

JOHN PERCY

Re/Max Camosun
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PROFESSIONAL PROFILE

- Demonstrated ability to generate outstanding results through creative marketing campaigns
- Personal sales record of over 600 properties which is a testament to outstanding sales ability
- Compassionate with a strong desire to make a difference in the community / lives of others
- Highly intuitive individual with a unique ability to easily understand others & their objectives
- Professional demeanour – cares deeply about creating a strong and lasting first impressions
- Self aware with a genuine desire to assist others in achieving their personal / professional goals
- Listening skills – thoughtful / reflective with strong service orientation and coaching abilities
- Emotionally strong and resilient – works through ‘worst of times’ with a focus on the future
- Strategically oriented – frequently creates & executes plans that ensure predictable results
- Industrious studies non-verbal communication in order to best understand other people
- Trustworthy and purposeful individual who maintains an extremely high level of ethics
- Able to consistently achieve high performance due to passion, focus and supervisory skills

MISSION STATEMENT

I want to rise each day and go to work in a position where I feel fulfilled and know that my work makes a difference. The most important thing to me is to be a person with integrity – my work and ethical code reflect this. I believe that sales has, and will always, give me that purpose driven direction to help others.

SIGNATURE STRENGTHS

- Patient & persistent
- Integrity & personal presentation
- Diligent & detail oriented
- Principles & values
- Discipline & confidence
- Proactive & self-motivated

CAREER EXPERIENCE

REALTOR

1993 - Present

- Maintain a high level of service, ensuring expectations are realistic and valuable
- Provide accurate market evaluations through thorough research and analysis
- Follow up on an initial market evaluation with a written overview of the evaluation
- Ensure expectations are balanced, realistic and based upon understanding of client needs
- Create and execute a strategic and personal marketing plan, specific to each client
- Provide ongoing feedback and recommendations to reflect market influences
- Maintain friendly, respectful and straight forward communication at all times
- Use a systematic, results oriented method to create appealing ads and brochures
- Refer clients to contractors, home designers and related professionals
- Negotiate offers in the client’s best interest – listen carefully to avoid miscommunication
- Qualify prospective clients carefully to pick up on subtleties indicating objectives and goals
- Advise clients on contract law, conveyancing, and closing
- Hire and supervise sales associates, including performance and schedule

CAREER SUMMARY

- Re/max Camosun / Ports West 2000 -Present
 - Prudential / Sussex / Signature Group 1995 - 2000
 - Homelife 1993 - 1995
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CAREER ACHIEVEMENTS.

REALTOR (cont)

- Re/max Camosun / Ports West 2000 - Present

Key Results

- *As MLS representative for Gordon Point Estates team for 4 years, I acted as website developer/creator, photographer & on-site salesperson. Effective approach ensured the high end property sold out, despite a 'tight market'. This is a 38 acre prestigious waterfront development in Victoria*
- *Marketed & sold out the Terraces at Gordon Point, an exclusive development of 7 prestigious homes*
- *Led marketing/sales from concept to execution, giving Manzanita & Ash Mountain Estates a market-place identity, resulting in first time phases selling within record time*
- *Set the record for highest selling property in the area, accomplished through innovative website design*
- *Consistently in the top 10% for sales; achieved top salesperson multiple times (often 11 out of 1300)*
- *First real estate agent in Victoria to achieve a sale over \$625,000 for a waterfront property*
- *Won President's Award for outstanding sales achievement (VREB)*
- *Multiple Gold Award winner (VREB)*

- Prudential / Sussex / Signature Group 1995 – 2000

Key Results

- *Actively promoted the referral network which resulted in consistent achievement of Top Realtor status*
- *Ranked within the top 10 for the BC in sales ; #1 Realtor in North America in August 1997*
- *Top producing Realtor in office - 1995 - 2000*
- *Multiple Gold Award winner (VREB)*
- *Member of successful marketing team for the prestigious Broadmead Terrace condominiums*

- Home Life 1993 – 1995

Key Results

- *Ranked as number 22 out of 1700 Realtors for sales in my first full year as a Realtor*
- *Delivered excellent sales results for involvement in my first major townhouse project;*
- *Gold Award winner (VREB)*

- Gould's Gym **MANAGER** 1989 – 1991

- Sell memberships and provide personal training services for members
- Oversee day to day management for 1000 members and 4 staff

- Hire, coach and manage performance of staff
- Conduct orientation teams and create personal fitness plans
- Sell clothes, products and fitness services **Key Results**
- *The gym attained its highest sales revenues due to my sales and management performance*

performance

EDUCATION / QUALIFICATIONS

Lordis Collegiate Vocational Institute **GRADE 12 DIPLOMA**

Certificates

Victoria Real Estate Board **REAL ESTATE LICENCE** 1993

Computer Skills:

Windows, Word, Excel, Internet, Outlook, Interface, Matrix

PROFESSIONAL AFFILIATIONS

Victoria Real Estate Board Active Member Ongoing

COMMUNITY / VOLUNTEER WORK

Queenswood Centre Library and Garden Volunteer 2008 - Present

RECENT PROFESSIONAL DEVELOPMENT

Victoria Real Estate Board Continuing mandatory education such as: Ongoing
Code of Ethics , Disclosure, Legal Updates, Agency Law

Learning Academy Basic Computing / Internet

Richard Robbins Marketing Systems – Ignite Achievement Conference

PERSONAL QUALITIES (EXPRESSED BY OTHERS) 2007

“...the relationships you develop with prospective purchasers, your attention to details and follow up until completion of the sale are commendable”

Bill Moore, Stannick Group Inc. Gordon Point Estates

“...went the extra mile for us with professional advertisement and brochures ...you acted ethically and above board ...to see you in action has convinced me that you deserve every dollar that you make...”

Dr. Howard Brunt, University of Victoria

“...managed to sell the house in a very difficult market. He did so quickly and very near to the appraised value...”

Robert C. Ellington, Notary Public, Ellington & Ellington Notaries Public

“...used an attractive advertising campaign which translated to results ...has a calming disposition and a good sense of humour ...really understood our needs...”

Bob and Lisa Liew, Clients

REFERENCES

Shayne Martin
Martin Properties

250 391 1861 or 250 661 7747

Dionne Pomponio
Chartered Accountant, Pomponio and Company

250-478-3230

Rob Ellington
Notary Public, Ellington & Ellington Notaries Public

250-388-4484

Thank you for your time and consideration

John Percy
