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The Best Move You
Can Make

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By: Maj Khan

To leave an unforgettable mark requires very special qualities; qualities such as knowledge, experience, hard work and commitment. Michael Allan exudes these qualities. He is such an outstanding agent who, in a very short time, has stamped his signature on the Oakville – Burlington- Mississauga real estate scene. Ambitious, dedicated, and efficient, Michael offers comprehensive professional service. His personable style coupled with his expert service has propelled him as one of the area's leading agents. Is it any wonder Michael has consistently been admitted to Re/Max's prestigious Platinum Club and 100% Club! Driven to surpass his previous accomplishments, Michael was also inducted into the Re/Max Hall of Fame and also received the Re/Max Lifetime Achievement Award.

For this agent though, it's more than just awards, it's the deep personal satisfaction of knowing he has assisted his clients in realizing their dreams whether they are buying their first home, selling as they retire or relocating from another community. Residential real estate is a highly competitive industry. In this volatile arena Michael has built a solid reputation for doing things right the first time. He continues to build and achieve suc-



cess because of his professionalism and extensive knowledge of the properties throughout the Oakville, Burlington, Mississauga and Hamilton area markets. Michael offers the type of solid expertise and information necessary to help both buyers and sellers make the right decisions concerning their home investment. He also offers clients an objective viewpoint that can be a valuable counter-balance to emotional, spur-of-the-moment impulses. "Selling or buying real estate is really one of the most emotional processes a person will ever go through," admits Michael. In his practice, he helps clients sustain the exciting enthusiasm,

while ensuring they remain aware of practical realities.

Michael wants to ensure his clients have an efficient and satisfying real estate experience. He utilizes his strong people skills to put his clients at ease and to help them focus on their primary needs and wants. Michael also provides expert advice to help guide clients through the often confusing home buying process. He can then direct people to capable and respected legal, home inspection, and financing experts. "Essentially, I walk them through the whole process to make it as smooth as possible," he explains. For home sellers, Michael provides a detailed computerized comparative market analysis to properly position the property in the marketplace and ultimately receive top dollar for it.

To ensure the property receives complete attention Michael has a network of over 200 colleagues to help him get the job done right. He uses the latest cutting edge technology to keep both Buyers and Sellers up to date on all activities. He arranges for properties to be advertised on the Internet and in local and out-of-town media. "I draw a lot of people from Mississauga and Toronto marketplaces into the Oakville and Burlington areas through

my advertising and Internet marketing presence,” he says. His comprehensive advanced marketing campaign utilizes all the latest marketing tools.

Michael’s own personal website, as well as Re/Max Aboutowne’s website, Remax Canada’s website, Realtor.ca, and the 3 Real Estate Boards, Oakville, Burlington, TREB real estate boards feature virtual home tours which assist in showing the consumer some of the features and positive aspects of his client’s homes. His marketing plan is customized to fit his client’s needs. “Once we sit down and discuss what the clients’ objectives are, I then implement a marketing strategy designed to sell the client’s home for top dollar.”

Here is a portion of one of many heartfelt thank you letters Michael receives for providing service to his clients without the hype and pressure:

“We really enjoyed having spec sheets, with pictures, brought to our door step with no sales pitch or obligations attached. When we decided to try and sell our home privately, you didn’t lecture us and you actually offered us tips on how to run a successful open house. You indulged our curiosity of other communities with maps and information for Grimsby, Dundas, Oakville and the Flamborough area, without a complaint.”

“Once we did list with you, your contacts and advertising brought people through our house regularly. Your negotiation skills in the final sale of our house were outstanding - you kept the deal alive. You were always professional, available and good - natured. For this exceptional service, we thank you. We will highly recommend you to others.”

Another client writes, “we made a lot of demands on you due to the confidential nature of our move and no matter what we asked for, you did it without hesitation. We can’t tell you how happy we were to see you sell our home so quickly and at the price that we knew was the highest we would expect in the marketplace. Your professional and caring attitude turned a difficult situation into a calm and easy one.”

Other pleased customers who have rewarded Michael with their loyalty have this to say about the dynamic professional:

“Our realtor Mike Allan is a definite asset to the Re/Max name and real estate organization. This is the third time we have used his services and found his professionalism, honesty, and integrity the key to selling our home so quickly.”

“I would like to thank you again for all your help that you gave us over those couple of hectic days in January. Your patience and expertise landed us a home that we are extremely excited about living in. I will be sure to recom-

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mend your services to all I encounter who are looking for homes.”

“Mike Allan was terrific - from assisting me through the process of buying my first home, to even going on an inspection of my building with CHMC to ensure things were expedited.”

“Mike was very attentive but not pushy which we really appreciated. Mike worked really hard for us and always kept a positive attitude. He exceeded our expectations.”

“Mike Allan is a consummate professional. He had enormous patience with us, respected our wishes, returned all our calls promptly and took a real interest in helping us find the right home.”

“Just a short note to comment on how much we think of Mike Allan. This is the second home he has helped us find. What a super guy. He sure goes the extra mile. Keep up the great work.”

“Mike Allan was the best. I’ve recommended him to other potential buyers. I would definitely list with Mike and Re/Max.”

“Your business approach to our situation was appreciated, along with your patience for two mature seniors who haven’t sold or bought real estate in well over a decade. We will certainly recommend you and Re/Max and would hope you can touch base with us from time to time in the future.”

Michael goes the extra mile to offer specialized services to people who are relocating to or from the area for job purposes. Helping a family find the right home in the right neighbourhood is just not enough for Michael. He also provides information to help them be familiar with the area they are to reside in. “Simply knowing a little bit about the community they are transferring to can help families find peace of mind during a relocation process,” he explains.

Re/Max stands for “real estate maximums” and attracts quality salespeople in the real estate industry and offers national and international professional development opportunities to ensure they remain at the cutting edge of their craft.

There are two offices carefully selected for their accessibility in the Oakville area with about 200 agents to service the community. Broker/Owner Augy Carnovale who has been active in real estate since 1973, joined Re/Max in 1984 and opened the first Re/Max Aboutowne office in 1988.

Michael has 15 years of professional selling and management experience with two major corporations prior to getting into real estate. He was a General Sales Manager and Regional Sales Manager in his previous career

while working his way up the corporate ladder. Michael decided it was time for a change and real estate was a vehicle that he could use his people, marketing and selling skills to work. He has a reputation for high-quality service, a friendly smile, and dedication to excellence. This reputation has been built through word-of-mouth references from satisfied clients, many of who have become good friends. His hard work and willingness to listen to his clients’ needs and address those needs have set him apart. He is always in constant communication with his clients, quick to follow up and return calls immediately. A strong believer in treat people the way you want to be treated. He believes in personal one-on-one service and follows through on his promises.

Michael also donates a percentage of his commissions to the Children’s Miracle Network as well as to other charities his clients have been involved in. He has sponsored some hockey and baseball teams through advertising and assisted them with their fundraising.

More than just an agent, Michael is actively involved in sports and loves to golf. Michael truly enjoys his job, loves meeting people from all walks of life, craves the challenge to meeting their needs and revels in the satisfaction of making dreams come true.

You can contact Mike at 905 338-9000 or view his website @ www.michaeljallan.com or email him: mike@michaeljallan.com Follow Mike on Twitter, Facebook and LinkedIn.

