

Winnipeg Realtor wins multiple awards!

By Bo Kauffmann

Dated: Feb 28, 2009

Bo Kauffmann of Re/Max Performance Realty has received the Winnipeg Realtors Bronze Medallion for 2008, as well as the prestigious Re/Max Platinum Club award.

2008 marks the 2nd year in a row where Bo has received awards from both the Real Estate Board (Winnipeg) as well as Re/Max.

The Platinum Club award from Re/max is a very prestigious award, signifying commitment and achievement at a very high level within the real estate industry.

Bo accredits these accomplishments to several factors: his commitment to client and customer service has resulted in the fact that nearly 70% of his business comes by way of referral from past customers and clients. "When people are happy with your service and with the results you bring, they naturally tell their friends and family", says Bo.

"These days, in a more level market, you need a team and a plan to sell homes", he says. "The Team is made up of 1400-plus Winnipeg Real Estate agents who work together to sell the listings on the MLS. By putting your home onto the MLS, you immediately notify each and every agent, along with their buyers. It really is a very unique and powerful concept". To hear more about why Canada's MLS is so powerful, listen to the podcast at <http://bokauffmann.typepad.com/rivercitypodcast/2009/01/the-power-of-the-canadian-mls.html>

But the MLS is only a start in Bo's marketing plan. To get the top dollar for a home or condo, Bo's advertisements include magazine ads, newspaper ads, over two dozen internet sites and now, Television ads as well. "When a carmaker releases a new car, they don't just put it into a newspaper,.... they advertise it on TV, Radio, Magazines, Internet, and brochures." Bo believes that your home or condo deserves the same type of approach, an all-out advertising blitz to make sure absolutely everyone knows your home is for sale.

To get a closer look at his marketing plan, go to <http://www.winnipeghomefinder.com/selling.html>

"If you're committed to selling your home thru a Realtor, get the most 'bang for your buck', suggests Bo.

His approach seems to be working. In 2008, when approx. 75% of listed homes in Winnipeg SOLD, every single one of his listings sold.

For more info, also go to www.winnipeghomefinder.com

Note to Media:

For more information, you can e-mail me at bokauffmann@remax.net.

Or call me at 333-2202

Thank you very much

Bo Kauffmann

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Award winning Real Estate Agent in Winnipeg. Works with home buyers in the search of their dream home, and excels as a "Listing Agent", with marketing plans which are second-to-none. Homes are featured in magazines, newspapers, internet and Television.

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