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Serving
Clients and
Community

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By Heather Navarra, The Write Type



Ian Morrison is well known in the communities where he lives and works. His Scottish father and British mother, who immigrated to Canada in 1950 after both serving in World War II, settled in Uxbridge and Ian was born here. He has never resided anywhere else. Active involvement in his community contributes immensely to his success in the competitive world of real estate, where he enjoys matching clients with the home of their dreams.

A graduate of Uxbridge Secondary School, Ian's work experience has consistently included commission sales, including a ten-year career beginning in 1977 with a locally-owned weekly newspaper chain where he quickly rose

through the ranks to become Advertising Manager of the Uxbridge Times Journal. Five years later, he assisted in the launch of the Stouffville Sun, a new weekly where he was in charge of advertising and publishing duties.

"Throughout my advertising career," says Ian, "I admired the success and drive of many of the top realtors that I assisted. I always knew I could be a successful agent – the industry was all about marketing, negotiation and salesmanship, and those were my specialities. When I learned that a sale of the newspaper chain was looming, I decided to prepare for a new career in real estate, a decision that I will never regret."

Ian obtained his real estate license in May 1987 attending night classes, while continuing full time at the paper. Ian has been associated with Re/Max All-Stars Realty for the past five years of his 18 in the industry. With four offices, Re/Max All-Stars boasts an agent roster of over 100 and is growing rapidly. As the top real estate company in the world, the power of the 'red, white and blue' is undeniable. Re/Max agents are recognized as being 'above the crowd'.

Affiliated with Re/Max All-Stars' Stouffville office, this location is a perfect fit for Ian because he is so well known in the community, having worked with the Stouffville



Sun newspaper. The office features many top-producing realtors and a convenient location that provides outstanding exposure. The company also offers excellent leadership and support, from the owners and manager right through to the caring and hardworking front desk staff. Ian specializes in the Uxbridge area but also feels very comfortable in servicing Stouffville, East Gwillimbury, Scugog and Brock Townships. His personal slogan boasts, "Selling Uxbridge and area for all its worth since 1987".

Predominantly a seller's agent, Ian enjoys about a 60/40 ratio of listing to buying clients. "I enjoy working with a broad array of home sellers and feel totally comfortable whether I'm selling a starter condo or a million dollar home," says Ian. Typical sales fall into the \$200,000 to \$700,000 range. Ian has also had the opportunity to be involved in some commercial sales and leasing, and is known locally as one of the few salespeople comfortable dealing in industrial, commercial and investment products.

There is no doubt that the biggest thrill for Ian is working with first-time buyers, coaching them every step of the way. "Nothing makes me feel better about my job as a 'matchmaker'

than when I see the beaming smile of a first-time buyer upon the successful negotiation of the purchase. At the end of the day, that is what I love most about my business, in that I play such a rewarding role in making buyer's dreams come true."

Ian conducts business from his well-equipped home office in the Estates of Wooden Sticks, where he has become known as the neighbourhood specialist. An early riser, it's not uncommon to find him addressing business from behind his desk at 6:00 a.m. "When working out of a home office environment, you must be disciplined and accountable. I'm a one-man operation and totally hands-on from appraisal to closing, so being organized and detail-oriented is essential."

Accessibility is also a very important component of Ian's commitment to service. "Clients enlist my services because they wish to deal directly with me and not be passed onto an assistant or 'team' member. I encourage clients to contact me directly and, in fact, advertise my cell number widely. I attempt to return messages within minutes and continually receive compliments on my prompt responses. Regardless of how busy and hectic my

schedule can get, if it's important to a client, it's important to me."

With 28 years of sales experience, another key contributor to Ian's success is his expertise in negotiation. It takes patience, empathy, experience and common sense to deal with each situation appropriately. Ian is a master at his craft.

Re/Max naturally exposes an agent to a higher percentage of referrals; as an Uxbridge specialist, Ian is regularly chosen. About 50 percent of Ian's business is from repeat and referral clients.

This caring and reliable agent aims to consistently exceed his clients' expectations. "It's always a thrill and very satisfying when a client sends a thank-you note expressing their appreciation," says Ian. "The ultimate is having that same satisfied client recommend you. That is how I measure success."

The remarkable achievements of this top-producing realtor are also consistent. For each of the 13 years prior to joining Re/Max, Ian was recognized with national sales awards and is now an annual Re/Max Platinum Award recipient. "Being known as one of the top realtors in the area and having so many loyal clients that refer my services to family and friends is very gratifying," says Ian.

Ian's exceptional level of customer service is complemented by his professionally developed, personal website, www.IanMorrisonProperties.com. The site is easy to navigate and informative, with listings, tips, maps and links to community services.

Marketing campaigns include high-visibility ads in area newspapers and real estate publications, with professional photographs. Ian develops informative full-colour feature brochures. Photos are also loaded into the MLS system, providing a virtual reality slide show of each property. His website is included on all advertising and real

estate property signs. All listings are advertised at the high-traffic Re/Max All-Stars office in Stouffville, where there always seems to be someone on the sidewalk studying the featured homes in the window.

“I enjoy the diversity of the real estate business,” shares Ian. “Every day, there is a new person to meet and a new challenge to work on. I enjoy not only earning the appreciation from clients for a job well done, but also their respect as a caring and loyal professional.”

Without a doubt, Ian’s involvement in the community has played a major role in his success. Previously serving for three years on Uxbridge’s Municipal Council as well as on local hospital and arena boards, Ian has also been a member of the Uxbridge Rotary Club since 2000, and is a long-time member of the Uxbridge Royal Canadian

Legion, following in the footsteps of his war veteran parents. He sponsors various activities, including the Legions Wednesday night golf league and monthly veterans’ afternoon social. Having had a sister die from Multiple Sclerosis, Ian also volunteers and donates to the annual Super Cities Walk for MS. He was involved in the initiation of the Williamson Cup golf tournament in 1978, chairing this community fundraiser for its first 15 years.

Without the unwavering support of his wife Pamela for the past 21 years, Ian feels he wouldn’t have enjoyed the success that he has. “Pamela believed in me from day one and her unshakable confidence in me continues to be a guiding force in my success.”

Ian Morrison has discovered his niche, and has developed and branded himself around it. He loves what he

does and it shows, genuinely cherishing and respecting the people he deals with and working hard at every opportunity that comes his way. In the foreseeable future, this personable agent will continue to enjoy success as a result of exceptional customer service combined with outstanding contributions to his community. And his clients will continue to reap the rewards.

Ian Morrison

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