

Paranych's real estate 101, Sell yourself then sell the house.

Forget the company, create a personal brand, advises iconic realtor.

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Terry Paranych is bigger than Re/Max – at least in his ads.

Canada's best selling realtor is a Re/Max agent but his brand is pure Terry Paranych.

To sell 650 homes per year – his team's average since 2000 – "I have to set myself apart from the competition," he explained at the start of a two day Superstar Agent Boot Camp attended by 77 Canadian realtors, each paying \$4,000 to \$5,000.

No local competitors were admitted.

Paranych spends \$600,000 per year on advertising including a monthly flyer to 228, 000 Edmonton homes. His forceful ads always emphasize Terry Paranych, he said. "I'm branding me. Forget about Re/Max."

Distributing the same flyer for 10 years "burns the brand" into the mind of homeowners who one day may decide to list their homes.

Most realtors avoid mass advertising, Paranych said, because they think it costs too much, don't know how to do it well or are not confident of the results of the advertising.

There's also the tradition of that their profession emphasizes building contacts one person at a time, often through "cold calls" on puzzled homeowners.

"Who in their right mind would do business with someone who cold-called them" Paranych asked.

By abandoning dreaded cold calls, he said, realtors can earn more money in less time.

Realtors who take his advice should expect some hostility from the agency whose name they would subordinate to their own and from older realtors who object to new promotions, Paranych said.

“I got fired three times because I would not put up with the Aunt Edna system.”

Every office, he said, has “an Edna or an Ed,” who wants young realtors to follow their examples of gradually building referrals – to achieve a good income after 30 years.

Through advertising, “I could go into any market and be the brand of choice in 90 days,” he said.

Paranych has a team of 10 realtors and five support staff at Re/Max elite but says he still visits homeowners to obtain listing agreements, show homes and present offers. He has held his Boot Camp once or twice yearly since 2004.

Kevin Thomsen of Red Deer drove a truck for 25 years until late 2004 when he became a realtor. After earning \$65, 000 in his first year attending he attended his first Boot Camp – then earned \$135, 000 in 2006.

He expects to earn \$300, 000 in 2007, “primarily because of Terry,” Thomsen said. “Flyers have been the big thing.”

Cal Faber entered real estate in Victoria two year ago after 20 years with the RCMP. “My first year, I worked 60 hours per week and earned, \$370, 000,” he said.

Then he attended his first Boot Camp, started a flyer program and applied two other Paranych ideas – soliciting listings from people who were trying to sell their own homes and from people whose listings with other realtors had expired.

“My commission doubled to \$700,000 this year, and now I’m working 32 hours,” Faber said.