

A man in a dark suit and orange tie is sitting in a black leather chair, smiling. He is positioned next to a large, ornate globe. The background features gold and brown patterned curtains. The overall scene is set in a professional, office-like environment.

Profiles of
SUCCESS®

TORONTO NORTH EDITION

INVESTIGATING CONCEPTS OF SUCCESS

**A Personal
Approach to
World Class
Service**

A Personal Approach to World Class Service



By: Maj Khan

For Jason Atkins, a well respected Realtor with over 20 years of hands-on real estate experience, the crucial measure of his success is the growing number of satisfied clients he has served over the years. Dedicated to providing unequalled customer care and service, Jason and his talented team of experienced agents and support staff work diligently to ensure he earns not just his clients' appreciation but also their respect. "My motto is 100 percent satisfaction! We take great pride in providing the very highest level of customer service. Our clients pay us the greatest compliment to achieving our '100 Percent Service Goal' by referring their friends and family." Almost 60 percent of Jason's business is based on

referrals, an unheard statistic in this industry, which drives Jason's impressive ranking as the #1 Top Producing Agent in all of Canada for the HomeLife Organization for an unprecedented 5 consecutive years (2005-2009). The outstanding success of Jason and his real estate marketing team is predicated on a number of critical factors, the first of which is the great pride Jason takes in being a professional, and a deep respect for the profession itself. "We must consider ourselves to be providing an important financial service to our clients in the same way that a lawyer, accountant, or financial planner does, and act on our client's behalf with absolute discretion, loyalty, and professionalism. We must always place our

client's interests above all. We too, have a fiduciary duty to our clients that we must take very seriously." Accessibility is also an important component of effective customer service. It is important to Jason that his clients can communicate with him personally at any given time. Despite a demanding schedule, clients are always Jason's top priority. "One of the things that distinguished Jason from other Realtors we have known," says client Richard Amar, "is Jason's knack of making us feel as though we were his only client. Of course we know he is very busy. We see his 'sold' signs everywhere; but nonetheless Jason always made us feel important and that we had his undivided attention."

To better service the needs of the burgeoning Southern York Region Market, (Richmond Hill, Thornhill, Vaughan, Aurora, Markham), Jason has assembled a team of experienced and highly qualified Realtors and support staff. The 'Jason Atkins Real Estate Marketing Team' all work together, under Jason's supervision, towards the common goal of selling each client's home for the absolute highest possible price, or finding their client's next dream home. Clients benefit from all the additional assets and manpower that this team provides at no additional cost. "We have assembled our team to also cater to the growing cultural diversity in our marketplace. We have team members fluent in Russian, Mandarin, Cantonese, Korean and Persian, as well as Hebrew, French and Spanish."

But the pivotal key to Jason's longevity in this demanding and competitive business is the consistent results he achieves. "Unlike many other products and services, people hire a Realtor today for future performance. The best way to predict the future is to look to the past. Our track record speaks for itself. We simply sell more homes for higher prices than our competitors, and that's a fact."

Jason's award-winning sales achievements are a result of aggressive marketing, skilled negotiation, and Jason's



hallmark: world-class service. The best likelihood of achieving the highest possible price is dependent on the amount of exposure a home receives. The more exposure there is, the more prospective buyers there are, and the higher the sales price will be. Jason makes use of every available medium, including extensive use of the Internet technologies, to market his clients' homes globally, 24 hours a day, 7 days a week. Stylish, colorful digital pictures and virtual tours of each home are exposed to tens of thousands of prospective buyers daily via Jason's ground break-

ing website, jasonatkins.com, which is linked to several other prominent real estate websites. Jason also utilizes an effective combination of print ads and outdoor advertising. Jason has further distinguished himself from his competitors by establishing a 'Strategic International Marketing Team'. Home listings are prominently advertised in cultural newspapers and magazines that cater to the vibrant and growing Persian, Chinese, Korean, and Russian communities.

Real estate is in Jason's blood. He grew up in a real estate family, literally learning the business at his father's knee. His father, Lee Atkins, was a sales trainer for Tridel Corporation in the 1970s. His eldest brother, Martin Atkins, was a very successful broker in the late 1980s, selling thousands of downtown and waterfront condos. Jason also has another brother, Harman, who is currently a very successful Realtor, selling downtown lofts and condos. Jason's sister Aprill is a child therapist and published author.

After attending York University, Jason began his real estate career as an account executive for an international advertising agency. This agency specialized in land development, and in the marketing and sale of single-family communities in Canada and the United States. At the tender age of 23, Jason was responsible for a client base that



sold more than \$200 million annually in housing sales. Through this experience, he was exposed to real estate marketing at the highest possible level.

For the past ten years, Jason has been with the prestigious HomeLife/Bayview Realty, which has earned the sterling distinction of being the number one office for the company in Canada for over twenty (20) consecutive years. The firm's offices are conveniently located at Highway 7 and Bayview Avenue, and are staffed with over 500 agents and support staff to service an international community. The 20,000 square foot state-of-the-art property also boasts two huge boardrooms, beautifully appointed private offices, and ample free parking for clients and visitors.

The Jason Atkins Team predominantly market homes in Richmond Hill, Vaughan, Thornhill, Aurora, Newmarket, and Markham. "We cater to the entire gamut of home sellers and buyers, Jason points out, "from a starter townhome to a million dollar estate property."

This remarkable Realtor has earned a growing list of impressive accolades. Jason has been the #1 Top Producer at HomeLife/ Bayview Realty for 7 consecutive years from 2003-2009; even more impressive when you consider the company has almost 500 Realtors! Locally, Jason has been the #1 Realtor on the entire Toronto Real Estate Board (out of over 25,000.00 agents) for Richmond Hill for 5 consecutive years, 2005-2009! In addition, Jason is fast

becoming the agent of choice for many Vaughan/Thornhill Home sellers as a result of his rapidly growing market share in the area and his trusted 23 year



track record.

Success seemed almost natural for Jason. He credits his background in athletics as an all-city running back at Newton brook High School and a varsity player at York University as contributing to his future success as a realtor. "There are many similarities between the two," Jason notes. "Realtors, like athletes, must be highly motivated and must have a strong desire to compete and win. I still wake up every day with the attitude that I have to get out there and 'earn my spot'. In real estate, there is no coach cracking the whip, but the drive to compete and outperform is still firmly ingrained."

Jason firmly believes success is what you make of it. "My greatest satisfaction is knowing that, because of my hard work and efforts, I have really

made a difference in my clients' lives ... finding their dream home, or surpassing their expectations when selling their home. It is a very rewarding and satis-

fyng feeling to have an appreciative client send you a thank you card or a bottle of wine in appreciation for a job well done, or getting a call from a new client who mentions that a friend or relative had told them, "Just call Jason ... and start packing!" Notwithstanding all of Jason's professional success, his roots are firmly planted in his family. Married for 18 years to his wife Kelly, a former model and national account executive, Jason enjoys a healthy balance of business and pleasure. "My greatest pleasure is my family," says the father of two. His son, Sonny Lee, 17, is a black belt in Karate and an accomplished

drummer and daughter Rachel, 14, is a talented actress and singer.

When asked for a final thought on the key to his success, Jason pauses and, with a wry smile and matter of fact tone, notes, "The harder I work, the luckier I get."

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Photo above by Gary Rook Photography