

A portrait of a man with light brown hair, smiling, wearing a dark blue suit jacket, a light purple shirt, and a blue and white striped tie. The background is a blurred outdoor setting with green grass and a white path.

Profiles of
SUCCESS™

CALGARY NORTH EDITION

INVESTIGATING CONCEPTS OF SUCCESS

*Customer Satisfaction
Guaranteed!*

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By: Suzanne Sharma

With 20 years of experience in buying and selling homes, Richard Fleming is an exceptionally diligent Realtor who will work with his clients until they are completely satisfied. This highly competent agent understands the vast effort that is involved in achieving success and continues to use his integrity and dedication in order to accomplish any feat.

“Everyone deserves the perfect place they can call home,” states Richard.

A career that began at the delicate age of 21, has blossomed over the years into a vastly successful business. Initially, Richard, who was born and raised in Alberta, was planning on following in his father’s footsteps by becoming a Real Estate Appraiser. However, by keeping his son’s best interests at heart, Richard’s father convinced him to acquire his Real Estate license instead. Soon thereafter, Richard became a licensed Realtor and was employed by Canada Trust Real Estate.

Despite being highly motivated to succeed, starting a career in Real Estate proved to be challenging and difficult for Richard, as many of his co-workers felt that he was too young to sell homes. But instead of letting people get him down, Richard used all of the negativity as incentive to prove them wrong and turn Real Estate into a life long career.

Also, dealing with years of being extremely shy added to Richard’s struggle. Still, he never let this obstacle stand in the way of his goals and dreams either. Instead, he used it to his advantage and overcame his shyness by



demonstrating that he could succeed if he put his mind to it. “Through working with people, I’ve learned to be a good communicator,” says Richard. “It’s also taught me to be an active listener so that I can help people find the best fit in a home.”

In fact, just weeks after obtaining his Real Estate license, Richard sold his first home, justifying his career choice and realizing that this was the perfect profession for him. In the course of his career, Richard has even managed over 80 agents which allowed him to learn and know all aspects of real estate.

Working for RE/MAX Mountainview for the past ten years has proven to be a success for Richard. With over 40% market share in the community, RE/MAX uses its experience and perseverance to bring in maximum results.

RE/MAX employs over 800 full-time agents that all have high standard work ethics and a commitment to go the extra mile. These qualities explain why this company exhibits dominance in the industry. Its sincerely professional image made the decision to work for RE/MAX an easy choice for Richard.

As both a buyer and seller’s agent, Richard represents various properties in assorted price ranges. From condos, to single family homes, to duplexes, Richard assures that he strives to find each of his unique clients the perfect place to call home.

An energetic agent that uses his intelligence to its full potential, Richard realizes the benefits of marketing and uses it to his advantage. By advertising on bus benches, flyers, calendars, notepads, phonebooks, and the Internet complete with an active website [www.calgaryrealestatesales.ca], Richard works hard to market his business. In addition, many of his clients are brought in through referrals from his enhanced relocation program.

Richard also represents Stepper Custom Homes Inc. by offering a guaranteed sales program to help customers make their dreams come true with their new home purchase. A company that was



established in 1956, Stepper Custom Homes Inc. is extremely passionate about its business and utilizes its expertise in order to continue to be one of the longest standing Calgary builders.

“I have known Richard Fleming for about 8 years, both personally and professionally,” states Harry Stepper of Stepper Custom Homes Inc. “Richard has been involved with selling some of the new homes we build at Stepper Custom Homes Inc., as well as our guaranteed sale program for our new home purchasers. In all of the years that I have known Richard, he has ALWAYS been very professional when it came to real estate, displaying full knowledge of all aspects of the residential housing sector in Calgary, and has always kept up to date with the marketplace in order to be relevant for both his selling clients as well as purchasers. He is very astute in reading the market as it changes and fluctuates, and is therefore very adept at advising clients. Richard’s character has always impressed me as he consistently proves to be ethical and of high moral values in everything that he does, whether it is of a personal or professional manner, and I know him to be a very

fine Christian family man.”

With many awards to confirm his merit, Richard is a gracious member of the Million Dollar Club, the RE/MAX Hall of Fame, the RE/MAX Platinum Club, the RE/MAX 100% Club, the RE/MAX Executive Club, and the RE/MAX Presidents Club. Richard even has Broker status with the Real Estate Council of Alberta.

As a proud family man, Richard contributes his success and daily inspiration to his wife, Vanessa, and five wonderful children, Richie, Austin, Brandon, Justice and Felicity. “I have the most supportive wife and family that I could have ever asked for,” says Richard. “Any success that I achieve would ring hollow without the support of those closest to me. Having their love and encouragement makes me twice as productive in business and a truly blessed man in every area of my life.”

A true believer in giving back to his community, Richard is a volunteer board member for a children’s youth camp and he contributes a portion of every one of his commission sales to The Children’s Miracle Network. Richard also volunteers at the Mustard Seed

which is a drop in centre for homeless people. In addition, Richard has served on many committees with the Calgary and Alberta Real Estate Boards. He also coaches his son's baseball team and avidly attends church. "My family and I attend church regularly as my faith in God is the glue that holds my family and business together," states Richard.

When factoring in what makes a successful agent, Richard is sure to concur that you have to work solely for the client and do what's best for them. True to the phrase 'the client is always right,' Richard doesn't leave clients disappointed. Anyone can sell Real Estate, however, Richard notes that those who excel must be willing to work hard and dedicate themselves to their clients needs.

"I feel it is very important to attend courses and seminars regularly to stay current with changes in the Real Estate industry so I can offer my clients the most current information," states Richard.

Richard's communication skills have

enhanced vastly with his experience. By listening to what the client wants, Richard is able to allocate truthful and accurate information to them. In return, he can then ensure that their happiness and satisfaction are guaranteed by utilizing his extraordinary negotiation skills.

Since there are many benefits of working in a team, Richard's wife, Vanessa, is there to support him as his assistant. A licensed assistant for RE/MAX, Vanessa met Richard on a blind date, and the two have been inseparable ever since. "We wanted an excuse to see more of each other," says Richard. "Seriously, there's no one I'd rather work with. Behind every successful man is a great woman."

By keeping his priorities straight, Richard is able to continue on his successful path. He notes that his priorities are his faith first, then family, and then business. This formula has proven to be extremely winning for him thus far.

In the future, Richard looks to continue helping families feel confident

in making one of the biggest financial decisions of their lives. Using his many talents such as high-quality customer service, negotiation skills, honesty, integrity and dedication, Richard is sure to bring many more families true happiness in the years to come.

"It is a tremendous honour and privilege to serve my clients and I am so thankful for each opportunity to do so," says Richard.

Richard Fleming **RE/MAX Mountainview**

Calgary, AB

T: 403.651.4400

F: 403.247.4200

flemingr@telusplanet.net

www.calgaryrealestatesales.ca

