



## THE SECRETS TO A SUCCESSFUL FUTURE

For those about to get into business for themselves Terry Paranych has this advice, "You must set yourself apart from your competition, pay attention to detail, work harder than the next guy and always play to win." He also recommends to surround yourself with great people, treat them well and delegate. "You've got to have a plan to be a success in business, come in thinking of yourself as a business person. Most often people come into business without a plan and don't succeed."



# TERRY Paranych

PARANYCH GROUP OF COMPANIES  
[www.paranychgroup.com](http://www.paranychgroup.com)

Terry Paranych learned young that one of the most important elements to any business is the art of setting yourself apart from the competition.

He's taken this lesson to heart, developing a real estate career over the past 16 years and turning it into an empire.

"I dressed up as Terry Superman Paranych, and in numerous promotional opportunities, would go up on Edmonton roof tops. That concept landed me in national news in my first year," he explained.

It also landed him Rookie of the Year with Remax. His suit has since retired, but the legend of Terry Superman Paranych still lives on today.

As business quickly accelerated, this 43-year-old realized he was in need of a support team and started to surround himself with top notch individuals, many of whom are still with him today. The Paranych team now includes 21 people helping manage his five companies.

"Many in this business said there is no way I would be able to afford a team; they told me I had to do it all myself. Paranych proved them wrong, and with the right team matched with sharp delegation abilities, he flew to the top of the Remax world.

His investments in people have not set him back. He averages over 650 home sales per year, spiking in 2006 with a record breaking 855 homes sold.

His career as a realtor has amassed over 135 trophies, including the ultra prestigious Circle of Legends Award, the highest honour in the industry. This puts him in a class all his own as Canada's top realtor and one of the top 10 agents in the world.

Paranych, along with his wife Heidi, a former Miss Edmonton, founded Remax Elite, a group of real estate offices six years ago. They built this venture by recruiting over 100 agents and are recognized as one of the fastest growing real estate offices in North America.

Paranych knew the only way to true success and continued growth was to invest in your business. Reverse prospecting he calls it, spending up to \$600,000 a year in relationship branding. You'll see him on billboards, TV, radio, newsprint, flyers, benches, side and backs of buses and on several websites.

"The branding works to keep my name out there as the choice when you're looking to sell your home. The right choice is to give me a call," he said.

And the phones keep ringing for Paranych, but it isn't just from those looking to sell their homes, it's from others in the industry who wanted to learn from the master.

"I started a shadow program where real estate agents were flying in to spend a few days with me learning how I do business."

Six years ago he founded the Terry Paranych SuperStar Agent BootCamp, an event hosted every six months for sold out audiences, each investing over \$4,000 to attend.

"Most, if not all, see a 200% increase in their sales in the first year after taking this course." Many have called Paranych the world's top real estate trainer.

The newest addition to the Paranych Group of Companies, Plex Developments, is as he described, "in-fill developments, helping to reduce urban sprawl, transforming prime location properties into single family homes or duplexes in quiet neighbourhoods."

A fierce competitor, Paranych garners most of his professional pride in seeing, "an idea go from nothing to something and then taking off from there."

He's worked hard to make one of his biggest initiatives fly – Paranych Properties – which provides affordable rental housing. Paranych has been a large real estate investor and owner for nearly 20 years providing quality housing for people who don't have to be worried that their rent is going to get over inflated and that they will be out on the streets.

He also supports the community by being a substantial supporter of the Children's Miracle Network, the Stollery Children's Hospital and youth soccer and hockey teams.

It's the latest chapter of his life – becoming a father – that sounds like it will have the most effect on his future. When asked where he sees himself in 10 years, he responded with, "The Paranych Group is a well-oiled machine. I now want to concentrate on being a great father."

His 18-month-old son, Matthew will help him fill this latest goal.