

Profiles of SUCCESSTM

TORONTO CENTRAL EDITION

INVESTIGATING CONCEPTS OF SUCCESS



*This Team Treats
Your Home As If It
Were Their Own!*

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By Heather Navarra, The Write Type



Confident, caring and committed...that's the Oulahens. Five years ago, this husband, wife and son chose to combine their 35 years of experience and work together as a team in real estate, bringing their unique talents together to provide exceptional service to clients. Paul Oulahen heads the team and is the force behind the business, with a wealth of almost 25 years of real estate experience. A born salesman and a true negotiator, Paul has been successful through all of the peaks and valleys of the industry. Paul has successfully managed several businesses over time,

and has a multitude of real estate deals under his belt. He has real estate in his blood, as his grandfather was a broker in Cobourg. Norah and Paul were high school sweethearts and have been married for 28 years.

Paul's interest in real estate flourished after they bought their first home at 21 years of age. He obtained his real estate license in 1981 followed by his broker's license, dreaming of helping people find the perfect asset. Prior to joining Re/Max, Paul had his own brokerage firm, P.R. Oulahen Ltd., with wife Norah and son Jeff helping out. They had several salesmen selling

in Rosedale, Moore Park, Forest Hill and Midtown. Even Paul and Norah's twins, Mark and Sarah, occasionally lend a hand in this ongoing family business.

Jeff got his real estate license in 2000 after being involved from a very young age. He has an Honours Bachelor of Business Administration from Wilfrid Laurier University, and ran his own computer business before becoming a realtor. Norah got her licence after being involved in the business over the years. She has a Bachelor of Arts degree as well as being certified to teach English as a second language

to adults. She worked as a teacher for more than ten years, teaching business English as well as doing freelance writing.

In March 2001, the threesome decided to join Re/Max Realtron Realty, valuing Re/Max's worldwide reputation. "Richard and Alex Pilarski, of Re/Max Realtron Realty Inc., are excellent broker/owners who treat people fairly and honestly," shares Paul.

The Oulahen team works out of their own location, representing both buyers and sellers in Toronto's central core with all types of properties, from condos to multi-million dollar homes and commercial real estate. Their knowledge in areas of planning, zoning, and construction consistently benefits their clients, who rely on them for their sound advice. The Oulahens, on their own account, have bought, built or renovated a large number of properties.

"We have a unique blend of abilities on our team," says Jeff. "We attend community council and city development meetings. We share information gathered with vendors or purchasers. We know all aspects of commercial and residential construction. We are technically inclined, and can help any client to market their particular property effectively. We research and try to maximize the asset as if it were our own. We have addressed almost every real estate dilemma, including zoning, environmental, rural, transportation, construction and city issues."

This is not your average real estate team; their wealth of experience is exceptional, but a key factor is their keen ability to listen and understand each client's needs, whether a developer or a homeowner. "We have vast experience in land development and



land assembly," says Jeff. "Our office is right in the midst of the North York market, and we have successfully helped developers find sites to suit specific needs."

"We recognize that a home is not just a commodity; it's very personal," shares Norah. "We approach the process on a very personal level, with compassion, understanding the human side. We truly value each client's needs."

A testament to their success is that about 90 percent of their business comes from past clients and referrals. Kevin Wark wrote, "We have worked with Paul, Norah and Jeff through nine different purchase and sales transactions. We trust their opinion, and have benefited greatly from their knowledge and expertise. We have also relied on the Oulahen Team for referrals to real estate lawyers, home inspectors, building contractors and related home service providers, and have never been disappointed with their advice."

The Oulahen marketing strategy is effective in getting results. "We attack the immediate neighbours first, then advertise in national and

local newspapers, send flyers, list the property on our website, run open houses and encourage interest by word of mouth. We ensure that the home gets exposure on the Re/Max website, our Oulahen website and MLS.ca, all very powerful tools. We also prepare professional floor plans and fact sheets for the home. Most importantly, we answer all inquiries relating to the home quickly and efficiently, with a system that pages us 24 hours a day, 7 days a week."

Results are evident in the fact that these agents are consistently top performers, receiving all of Re/Max's top awards. For the past two years, they have received the Chairman's Club, the highest annual award. Paul received the Re/Max Hall of Fame in 2004. Awards, however, are not the focus for this modest and down-to-earth team. Providing the highest level of service to each and every client is their goal. "It is not the professional honours we receive that are important," says Norah. "The friends we have gathered through the business are the best reward for our work. Our team gets inspiration from the people we meet, the challenges that come before us and the goal to do our best for everyone."

Indeed, each day presents new challenges and opportunities for this caring team. "We have helped form and develop ratepayer associations in our community; Paul is currently president of one. We are active in our community parish, food drives and Christmas funds. As well, we sponsor two children overseas through Foster Parents Plan, and belong to the Children's Miracle Network."

The ebb and flow of the real estate market has provided good times and bad, and Paul's creative approach has often helped clients in unique ways. He has always been able to solve problems with his entrepreneurial mind, and is able to 'step into his client's shoes'. He and Jeff have often

knocked on doors to find the perfect match for buyer or seller, one of many distinctive strategies used.

The Oulahens recognize that their reputation is their greatest tool in business. Knowing that the trust and respect they generate can last a lifetime is very humbling. "Real estate is a way of life, not just a job," says Paul. "It is part of each waking hour. You have to love it and be excited to greet each day."

Testimonials from thrilled clients are the icing on the cake for the Oulahens. The Di Liddo family wrote, "We just wanted to send you a quick note thanking you for your incredible degree of professionalism and hard work

during the sale of our previous home and the purchase of our new home. Your team sold our home in less than one day, for more than we were asking. Then you went door-to-door in the area we were interested in and found us the perfect house that we now proudly call 'home'. Thank you again for all your hard work, kindness, and for looking out for our best interests."

This team is successful because each member brings exceptional talents that make for a perfect working relationship. Their clients consistently benefit from their team approach, their knowledge of construction and city planning, and their keen negotiating skills. Clients trust them and are glad to have the Oulahen Team on their side! They listen. They know the community. They treat each client's home as if it were their own. With their wide scope of experience and their ability to relate to their clients' needs, the Oulahen Team will continue to get results!



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