

CAROLINE SALETTE

BROKER/OWNER



AWARDS

DIAMOND AWARD 2006
LIFETIME ACHIEVEMENT
HALL OF FAME
CHAIRMAN'S CLUB 2004-2005
PLATINUM CLUB 2002-2003

Caroline Salette, one of three agents to earn over \$1,000,000 in the Province of Quebec – and leader of the sixth highest producing team in 2006 - credits her phenomenal success to her love of people and having a clear vision of her goals and objectives. Whether client, friend, or team member, you have found in Caroline someone who will listen to you, who believes in your potential to realize your dreams, and who has your best interests at heart. Always learning and growing, this passionate and consummate professional conducts constant training sessions and is lauded as one of the finest mentors in the industry. Her reputation for creating an atmosphere that encourages individual achievement and teamwork through positive reinforcement and attention to customer service has resulted in a phenomenal success story that is an inspiration for all.

POWER OF SHARING

“Abundance comes from making others better off.”
— Anonymous

My father, who was very successful in real estate, left my family when I was very young. Probably as a result of this I was always driven by a burning desire to eclipse his achievements and have that lifestyle for myself. When I was 19, during Quebec's economic recession my father's business failed. Though I was still in university, I began working with him to rebuild. At the age of 21 I became a licensed real estate agent. I wanted to be with the best of the best and I knew RE/MAX was that place.

How did I achieve the highest level of sales in number of transactions and earned commissions in the existence of this 23 year old RE/MAX office? I chose to educate my clients, I knew that if they felt that power of knowledge in their decision making process they would know that I had their best interests at the forefront of my motivations. No one was manipulated with lack of information or knowledge when dealing with me. I worked almost exclusively through referrals, everyone knowing that I knew my market. Clients experienced the power of my negotiating skills, my impeccable, constant and powerful marketing techniques. But my real uniqueness was my listing presentation, where I taught clients how to read the market so what was obvious to me became obvious to them.

In 2002, I increased my strength with the addition of a team. We brought to the market a new way of conducting a real estate business, being the first real estate team in our area. Now, after 15 years of success I have sold my team and bought the biggest RE/MAX franchise in Quebec by myself. My franchise is largest in terms of size of territory, number of offices (6), number of agents (250) and number of sales/year (over 4,000).

I can now give my agents all that I am and all that I know; I continue to educate myself in real estate to be able to give them more. I consider my agents my clients and my goal is to give them all they need to be the best of the best – true RE/MAX agents – their success is my success.

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