

BRITISH COLUMBIA EDITION

TOP AGENT

MAGAZINE

**3 EASY
AT-HOME DIY
PROJECTS**
*TO INCREASE
PROPERTY VALUE*

FEATURED AGENT

TAMARA BRIDAL

IS STARTING A
TEAM THE RIGHT
SOLUTION FOR
YOUR BUSINESS?

**SMALL YARD?
BIG STATEMENT:**
HOW TO MAKE THE
MOST OUT OF MICRO
OUTDOOR SPACES

COVER STORY

Area Specialist

RHIANNON A. FOSTER, PREC*

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Turning Your Profession into a Passion

The old adage goes that if you do what you love, you'll never work a day in your life. On the other hand, it's easy to get bogged down in the day-to-day worries and responsibilities of your career, even if you generally enjoy what you do. While there's no guaranteeing that every day on the job will be a picnic, there *are* a few steps you can take to vastly improve your morale and transform your profession into a passion. After all, cultivating a passion for what you do will not only add to your quality

of life, but will likely make you more successful in the long run.

BUILD YOUR BASE OF KNOWLEDGE

Knowledge builds confidence, and confidence breeds success. A sure way to light a fire in your heart for your daily work is to challenge yourself to learn more and expand your understanding of your field. By doing so, you equip yourself for success, create challenges, and find the most inter-

esting features of your work—especially those that most appeal to your interests and talents. Try reading the top five books on the topic of your industry, or subscribe to a podcast where thriving professionals offer their two cents. Either way, learning more about your industry is bound to reveal a source of inspiration worth pursuing.

THINK ABOUT THE BIG PICTURE

Sometimes reinvigorating your passion for your work is about looking outward, rather than inward. Gain some perspective and consider who your work helps in the long run. As a real estate professional—whether you work as an agent, broker, in mortgages, home inspections, or otherwise—your work positively impacts someone else’s home-sweet-home. You make a difference. While it may seem like just another day at the office, taking a moment to visualize exactly who you are helping in the world at large is a great way to add some motivational fire to your daily tasks.

CONNECT WITH LIKE-MINDED PROFESSIONALS

Have you ever chatted with someone who was overflowing with energy for what they do? That sort of passion tends to be infectious—often causing us to beg our own questions about professional engagement. By participating in local organizations or networking with those who are active

and excelling in your field, you may find that others’ approaches inspire your own. Likewise, what you learn from other successful, passionate people in your field can help you shape your own office and work life, in turn creating more opportunities for you to fall in love with what you do, all over again.

TAKE RISKS

One of the biggest hindrances of professional passion is falling into a rut. Routines are familiar and everyday responsibilities vie for our energy. But the next time you tackle a task the way that you always have, take a moment and try to refresh your perspective—is there a more clever or efficient way you could approach this project? Even better: why not take the plunge and do the things you’ve always been meaning to—throw that client appreciation event you’ve put off planning, take the continuing education course you keep forgetting to register for, even try a creative activity that pushes you out of your comfort zone. There’s no better way to inject some passion into your life than by going outside your bubble and taking a risk.

Passion comes from all directions—from your own interior journey and from the world around you. To transform your profession into a passion worth having, invest in yourself and venture into the vast world around you. You’ll surely reap the rewards.



Small Yard? Big Statement:

How to Make the Most Out of Micro Outdoor Spaces

When house-hunters compile their lists of must-have home items, a dreamy backyard space is often near the top. After all, who doesn't want an outdoor oasis of their very own? From summer barbecues to open space for your dog to frolic—everyone has their own aspirations when it comes to creating the perfect backyard paradise. But as homebuyers seek properties deeper within city limits, and Millennials opt for properties with

urban amenities and access, home-connected outdoor spaces are becoming a bit smaller in stature. Of course, size isn't everything when it comes to outdoor space. Even balconies, rear patios, and ultra-tiny yards can provide homebuyers with the outdoor reprieve they crave—even on a smaller scale. For a few ideas that can help you envision all the possibilities of a micro outdoor space, read on for inspiration.

Think vertically.

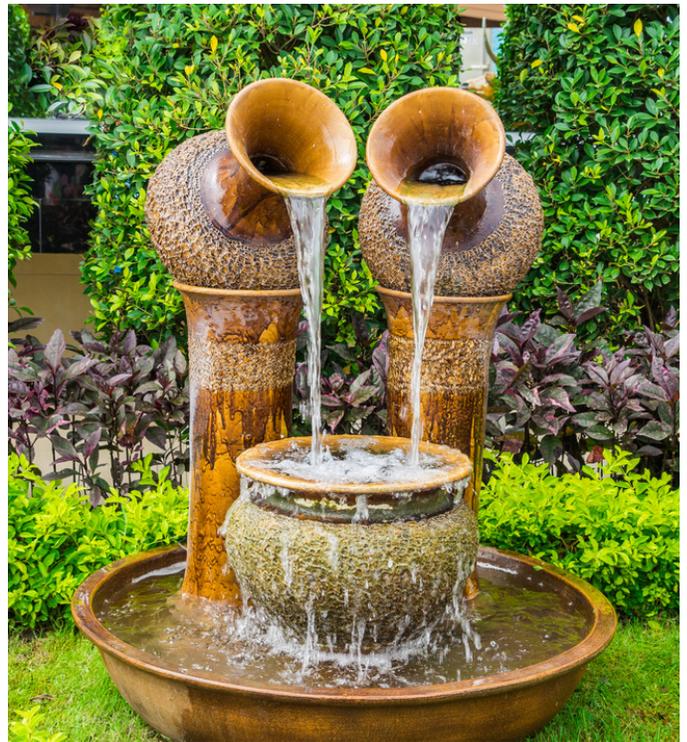
When space is at a premium, think *up* instead of *out*. In other words, make the most of small spaces by capitalizing on your backyard, balcony, or patio's overhead height. Mood-setting string lights, hanging pocket or wall gardens, floating shelves, and modern overhead hangings can create a sense of privacy and luxury without cluttering the square footage on the ground.



Upgrade the look of structural components.

Not in love with your patio pavers? Don't have the sweetest view off your balcony? Whatever your small backyard living space gripe may be, there's always a solution if you go back to the basics. Consider the structural components of your outdoor space that you aren't in love with and there's likely an affordable, eye-pleasing solution. For instance, plenty of home goods

retailers make a variety of punchy or luxe outdoor rugs that can disguise stained or lackluster outdoor flooring. Power-washing is another great solution for old grime and dirt that's an eyesore. Don't have a great view? Planting ivy on bare walls, installing adjustable mood lighting, or hanging planters can create a more inviting ambiance.



Soothing sounds set the mood.

While there may not be room for a swimming pool or pond in a micro yard or balcony, you can still bring the calming presence of water to your outdoor oasis. Fountains run the gamut in sizing and price, making this amenity an easy acquisition. What's more, a running fountain not only adds a soothing sound to your space, but it also helps drown out noise from the street or the neighbors—making your space entirely your own and stress-free.

Don't compromise on your culinary dreams.

If you love to entertain in outdoor spaces or relish the chance to man the grill—small outdoor spaces don't have to trip you up. Grill options (both propane and charcoal) come in a range of sizes, many of which can be outfitted securely to balcony posts or be tucked away and out of sight when out of use. Consider nesting tables or those with a removable leaf to adjust your seating and dining options depending on company.

Another trick? A small, oscillating fan can keep air flow moving in a small space during grill season—and can be easily affixed to walls or posts, as well.

Don't let yourself or clients be discouraged by spaces with more limited square footage in outdoor areas. Furniture and design trends have already begun shifting toward providing better small-space options, and at the end of the day, a backyard space is all about providing an area for relaxation. With a few well-placed, strategic choices, you can still have it all.



TOP AGENT

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Area Specialist

RHIANNON A. FOSTER, PREC*



Top Agent Rhiannon Foster leads the Opportunity Homes Collective, powered by Century 21 In Town Realty, where she assists clients throughout Vancouver and the surrounding areas of the Lower Mainland.

Rhiannon Foster has always been passionate about helping those in need throughout her life. She began her career in project management for a leading furniture and construction company in Vancouver, where she oversaw multimillion-dollar projects. At the encouragement of a good friend, though, she was later inspired to delve into real estate, drawing from

her strong roots in the community to establish a network of satisfied clients that spans the Lower Mainland. Combining her outgoing personality with her proven foundations in the business, Rhiannon quickly carved out a distinct niche in Transitional Real Estate, helping clients through highly emotional transactions. Sure enough, she hasn't looked back since.



Today, Rhiannon leads the Opportunity Homes Collective, powered by Century 21 In Town Realty, where she assists clients throughout Vancouver and the surrounding areas of the Lower Mainland. As a Certified Transitions Coach, Seniors Real Estate Expert, and Master Certified Negotiation

Expert, she has cultivated a boutique workflow to navigate transactions of all kinds. Rhiannon and her team are highly specialized. Those who find their services of value are first-time homebuyers, family estate sales, divorcing clients, seniors looking to downsize, or families with special needs.



Rhiannon and her team are highly specialized. As a Certified Transitions Coach, Seniors Real Estate Expert, and Master Certified Negotiation Expert, she has cultivated a boutique workflow to navigate transactions of all kinds.

When listing a property, Rhiannon is there for her clients every step of the way. After helping them prepare their home for the market, she shares it via a carefully targeted blend of digital and social media campaigns. But she also scales her approach to each seller, leveraging third-party data and analytics software to conduct real-time market analysis and develop strategies catered to their needs.

Elsewhere, Rhiannon is just as attentive when assisting her buyers, drawing from her years

of experience to uncover the suitable investments that match their Real Estate Goals. But above all else, she enjoys welcoming clients to her Kerrisdale community—whether they are visiting local businesses like The Run Inn or West Wood Organics or enjoying a famous seven ingredient Negroni from the Land & Sea Restaurant and Bar.

Over the years, Rhiannon has earned a fantastic reputation throughout the region, with the near entirety of her volume coming from



repeat clients or referrals. Although having just been registered, her team was able to achieve a Masters Team award from Century 21 Canada for 2021, but she remains focused on the lasting standards that brought her to the business in the first place. “We believe in providing a personal touch with each transaction,” she says. “These

aren’t just clients to us; they’re our friends and neighbors. Because of that, we strive to go above and beyond for them—every time.”

Outside her career, Rhiannon serves as the board chair of LOUD Business and volunteers throughout the year with local outreach organizations



like The GranFondo. An avid dancer, when she's not with clients or giving back, she can be found performing at Luminesque Dance, where she also started the R.E.D Rewarding and Empowering Dancers Scholarship.

As for the future, Rhiannon has strong plans for her business. With the help of her expert real

estate coach, she intends to develop her team further while expanding the compassionate approach that has consistently set her apart in the region. "What we've been able to do as a team is very special," she says. "After all, these are life-changing events for our clients, and while we do this every day, we never forget how unique and exciting these transactions are for our buyers and sellers."



For more about Rhiannon A. Foster, PREC* please call (604) 999-4587 or email rhiannon@opportunityhomescollective.com



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3 Easy At-Home DIY Projects to Increase Property Value

Most homeowners have a lengthy list of chores and bit projects they intend to accomplish around the house. Oftentimes, those to-do items are completed piecemeal over a long stretch of time, or else sometimes not at all. However, when it comes time to prepare a home for market, all those tasks begin to pile-up and overwhelm. The

list of things to do before the photographer comes or the first open house is held might seem endless, but not if you tackle just a few things here and there as you go. These sorts of projects—easy, DIY, at-home tasks you can accomplish in a few hours or less, with tools you most likely have on hand—go a long way with marginal effort.

Complete a quick rehab of closets and storage areas

Many agents advise clients to declutter and depersonalize their spaces ahead of professional photography and home showings. The idea is to provide prospective buyers with a neutral palette. Not only does this allow them to imagine their own lives unfolding within those four walls, but it also helps make a home's square footage stand out. One way to add visual space to your home without calling in the contractor is to declutter common storage areas and closets. When buyers can get a complete look at a closet's capacity, or a pantry's depth, or the garage's full functional potential, they get a better sense of a home's potential and thus, its value. In that vein, consider decluttering and cleaning your high-traffic storage spaces: the garage, pantries, closets, attics, and basements. Besides, organizing and discarding unwanted items help you prep for a move anyway, while giving potential buyers a peak at how spacious your home really is.

Add easy curb appeal with a bit of sweat equity

Sure, curb appeal can arrive in the form of a new mailbox, pathway lighting, or updated house numbers, but it can also come cheaper than that. Curb extends to the upkeep of your lawn, landscaping, and home's façade, and there are plenty of ways





you can give these zones a refresh without spending anything but time. Keeping your front and back yard green and uniform adds a lux layer to exterior square footage. Likewise, polishing the outside of your windows, trimming hedges, and sweeping the walkway can make a tidy and well-cared for first impression. There are other measures you can take too. Planting wildflower seeds in empty beds, or collecting some landscaping rocks to frame mulched areas can add a bit of character to your residence. Repainting the front door, ensuring trees are trimmed, and keeping back patios

neat and uncluttered also underscore a home at its finest, which is ripe for buyers to snatch up.

Transform tiled spaces into sparkling clean surfaces.

Bathrooms and kitchens are where sellers can stand to add plenty of value in the process of selling a home. While pricey renovations might be out of the question for some, there are still affordable and time-effective ways you can transform for these spaces for the better. Cleaning,

bleaching, or redoing your tile grout—in either kitchens, bathrooms, or other tiled spaces—can give these high-trafficked areas a new lease on life. Ensuring windows, mirrors, stainless steel appliances and backsplashes are streak-free and polished also demonstrate to buyers that your home is well-cared for and practically move-in ready. Sometimes, the devil is in the details. You might consider relining drawers, changing out knobs and fixtures,

or else decluttering cabinets and shelves for a fresher look.

No matter the challenges ahead as you prepare your home for sale, completing a few small tasks every weekend or so can put you miles ahead of the competition. Without spending a dime, you can add serious value to your home's bottom line, setting you up for success as you begin your own home-shopping adventure.



TAMARA BRIDAL

Considering her compassionate and caring attitude toward her clients, it should come as no surprise that Tamara Bridal came to real estate from owning her own day care business. When Tamara decided she was ready for a change, real estate was calling to her. "I've always been intrigued by real estate, and I loved looking at homes growing up," Tamara recalls. "I started to look into real estate, and I thought: If people trust me with their children, why wouldn't they trust me with a big investment?" Tamara got her license and never looked back. Now in her sixth year in business, she brings her passion for taking care of others to the world of real estate.



With eXp Realty, Tamara serves lower mainland British Columbia, with a primary focus on the Mission and Abbotsford area. It's an area where natural beauty is abundant, and tourists from all over are drawn to its spectacular lakes, hiking, biking, and fishing opportunities. Tamara's business is 100% referral-based, an impressive feat that goes to show how much trust her clients place in her. "Clients like my honesty, my personality, and my integrity toward them," Tamara says. "They know I'm hardworking and will do my best to get what they want. They also know I won't push them into something they don't want, and I listen to their needs."

Tamara is very protective of her clients, and guides them through the whole buying or selling process with care. "I'm very much a mother duck with my clients," Tamara says. "I love working with first-time homebuyers, and I take them under my wing and treat them as I would treat my own children. I won't let them buy something I wouldn't let my own children buy. I'm there to help them and make sure they're happy with their purchase or sale."

Tamara loves being active in her community. She belongs to her local chamber of commerce, and with

her three daughters now out of their teen years she looks forward to getting even more involved. When she is not working, Tamara loves getting out on the water with her husband in their boat as much as possible, as well as traveling.

The future looks exciting for Tamara, as she plans to join forces with her daughter and become a mother-daughter team. "Having my daughter join me will help my clients a lot, because it will make it even easier to know that my clients are being taken care of," Tamara says. "I know all my clients and friends will love her just as much as they love me!"

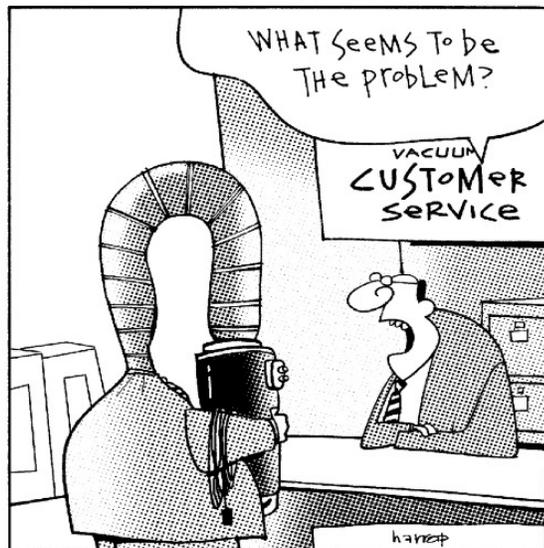
Tamara looks forward to growing her business and continuing to provide the best possible service for her clients. "I love helping people," she says. "That's the most exciting thing for me about real estate. When I work with my clients I find out what their needs are and what they expect of me, and I try to meet or exceed those expectations. I go above and beyond for my clients."



For more about Tamara Bridal, please call 778-878-4946, email sellwithbridal@gmail.com, or visit tamarabridal.com

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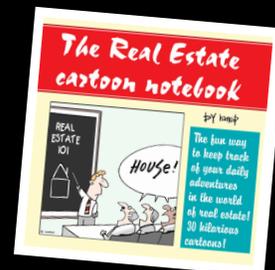
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Is Starting a Team the Right Solution for your Business?

You've started your own real estate business and after a slow start, you've found your footing and business has really taken off. Sounds great, doesn't it? Until maybe you're getting more business than you can handle. After all, you don't want to sacrifice service for more listings. The top-notch level of service you offer is probably what created your boom in

business in the first place, so you don't want to compromise that. But, at the same time, you don't want to turn down business either. It's at this point, a lot of Realtors® consider starting a team. But, how do you know if that's the right call for you? Here are a few questions you might want to ask yourself to help make your decision.

The top-notch level of service you offer is probably what created your boom in business in the first place, so you don't want to compromise that.

CAN YOU AFFORD IT?

First things first, are you really making enough money to warrant hiring help? One of the key things to think about is your ability to generate leads. Are you so busy with your existing contracts, that you have no spare time to generate more business? Then, it might be time to consider your options. Figure out the time you'll be afforded to generate more business, how many more transactions that will lead

to, and then see if that pays for the assistant's wages. That should help you easily see if it's worth the investment. If it's on the border, you may still want to go for it if you have a lot of confidence in the market and your ability to bring in business. If you're not quite there yet though, it might be a good idea to look into a virtual assistant until your business is ready to expand.

ARE YOU READY TO BE A TEAM LEADER?

Or in other words, how comfortable are you delegating tasks and responsibilities? For some agents, they need to be actively involved in every step of the process. Being a team leader is not only about being able to delegate, it's about mentoring and guiding your team as well. Not only do you have to help them serve the team

better, you need to look at yourself honestly too, constantly evaluating what you can do better. It's also your job to set up systems and operations, that are constantly refined with the feedback of your team members. Clear and constant communication is key with your clients as well as your team.

CAN YOU FIND PEOPLE WHO SHARE YOUR VISION?

Of course, the above two points are moot, if you're unable to find people that you trust and that share your business' philosophy. Having a supportive and professional team culture is instrumental in a team's success. These are people you will be working with closely for long hours so you not only need to trust in their expertise and professionalism, you want to find people with a positive attitude. You will all be relying on each other to create seamless trans-

actions in sometimes stressful circumstances. Having the right team spirit, so to speak, is what will help your business and team grow. The ultimate goal of a team is to have thriving careers for everyone on board.

So, if you want to see your business grow maybe a team is right for you. It may even give you a little free time for a personal life. We can all dream, can't we?

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