

Linda van den Broek

WINNER
of **12**
GOLD
AWARDS

"As I begin my 25th year in the business, I am proud to see that 80 - 85% of my clients are repeat customers. My past work is your future reward. I want clients for life, I don't just want to earn a commission."

Her
Secret
to
Success



*"In the real estate business,
you cannot be successful,
or gain a positive reputation
without complete trust."*

If you just had a single word to sum up the character and persona of Linda van den Broek, that word would be an easy choice; *Commitment*.

Linda is committed wholly to the people in her life, including her close family (Mother and 3 siblings), her multitude of friends, and the people who enlist her unmatched services in her role of realtor.

"My appreciation of people - in particular, meeting the simplest of needs - was instilled at an early age as one of four young children of a single parent," she says.

"Watching the daily, often insurmountable struggles of a single mother has always been an image that stayed with me," says van den Broek, who is now able to give back in the form of being the highest individual realtor in Remax Western Canada for contributions to The Children's Miracle Network. This un-selfish feat garnered her receiving back to back invitations to the International Children's Hospital Conference in Florida. She was honoured to be a guest speaker at this event in 2014, taking to the stage with Marie Osmond and actor John Schneider.

A feat she is quiet, yet fiercely proud of. As well, Linda volunteers at the Manitoba Real Estate Association sitting on committees.

She continues; "We weren't well off when I was younger. My father left us when I was just four years old, and my mom raised all of us on welfare until she could find a job that could adequately provide for our family." Consequently, Linda has not forgotten how hard her mother worked to make a good loving home for her children. She continues to show her appreciation to her mom to this day.

She always knew she would be able to thank her some day, but sadly dementia and Alzheimers has robbed Linda from hearing any thank-you's. Linda is proud to give generously to the Alzheimer Society of Manitoba, and Cancer Care Manitoba. As a big animal welfare believer, she also donates to the Winnipeg Humane Society, and has always had her dogs to greet her when she and Jeff get home at the end of often long days. She continues; "One of the goals when I started real estate was to be able to provide for my own mother. To that end, I've been successfully paying all of her bills for many years now. She currently is residing comfortably in a elder facility." Linda also has volunteered at Irene Baron Centre, and at the facility her mother now resides in; River East Personal Care home. She has come a long way since her beginnings when she was recognized as the 1993 Winnipeg Realtors rookie of the year.

A portrait of Linda van den Broek, a woman with short dark hair, wearing a red jacket and black earrings, smiling slightly. The background is white.

Linda van den Broek

That fierce commitment to taking care of the people closest to her shines through in Linda's work as a realtor for RE/MAX Executives Realty. She not only has her clients' best interests at heart all the time, but strives to treat them with courtesy and respect. She is dedicated to her career and it shows.

"It's how I was raised. I always treat my clients the way I would like to be treated," she says. "For example, I would never push anyone into buying a home. What would that possibly gain? My clients know that and respect me because they know I'll always be honest and up front with them, no matter what. My goal is to provide the same high level of service to them as I would to my own family. People appreciate that level of honesty."

Linda says it comes naturally for her to communicate clearly with clients. "If a client calls with a question, I try to call them right back," she says. "If they prefer to communicate via e-mail, I'll answer them as quickly as I can. The bottom line is that I'm always there for my clients at any time. I want clients for life; I don't just want to earn a commission."

That business philosophy - always going the extra mile for clients - has paid big dividends. About 80 to 85 per cent of Linda's business is repeat, and client referral. That is an impressive figure. "Past clients are referring me and are also coming back as repeat clients. That is a real treat for me-it is like catching up with old friends."

Another ingredient in her recipe for success has been her keen eye for detail. It's a quality that's served her - and her clients - very well. After all, buying a home is the biggest financial decision anyone has to make during their lifetime, and it deserves to have every aspect given full-on attention.

"Buying a home is a huge decision, so when I go into a home with a client, I'll point out any deficiencies. In fact, I've actually talked a number of clients out of buying a home because I didn't like what I saw," Linda says. "It's my job to educate clients and provide the facts they need to make a well-informed decision."

At the end of the day, it's all about trust, and it's all about honesty.

Linda's all-out commitment is also front-and-centre when she lists a client's home. "I don't low-ball listings to create bidding wars," Linda says candidly. "That is not my style. I sell a home for what it's worth in the current market. Clients can expect that my services and brochures will be comprehensive no matter whether it's a \$60,000 or \$600,000 home. Everyone and every home is treated equally."



"I am proud to say that I treat my clients like I would treat family. I am constantly looking out for their best interests."

To show appreciation to clients who've hired her, Linda always sends them thank-you notes. It is no wonder that she is consistently the top agent in her office on a monthly and yearly basis.

"I'm very much a people person, so it's second nature for me to thank clients for putting their trust in me. Dealing with people is my favourite part of being an agent. Making them happy makes me happy."

As she works toward the milestone of serving Manitobans for a quarter of a century, Linda isn't content to rest on her laurels. When she does find some spare time, you can catch her swinging the irons at a golf course, or enjoying photography, or out on a boat enjoying a summer day. Yet, she continues to work as hard as ever to ensure that her clients-new and repeat ones-are satisfied to her expectations.

One element of Linda van den Broek's ability to deliver personal service will remain constant - her husband, Jeff Seaford. "Definitely, he'll continue to take care of all the fine details - like closing files, letters, signage and all administrative work. He keeps me organized, so that I can time manage and work to the top of my abilities. That is the key-time management- to serving my clients that much better."

With her desire to serve clients still as fresh as it was when she started her career as a realtor, Linda is intent on becoming even better at her chosen profession. "I'm just hitting my stride, and I am going to continue to do what I've been doing, with a commitment to keep improving from year to year," she says. "I've always been there for my clients. People can expect two things: to be treated with respect, and for results, whether I am selling their home or helping them to find a new one."

If you are in the market, whether selling or looking to buy a home, Linda van den Broek is who you want to deal with. She will treat you like family, and always look out for your best interests. As mentioned at the beginning ... In a word, she personifies **Commitment**.



Your search is over!

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