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*Service  
That Is  
Above The  
Crowd!*



# Service That Is Above The Crowd!

By Heather Navarra, The Write Type

**T**here's no doubt that real estate agent Richard Kim has honed his skills in providing exceptional customer service. His goal is to consistently exceed the expectations of each and every client, and the results he is achieving speak for themselves.

With his valuable experience in hotel management and over ten years in the service industry, Richard has found commonality between his previous role as Hotel Manager for the Sheraton Centre in Toronto and his current role. "In dealing with the public, customer service means understanding each client's needs and satisfying them," shares Richard. Honest and patient, it's clear that he really cares about people. "My focus is to take care of my clients' needs during the entire real estate process." Indeed, Richard's level of service is 'above the crowd', under the Re/Max banner that provides a name that clients recognize and trust.

Richard enjoyed his position at the Sheraton but the burning desire for a career in real estate, with the opportunity to work for himself, made the decision to leave an easy one. With a lifelong passion for real estate, he also has a winning record in playing his favourite board game, 'Monopoly'. "I participated in the Canadian Monopoly Championships in 2004 (held in Toronto) and placed fifth in Canada," says Richard. "My goal is to become the Canadian Monopoly Champion in 2009."

Re/Max has been an excellent fit for

Richard over the past four years. "I wanted to align myself with the top company in real estate," says Richard. "Re/Max has been a natural fit for me, an excellent partnership that merges values that are important to me." Re/Max believes in marketing and advertising and, as a result, enjoys excellent brand



recognition as well as the number one position in most markets across Canada. Re/Max also supports continuing education, helping realtors stay abreast of changing marketing conditions and legal requirements. Indeed, the professionalism and level of service offered by Re/Max agents is recognized as the highest in the industry.

Continuing his education has great value for Richard's clients. Because he is in tune with the market, he can pass that knowledge along. With specialized expertise in details ranging from condominium boards to residential and commercial zoning, he is able to quickly understand requirements, helping clients meet their goals without wasting their time. His experience and professionalism translate into significant results. He has obtained the Accredited Buyer Representative (ABR) designation, the benchmark of excellence in buyer representation, awarded to real estate professionals who meet the educational and practical experience criteria.

Balancing his time equally between acting as a buying and selling agent, Richard handles all types of properties in all price ranges across the Greater Toronto Area. He proactively target markets Lorne Park, Mississauga, Etobicoke and Oakville, guaranteeing clients that he achieve their goals in a timely and professional manner. Negotiating is one of Richard's strongest talents, one he puts to work on behalf of all of his clients.

A member of the Toronto Real Estate Board, Mississauga Real Estate Board and Oakville Real Estate Board, Richard is well versed in all of these markets. His personal goal is to become the top referral agent in the GTA. "I work all GTA markets and I am knowledgeable about all of them," says Richard. "When someone refers me to a client, they know I will be able to provide the same top service in any market area." Richard's market savvy approach consistently benefits all clients.



Print media distributed to target markets highlights Richard's personal website, [www.richardkim.ca](http://www.richardkim.ca). This professionally designed site features detailed descriptions for all listings, with full-colour pictures and virtual tours. Recognizing the growing value the Internet provides for the real estate industry, Richard says, "Many clients are Internet-friendly and use it extensively to

research. I augment their knowledge by educating and equipping my clients with all the necessary tools to help achieve their real estate goals."

This hardworking real estate agent's accomplishments speak volumes about the success he is achieving. Having received the prestigious 100% Club award for outstanding sales achievements in each year since starting in real estate,

his next goal was the exclusive Platinum Club. Early this year, Richard was honoured with this award for 2006 at the Re/Max annual awards ceremony. He is also in the top one percent at Re/Max Realty Enterprises Inc. for overall sales in 2006. Owned and operated under the strong leadership of Broker David Ferrari, Richard has been with this office from the start.

Another clear indicator of success is that about 50 percent of Richard's business comes from referred and repeat clients. This reflects his ability to listen, communicate and satisfy every client's needs when it comes to buying and selling real estate. Clients know he is always looking out for their best interests and they feel confident in recommending him to friends and family who might benefit from his undivided loyalty and integrity. Richard believes a successful agent is one who clients think of first when they think of real estate. "They believe in your service and would not hesitate to refer you." His goal is to ensure every client feels that way.

"I believe foremost in honestly, telling it 'like it is'," says Richard. "I have a passion for what I do, and a desire to educate and inform my clients to the best

of my abilities and resources. I insist on and offer full disclosure so clients can make informed decisions. For buyers, this includes providing past sales history of neighbourhoods, streets and market evaluations. Sellers can expect to get honest and detailed current market appraisals and home evaluations."

It's evident that Richard's level of service sets him apart from others. "There is never an issue that I won't try to resolve for a client," says Richard. "My goal is to provide an unmatched level of service from start to finish." Even after the transaction is complete, Richard stays in touch, ensuring his clients are happy.

This generous agent believes in giving back to the community, with a contribution on every deal given to support the Children's Miracle Network (Sick Children's Hospital). It touched him deeply to receive a personalized letter from a young boy at Toronto's Sick Children's Hospital, thanking him personally for his continued financial support. "Just knowing that I made a difference in his life was very gratifying." Richard is also a big supporter of community development.

Planning and goal setting are significant contributors to Richard's continuing

success. "It's important to set goals to give something to aim for and achieve, not just in business but in life." Richard shares his goals with family, friends and peers to provide additional motivation, which he feels is very important in helping him stay focused and achieve all his goals.

Keeping balance in his life is important to Richard. He values the never-ending support and understanding he receives from his wife Tammy and his family. Richard is also a father of two daughters. "I really enjoy helping my clients achieve their real estate goals but I set aside time at the end of every year to spend with family and also to reflect on the previous year and set objectives for the coming year." What precious free time Richard has he uses to indulge his other passions, including hockey, basketball, squash, swimming and travelling.

Richard's goal is for each client to get the most out of every real estate transaction through his experience and his use of the latest technology, products and services. "I get my inspiration from my natural passion and desire to be a top achiever in my business, and also from my current and past clients who believe in my service and refer me. I enjoy helping clients make educated decisions and negotiating the best price on their behalf." As his clients say, "Get Rich ... It Pays!"



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