



A PROVEN CONCEPT, *EVERY TIME*

By **Brandi Parnell** Photos **BTL Wedding**

In our last issue of Fine Lifestyles Winnipeg, we took a look at some of the best businesses in their respective categories. Businesses that are customer centric, focused and innovative. In other words, they had created a proven concept while staying true to their corporate values. Allan Asplin and the late Judy Lindsay have created an award winning real estate team that exudes all of the attributes of a first class business.

THE TEAM The success of the Judy Lindsay Team is rooted in the fundamentals that people working together can achieve more. In fact, it's the same system every time. "The average agent sells between eight and 10 houses per year. We sell, on average, more than 5 houses per week. With that kind of experience we are able to adapt to the market and match buyers and sellers with skilled agents," says Asplin.

"With a team system, our agents are able to concentrate their efforts on their

top skill sets. Certain agents excel in the buying process, where as others thrive in listing and selling houses," he adds. That experience has afforded the Judy Lindsay Team some key insights into different real estate needs based on the different stages of life. For example, a first time homebuyer has different wants than a couple buying their 'move up' home; a family purchasing its dream home has different needs than a couple downsizing or moving into assisted living.

"I love that part of the business," says Asplin. "We can speculate on the buyer, anticipate upcoming issues should they arise, and show homes that are right for our clients at varied stages in their lives."

THE PROCESS A skilled approach to buying and selling homes can make all the difference. Because it is most likely the greatest investment of one's life, investing in real estate is often linked to a gamut of emotions. It is during this time that expert advice is critical. An elderly person moving out of his or her



“Owning a home is a keystone of wealth — both financial affluence and emotional security.”

—Suze Orman

home is selling a lifetime of memories. Conversely, a first time homebuyer is buying into his or her future.

That being said, emotions can complicate a major transaction, which is why you need a level headed, unbiased expert to assist in the process.

“We are constantly conferring with our buyers to ensure we have the right neighbourhood, the price range and, of course, the right type of home,” Asplin says. Success is not an accident.

THE BUYING SPECIALIST Buying specialists know how to find their clients the right home for their needs — at each stage in their lives. Whether you are a young career minded individual looking to work and live downtown or a family with teenage children wishing to be near schools and green

space, buying specialists know key attributes of neighbourhoods and the appropriate steps to take when doing market research.

Having a buying specialist means you can find out about a house you’re interested in and see it right away. With different agents specializing in different areas of the city and surrounding communities, there is always someone available and willing. Better yet, they often know of homes coming available in advance of being listed, they are skilled negotiators and they can provide insight in multiple offer situations.

THE SELLING SPECIALIST Selling specialists know a home needs to be priced accurately, marketed properly and appropriately prepared to sell for top dollar.

Whether you reside in Royalwood or Charleswood, the principles of selling a home are the same. If the home is over or under priced, if the listing is not promoted correctly to potential buyers, or if the home doesn’t show its best, chances are the home won’t sell in a timely fashion, and will likely sell for less than fair market value.

“When your house is not selling, that’s when a homeowner tends to react rather than reassess. It’s our job to base our decisions on fact, not emotions.”

Having a selling specialist means you can relax knowing the sale of your house will be executed with precision based on a proven system. To each sale, they bring appraisal experience, show-ability insights and a history of consistent promotion to potential buyers.



EXPECT MORE Asplin and his team have always been known for doing more for their home sellers. As part of their promise to deliver the absolute best customer experience, they continue to come up with new and innovative ways to deliver more value to the client, and ultimately sell their home for more money.

Many of Judy Lindsay Team Realty innovations have been implemented around the world. For more than two decades, the Judy Lindsay Team Realty has been on the cutting edge of advancements in modern real estate and continues to offer more, by working hard to alleviate the uncertainties of buying or selling a home.

One such innovation is their Guaranteed Sold Program — a simple, two-step system for sellers to increase their

buying options while decreasing their apprehensions.

1. The homeowner and selling specialist agree on a price and a deadline.
2. If Judy Lindsay Team Realty doesn't sell the home at the agreed upon price by the deadline, they will buy it.

The benefits of a program like this are more than peace of mind; Guaranteed Sold also affords a home owner the ability to buy their next house knowing theirs will be sold—no matter what—with a written offer, 24 hours after listing.

“At the end of the day, it allows people the opportunity to begin the next phase of their life, to move forward,” says Team Leader Allan Asplin. “It’s that simple.”

The investment in one home can tie your

hands financially. Whether you're moving for a new career, to better the lives of your children or into a neighbourhood you've always longed for, having the freedom to buy is invaluable. This is just one of the many unique options clients have when working with The Judy Lindsay Team.

FOR A LIFETIME With a proven system, the Judy Lindsay Team relies on substantiated strategies when marketing a home to capture the largest possible targeted demographic. “It's never guess work for us. We track everything we do so we can act on our clients behalf, with verified facts.”

The Judy Lindsay Team has a proven system that works for their clients to find the right house, at the right price. Their specialized buying and selling agents mean clients not only come first, they



also have an entire team at their disposal so they can hear about a new listing and see the house the same day.

Experience in real estate isn't necessarily the number of years in business, it's knowing the needs of the clients, the area, the market and the economy. Emotions can complicate a situation in both the buying and selling process. Specialized realtors ensure a seamless experience.

With continued innovation, an extensive collective of knowledgeable, experienced professionals and a proven system, it's no wonder more than 80 per cent of their business is repeat clients and referrals. In today's Winnipeg real estate market, Judy Lindsay Team Realty are not only adaptable to change, they continue to create ground-breaking advances in modern real estate, making them unquestionably market leaders.

To find your next home, or sell the one you're in, call The Judy Lindsay Team Realty at 204.925.2900 or 1.877.262.7072. ■

The Judy Lindsay Team
www.judylindsay.com
f/Judy-Lindsay-Team-Realty
e/judylindsayteam