

Special Feature:

an in depth look at the Family run
Realty company McGuiganPepin Inc.

ALL IN THE FAMILY

WESTMOUNT



MCGUIGAN PEPIN REALTY

"Owning a piece of real estate is still the best asset anyone can hold. Through our hard work, dedication to our clients and our honesty we've been able to successfully build our own local brand. That takes a lot of courage!" Joan McGuigan

Westmount residents since 1980 and proud local business owners since 1994, The McGuigan Pepin Family's knowledge and commitment to Westmount run deep. Their local Family run real estate company not only adds to Westmount's local economy, but the McGuigan Pepin's believe strongly in giving back to the community. They are involved in several local charities, have alliances with McGill University Women's Alumnae, and were proud sponsors of ArtWestmount 2010. Leaders in the field of real estate for over 40 years means they have a wealth of knowledge and experience in both vibrant markets as well as downturns. We decided to sit down with this friendly Westmount Family and ask a few questions about their Real Estate Firm.



Joan How did you

choose real estate as a career?: My parents owned properties in and around Montreal. I grew up in our family hotel in Rawdon. Incidentally that's where I met Brian. My father was the mayor and my mother ran the family lodge until the early

fifties, when women started to enter the male dominated real estate profession. My mother became a very successful and passionate Realtor and persuaded Brian and I to join her at Royal Trust where we were top producers for 25 years. The rest is history. We are third generation realtors, with two of our four children following in their grandmother's footsteps.

Has pursuing your careers within a family structure changed your values or your work?: Being independent allows us to customize our work to individual needs. It also gave us the opportunity to choose our partners and to build our team around our values. Our customer satisfaction rate is very high and our statistics mean everything to us, we are very proud of our excellent reputation. Our values have remained steadfast-be proud of the work we do and treat others with respect and honesty. We improved our work habits by implementing an eco-friendly approach on our marketing and office procedures.

What makes you most proud? Our firm's philosophy: work hard and be honest, and the courage to build our own brand.

Both your office and your home are in Westmount. Is that where you mainly focus?: Our extensive market expertise, which spans every neighborhood on the

Island of Montreal, allows our brokers to guide you through the process-which translates into efficient use of your time and smart management of your assets.

How often do you give clients advice?: Every step of the way! Whether we get the listing or the sale, it is incumbent upon us to take the necessary steps and time to give honest and sound advice. We pay meticulous attention to detail and take extra time to determine each client's needs. Because of our training and values we're able to offer creative strategies to ensure our client's benefit by helping them exceed their expectations.

Are all clients alike?: Our clients come from all walks of life. When purchasing a home there are so many things to consider. It's one of the most important financial decisions that most people will make in their lifetime. At McGuigan Pepin we are totally committed to fostering solid partnerships with each and every client. Our business strives from past, present and future sellers and buyers. Our philosophy is our key to our future success. We feel that choosing the right broker is what makes all the difference.

You provide customized networking, information and evaluation. Are these necessary when building

customer relationships built on trust?: Absolutely! We are there for our clients before, during and after the sale. Customer satisfaction is what matters. Our business is not about selling it's about building customer relationships.

Why do you invest so much in your affiliate network?: As an Independent, it helps us stand out from the big franchisers. Tim and Brian will be attending the Luxury Real Estate Conference in New Orleans in April. Mixing with the best international realtors, and learning about new market trends. Our listings show up first on the LRE Website-the most visited luxury real estate search engine in the world!

What are the Montreal Market's value-added perspectives in the mid-term?: After 11 years of solid growth between 1997-2008, the economy, the United States recession and our strong CDN dollar has impacted on the real estate market in the last 3 years. The good news is with every change in business and in life brings with it both challenges and opportunities. Owning a piece of real estate, is still the best asset anyone can hold.

For more information visit www.mcguiganpepin.com or call their offices at 514-937-8383.