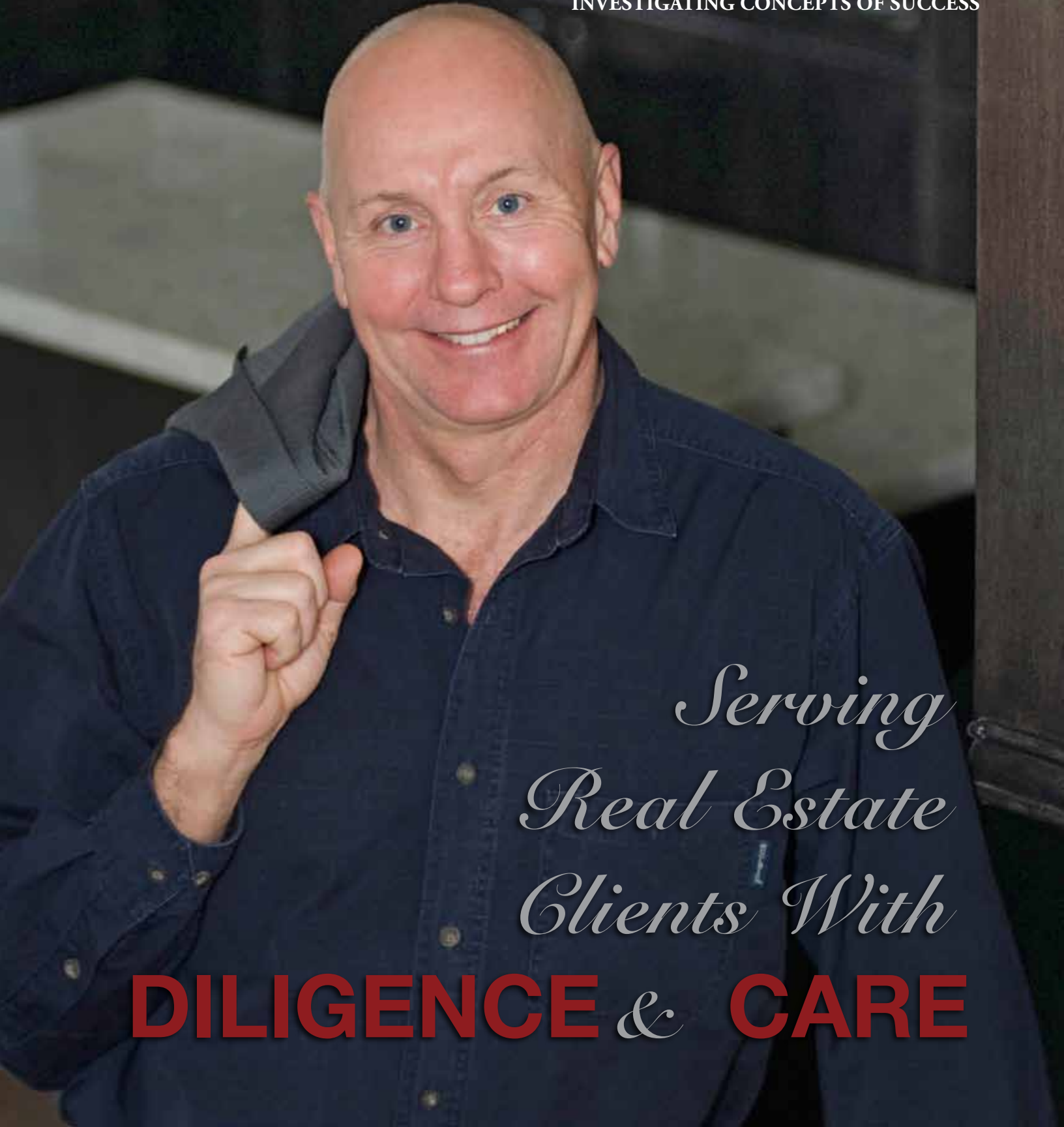


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*Serving
Real Estate
Clients With*

DILIGENCE & CARE

Serving Real Estate Clients With

By Heather Navarra, The Write Type

DILIGENCE *and* **CARE**

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orn, raised and educated in the Greater Vancouver area, real estate agent Dean Bauck of Royal LePage Regency Realty takes great pride in knowing the market well: listings, sales, trends, new developments and the myriad other factors that will influence his clients' real estate decisions. He has earned an excellent reputation with both clients and peers, and always acts with the utmost integrity and with his clients' interests at the fore. "I am dedicated to the real estate profession and I genuinely enjoy helping people attain their objectives," says Dean.

Success consistently follows Dean in his pursuits through the dedication and commitment he brings to everything he undertakes. As a member of the Canadian national track and field team for nine years, Dean qualified for the high jump event in two Olympics, placed fifth in the 1979 Pan Am Games, earned Bronze in the 1978 Commonwealth Games and won Gold in the 1981 Pacific Conference Games.

With a Bachelor of Science (Mathematics), an MBA and a four-year diploma in Urban Land Economics, Dean is also about to finish UBC's Post-Graduate Certificate Program in Real Property Valuation (PGCV) leading to certification as a commercial appraiser. Dean's clients appreciate that these skills are





of significant value when reviewing comparables and quantifying the differences. Combined with his 25 years of experience, he utilizes a comprehensive, systematic approach to develop values for his listings.

A resident of South Delta since 1967, Dean was licensed in 1982 and worked part-time (while still a business student) until joining Delta Realty in 1983. In 1985, he moved to Regency Realty and is still there after 22 years. He feels it was one of the best choices of his life, as it provided a significant opportunity for further career development.

Regency Realty was started by Ron Toigo in 1985 with only four agents aggressively pursuing local residential development investments that provided them with exposure to the new home market. This was a great opportunity to work with both builders and clients looking for new homes. Today, with offices in both Ladner and Tsawwassen, the agency has a total of 48 agents. Dean serves as the Managing Broker for the Tsawwassen location. The agency is typically positioned second in the market for sales. "Like the popular car rental slogan, 'We try harder!'", our company has always had the reputation of having agents who really care about their clients."

A member of the Real Estate Institute of British Columbia (RIBC), Dean balances his time equally between representing sellers and buyers. Much of his business comes from relocations within the community – clients selling their current homes and buying again nearby. Another significant part of his business is new home development, including pre-built or 'spec' homes, as well as assisting individuals in designing and building from the ground up.

Representing builders and land developers, Dean works with long-time associate Doug Schalin. "I have marketed many different projects with hundreds and hundreds of properties, but the largest and most ongoing has been Marina Garden Estates (owned by Newton Chan and Captain's Cove Marina). I am fortunate to have been given the opportunity on these projects," says Dean. "We sell the lots to builders or custom end users, then assist them with recommendations on design, materials and contracts. We sell the finished new homes, marketing them in our local area as well as to many other parts of the Lower Mainland. Helping clients create their dream home is one of the most rewarding tasks of this job."

Dean's comprehensive marketing program uses print media, which is complemented by the Internet and email, as well as direct mailings to specific target groups. New home opportunities are promoted on a wider basis, developing awareness and interest in the local community. His website at www.deanbauck.com contains detailed descriptions, colourful photographs of listings, and thorough reference information for both buyers and sellers.

Recognizing the importance of consistently being at the leading edge of technological applications in real estate, Dean constantly upgrades his skills in order to better serve his clients. Competent and well prepared, he acts as a consultant by listening, analyzing and recommending the best options. Drawing on his strong knowledge of the market, he delivers vital information to clients, allowing them to make their own informed decisions. "I never pressure a client," says Dean. "I save my closing skills for other realtors and their clients!"

Thoughtful and caring, Dean's empathetic approach consistently demonstrates his respect for his clients. He pledges to disclose all pertinent information, not just that which may be advantageous to closing a deal. He is totally honest, even if it means losing a sale.

"I believe in the Golden Rule and treat people as I would like to be treated, both in terms of customer service and in attitude," says this hardworking agent. "We are in 'the people business', so it is very important for me to make a strong connection with prospective clients; I feel it is essential to focus on their perceptions and expectations. I work full time as a realtor and make myself available to fully serve my clients' needs at any time.



I 'under promise' and 'over deliver'; that's the type of service that I, as a professional, want to give."

With much of his business coming from previous customers or referrals, Dean's skills and credibility have gelled to form a successful combination. His achievements are evident in the awards he has earned. He is a Master Member of the MLS Medallion Club and a Director's Platinum and Lifetime member with Royal LePage. But this humble agent says, "The most important recognition I receive is the appreciation from clients who are pleased with my service. Real estate awards are typically based on sales volume or units sold; I focus on doing quality business rather than worrying about quantity."

Supporting the community has long been a commitment for Dean. With his athletic background, he is most often involved in sporting activities. He has run local men's basketball leagues and has sponsored his own team for many years. He has also

coached his daughter's fastball team for the past ten years, and recently started to help coach track and field at the local high school.

With his years of experience, Dean's advice for new agents is comprehensive. "Surround yourself with successful, ethical people; never stop learning; care about the people you serve; have a plan and work hard to implement that plan." Dean says that his greatest business accomplishment has been earning the respect of peers and clients by doing a good job, going 'above and beyond' to exceed their needs and expectations. Over the next decade, he looks forward to continued personal development by constantly improving himself as both an individual and a realtor. His vision of the future is built on proactively adjusted goals, both short and long term.

"What I enjoy most about my role is making a positive difference through the help and advice I give to clients. I have

always been a person that has wanted to do an excellent job. It has never been good enough for me to simply get the job done; I want to do the best that I can. I try to reign myself in just short of being a perfectionist and that has worked very well. I am fortunate to be able to do something I really love and to be able to work in my own community. I am a firm believer that a positive attitude will bring meaningful relationships and outstanding results." Clients are clearly reaping the benefits of this talented agent's success.

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