

# Profiles of **SUCCESS**<sup>TM</sup>

OTTAWA EDITION

*Helping Your  
Dreams  
Come True*



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# Chris Brown

## *Helping Your Dreams Come True*

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Chris Brown started his career in social services, counselling and recreation, then moved on to technology in the government sector. But this didn't satisfy him. He had a burning desire to be in a service profession that combined business with a high amount of personal contact. So, in 1989 he became a licensed real estate agent and today, is thrilled that he made that decision.

Chris calls himself a virtual matchmaker. His ultimate goal is to match his clients with the home of their dreams. And to date he has matched thousands of people with the right home. One of the reasons for his success is that Chris has the unique ability to understand his clients' needs quickly. He then offers them realistic real estate advice based on their needs and in the end, matches them with the right home - the home of their dreams.

Chris had been a realtor for four years when he decided to make a change from the real estate company with which he was working. Chris explained, "I wanted to work with the top realtor, so it was natural for me to move to RE/MAX, after all it was and still is, number one in North America." In 1993 Chris began with RE/MAX metro-city realty ltd. and has been extremely pleased that he made that choice. Chris has established himself



as a premier realtor in Kanata and the City of Ottawa along with many executive rural communities. He specializes mainly in selling single family homes ranging from \$250,000 to \$500,000. He also markets and sells homes in many other price ranges and areas. This versatility creates and maintains his extensive knowledge of the entire Ottawa region. "Having a wide spectrum of historical information about

the city provides clients with essential details, and makes for an always exciting work environment."

Chris is always easily identified with his 599-HOME (4663) phone number and displayed prominently on his licence plate for his car. "Yes, you can contact me anytime, anywhere."

Now Chris is ranked among the top producing RE/MAX real estate agents in the Ottawa area. Based out of the top ranking real estate office in the city, he attained the premium position of number one individual sales representative in 2003. He is a member of the RE/MAX 100% Club, the RE/MAX Hall of Fame, the RE/MAX Executive Club and a member of the prestigious RE/MAX Platinum Club. All of which proves that Chris is well qualified to assist his clients in selling their home and in finding their dream home.

Chris works tirelessly for each and every one of his clients. He is never too busy to give his clients professional and personal service. It is important to note that Chris always deals one-on-one with his clients; they are not channelled through team members or office support staff. Whenever a client has a question or concern, he contacts them personally. Chris explains, "I do employ a full-time Business Manager/Real Estate Assistant -

Jacqueline Mantle. With over 18 years of administration, marketing and customer service expertise, Jackie has been truly instrumental in my success. She keeps me organized and on track and ensures that I spend my time where it is most effective and that is with my clients who are, after all the most important people to me.”

Chris has also developed an extensive relocation network. Over the years, many of the government departments and private technology firms have utilized his services in relocating their employees. “Every client receives top notch services. Those coming to Ottawa receive an extensive relocation package and loads of valuable information from me, on the greater Ottawa area.”

Chris prides himself on the fact that he takes a proactive approach to real estate. He understands that in this wired world time is of the essence. So, he makes things happen, he doesn't just sit around waiting for the phone to ring. As he says, “This often means the difference between a “for sale” sign and a “sold” sign on the lawn of his clients' homes.” Chris uses the latest in real estate technology to provide his clients with up-to-the-minute market information. He also has access to an extensive worldwide referral



network of real estate resources and provides each of his clients with his “Smart Marketing Program”.

Through this marketing program, his clients' homes are posted on-line within 24 hours of receiving a listing. His primary marketing tool is his website [www.ChrisBrown.ca](http://www.ChrisBrown.ca). In fact, Chris believes that about 70% of the new clients he gets today come directly from his website. The information found there is VERY extensive. Along with a virtual slide show with numerous photographs, it features full details on his listings - highlights of each property, specifications, floor plans and Mapquest directions. There are numerous other quality features & “LOADS OF INFO” including financing, lawyers, builders, inspectors & much more.

“The world has changed from the limited exposure of old mediums and is exceeded in great detail in a superior tactile format. A focused, information based website is essential”

There is a lot of positive feedback on his website from colleagues and clients alike. He also makes use of other sites including [www.ottawarealestate.org](http://www.ottawarealestate.org), [www.mls.ca](http://www.mls.ca) and [www.remaxottawa.com](http://www.remaxottawa.com). By doing this, each client's home is exposed to approximately 1,800 other agents in the Ottawa region and most importantly, to the people searching the world wide web.

But, Chris doesn't stop there. He also markets in print media such as the various community papers in and around Ottawa, Real Estate Guide and the Ottawa Citizen, along with a strong component of corporate advertising on TV/radio, sporting events and more. He will very often do special mailings as well like direct mail flyers to targeted neighbourhoods. As Chris says, “Exposure to as many people as possible is what sells a house.”

His clients appreciate his hard work as evidenced by the numerous testimonials found on his website. Here's what some of his clients have to say about Chris.

“As inexperienced first time buyers,



we relied on your valuable expertise to help guide us in the right direction. Your services put the purchase into perspective. Your comments were particularly helpful to us, as you were able to point out many items that we wouldn't have even thought of considering. Three words come to mind, Chris, when evaluating your services - prepared, dedicated and professional.”  
**Sheilagh and Ed Hoskins, Kanata**

Throughout, we felt as though we were your number one priority. Even though we were aware that you were very busy with the sale and purchase of numerous other homes, you were always prompt and courteous when returning our phone calls and it seemed like you were willing to drop everything to help us.  
**Caroline & Jeff Wissing, Ottawa**

Through all our discussions, you expressed your insightful and informative point of view. Your suggestions were always right on mark and your sense of humour was a bonus. We appreciated that you always did what you said you would do, on schedule.  
**Germaine and Claude Demers, Ottawa**

Your honesty and professionalism made a somewhat scary and nerve-wracking

process easy and straightforward... Most of all, we appreciated the commitment you made. Your swift return of your voicemail became a running family joke - how many seconds until Chris returns this call? Such was the quality of the service you gave us. We always felt that you worked very hard to sell our home and your positive attitude was infectious. Thank you for recognizing that the townhouse was our home, and that we were proud of it. **Cathy and Paris Vachon, Nepean**

Your prompt attention to our first call and the provision of all the required data and information was invaluable, as were the tips for preparing our place for viewing by clients. Your honest comments and advice made decision-making much easier. We enjoyed our meetings with you and found your sense of humour and all the little anecdotes about Ottawa's history delightful. **Jill and Les Rowbottom, Ottawa**

"Your understanding of the market and your attention to detail made for a well executed marketing of our home. Tie that together with the wonderful pictures that Jackie took and the support she provided in executing the listing in record time, made for a short selling experience. Within hours, we had potential homebuyers lined up. Your sense of humour and attention left us feeling very much at ease, and you helped keep us focused on making good business decisions. Your sincerity really gave us comfort; it was as though it was your own home you were selling. Thanks Chris!" **Sean & Melinda Cassidy, Ottawa**

Chris actually sold Sean and Melinda's house in his pyjamas. At the time, they were living in a house not far from Chris' own home. It was late in the evening when the offer came in. So, Chris just threw a rain coat over his pyjamas and walked down the street, in a light mist and fog, to present the offer to Sean and Melinda. "I felt as though I was in some Hollywood movie," said Chris, "but as you can see by what this couple said, it didn't matter that I was in my pyjamas. They were very pleased with the results."

Chris Brown understands that the decision to sell or relocate is a major one, not to mention a huge undertaking. His goal is to obtain the highest selling price possible in the shortest time period. To Chris no challenge is too great. He has the ability to take a potential problem and find a simple solution. And because of his positive outlook and sense of humour, selling or indeed buying a home becomes a fun experience for each of his clients.

But, just because the real estate transaction has been completed doesn't mean that the relationship ends. Although it would be physically impossible for Chris to keep in touch with every one of his clients, he ensures their name is added to his mailing list. Each year his clients receive a calendar, personal real estate updates, marketing information and much more through his website. As Chris says, "It's important to keep the relationship alive because I enjoy all my clients and appreciate the referrals I receive from them."

But Chris is not all work and no play. He enjoys spending time with his family especially his nine-year-old daughter,

Courtney. They spend as much time together as possible. He is happy that being a real estate agent offers him the flexibility to do that. Courtney and Chris enjoy travelling, playing, biking, swimming, movies and so much more together. In fact, his house has become the "gathering place" for Courtney's friends in the neighbourhood. He likes it that way because he gets to participate in much of Courtney's activities.

He is also very community-spirited and supports Children's Hospital of Eastern Ontario, Children's Miracle Network and CNIB Guide Dogs for the Blind and is always available to give his advice and knowledge at any time in any situation. "This life is about giving, and that translates into receiving some of the greatest rewards of all. It is amazing what warmth and a smile will do."

Chris offered some good advice to new real estate agents. "Be accessible to your clients, always be positive, keep it on a professional level, but have fun and you'll be able to help your clients find their dream home too!"



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