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**THE  
KOOTENAYS'  
PROVEN  
LEADERS  
IN REAL  
ESTATE**



# THE KOOTENAYS' PROVEN LEADERS IN REAL ESTATE

By Kate Richardson



Warm and effusive, with a great heart dedicated to helping people, Jeannie Argatoff is the type of real estate professional who gives clients unmatched service and makes them feel fabulous at the same time. With almost 25 years of experience, her energy and drive combined with superb customer service and market knowledge, have earned her the status of top MLS Realtor® with the Kootenay Real Estate Board since 1987.

After 11 years working with a major real estate franchise, Jeannie decided to open an independent brokerage. Blue Sky Realty, owned by Jeannie and her partner Gerry Ridgely, sets high standards for warm, friendly customer service. The office's great location on Cranbrook's busy #3 highway gives the company great visibility for anyone entering or leaving the town, and easy access, with lots of free parking for visitors. The 14 busy Realtors® have a breadth of experience that can fulfill every client's needs,

whether they are looking for residential, commercial or recreational properties. "We are a forward-thinking office with cutting edge technology and all the necessary devices for quick accessibility 24 hours a day," Jeannie says. "At the same time, the atmosphere in the office is warm and welcoming, thanks to our great cheerful and friendly staff who have an 'I want to help you' attitude." Receptionist Patty Martin, for example, is not only efficient but also is famous for the cookies that she bakes and brings in for staff and guests alike. Accountant Tracy Tarasoff has a quick sense of humour that keeps clients comfortable and cheerful if they need to wait.

The same thinking of "what more can I do for my clients?" prompted Jeannie to form Team Argatoff. Jeannie's fellow Realtor® in Team Argatoff, Jerry Boutin, has the same energy, enthusiasm and superior customer relations, but also brings skill with technology and

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expertise in commercial real estate transactions that add value to the Team and increase exposure of properties for their clients. The Team administrative expert, Barb Horie, has been with Jeannie since 2003. With the utmost competence and efficiency, Barb handles the detailed paperwork involved in real estate transactions. Because she is a licensed real estate salesperson, she can also step in and show houses or answer client questions. With a long history in advertising, she helps Jeannie run “the best ads in the Kootenays.”

Jeannie found that forming an official team with Barb and Jerry was the perfect way to offer even more service to clients. “Forming Team Argatoff does not mean simply adding people in a simple equation of 1+1=2,” Jeannie explains. “In fact, it has had a multiplying effect on our ability to serve our clients so that 1+1=3. We can fill in for each other, help each other out and identify new ways of serving clients that allows us to offer unsurpassed service. It’s always been my goal to find ways to do more for my clients. Team Argatoff allows me to do that.”

Most of Jeannie’s business is residential, although, in a town of 20,000, any real estate salesperson needs to be adaptable and flexible enough to meet all kinds of client needs. Jeannie has been working closely with builders for many years to market new homes. Her marketing genius and understanding of the community are evident in her sales strategies for new units. She will arrange for the Cranbrook radio station to conduct a remote broadcast during an open house. The radio spots from the open house, conducted every half hour, draw crowds of people. Jeannie also arranges for community groups to sell refreshments at the open house as a fundraiser. “It’s a party atmosphere,” Jeannie says. “People love to come out because it’s fun. And that’s how I want them to feel when they leave.” One builder is looking into developing commercial properties and Jeannie is



preparing herself to handle that aspect of real estate as well.

Jeannie uses the radio to her advantage to advertise open houses and tell her audience about new listings. She has to talk fast to fit the information in the 30-second time slot, not a difficult task for this energetic entrepreneur. Her excitement about her properties is easily transmitted through the radio. She will even call in the advertisement to the radio station as she drives back from a

new listing so she gets the message across quickly in this effective marketing tool.

Using all the available media, Jeannie also places print advertisements in the real estate flyer distributed through the local paper. If she is promoting waterfront or recreational properties, she will place the ads in the *Western Investor*, which has an audience extending from Manitoba to British Columbia, or in a special recreational insert in the *Calgary* newspaper. She also uses special mailings

that are designed to show her natural creativity and sense of humour, and get results at the same time.

Adaptable and forward-thinking, Jeannie jumped on the Internet when it became available. Her advertising drives people to her website [www.teamargatoff.com](http://www.teamargatoff.com) for full-colour pictures of properties, both inside and out. Listings are also posted on [www.mls.ca](http://www.mls.ca) for easy access. To ensure pictures that have full Buyer-appeal, this full-service Realtor® takes the pictures herself. "I bought myself a really good camera," Jeannie explains. "I believe that my experience gives me a better understanding of what Buyers are looking for and I can organize pictures from that perspective."

More than any specialized marketing expertise, however, Jeannie's success can be attributed to her enthusiasm, energy and dedication to meeting her clients' needs. One of the benchmarks for success in the real estate business is unfailing enthusiasm for meeting and serving people. "My favourite part of the business is helping people make their dreams come true," Jeannie confirms. "Whether it's a young couple moving into their first home, or a family buying a cottage, or older people downsizing, as their real estate professional, I become part of their family. Finding or selling homes for people is fulfilling if we see it as life unfolding the way it should."

In a town the size of Cranbrook, Jeannie says it's easy to stay balanced and live a



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full life. Her three grown children live close by. She will often drop in to visit her grandchildren on the way home from an open house or a listing presentation. Having raised her children as a single

parent for ten years, she is adept at making time for special family events. Her children, who all worked with her before they followed their own pursuits, used to write special dates in Jeannie's appointment book to make sure she was available when they wanted her to attend. Her children greatly respect their mother for her drive and ambition.

Jeannie's devotion to her business also brought an unexpected benefit. She met a man at an open house about five years ago who kept showing up at other open houses, apparently to look at purchasing a property. It was not long before it became obvious that he was really interested in the agent showing the property. "He kept coming to my open houses," Jeannie explains. "Then he bought a house and invited me to dinner!" Jeannie married Dave Wassick in 2003.

Every day is a new day, just like unwrapping a present," Jeannie says. "We get a sneak peek into so many lives, with so many different needs that we try to fulfill. In many ways, it's like putting together a jigsaw puzzle." Real estate also gives Jeannie joy because it allows her to use her creativity. "It's a form of living in art," she says. "You can do anything you want and enjoy it."

Busy, successful, and always willing to do more to help her clients, Jeannie Argatoff offers the perfect combination of experience, customer service and personal warmth to meet any real estate needs with outstanding results.