

already a lot of these first-time buyers are becoming second-time homebuyers. After just five years in the business he's now enjoying a steady stream of clients and 60 per cent of his clients are referral business.

"I get a lot of referrals by doing a really, really good job for my clients. I'm extremely service-oriented, being from the background I was in, in the service industry. I know how to service people and take care of their needs," said Lazarus. "Property cost doesn't matter to me. Whatever my client's needs are, from me, they will only get ultimate service. I do not give anything less than 150 per cent."

Another big part of his client service involves providing accurate and relevant information to clients. He says he's found buyers and sellers like to be aware of every detail and don't want any surprises. When he meets with a client for the first time he always gives them information they can keep. For example, he gives first-time buyers a banking package geared towards their questions

and needs, and goes through the material with them. Every client receives a 12-page package with personal information on Lazarus and the services he offers for buyers and sellers, including a net sheet to detail actual sale dollar figures.

Outside of his real estate career Lazarus loves spending time with his 14-year-old daughter, who he says is growing up fast. He's still investing in real estate on the side, but for the moment has gotten away from the buy, renovate, and sell process, which became hard to do when most of his work efforts were concentrated on running a busy updown restaurant with 35 employees.

In the near future he wants to buy a fixer-upper on good lakefront property in Keswick, Ontario, north of the GTA, as an investment for his retirement. He's planning on bringing a property "up-to-snuff" and renting it out till his daughter is grown, and then move to the area. He will either completely renovate or re-build

depending on the property he finds and how much work it needs.

He's still using his space and colour coordination talents, only now it's part of his services when buying and selling properties for clients. "I always try to apply my experiences from the past to the future," said Lazarus.

Joel Lazarus

Sales Representative
Coldwell Banker
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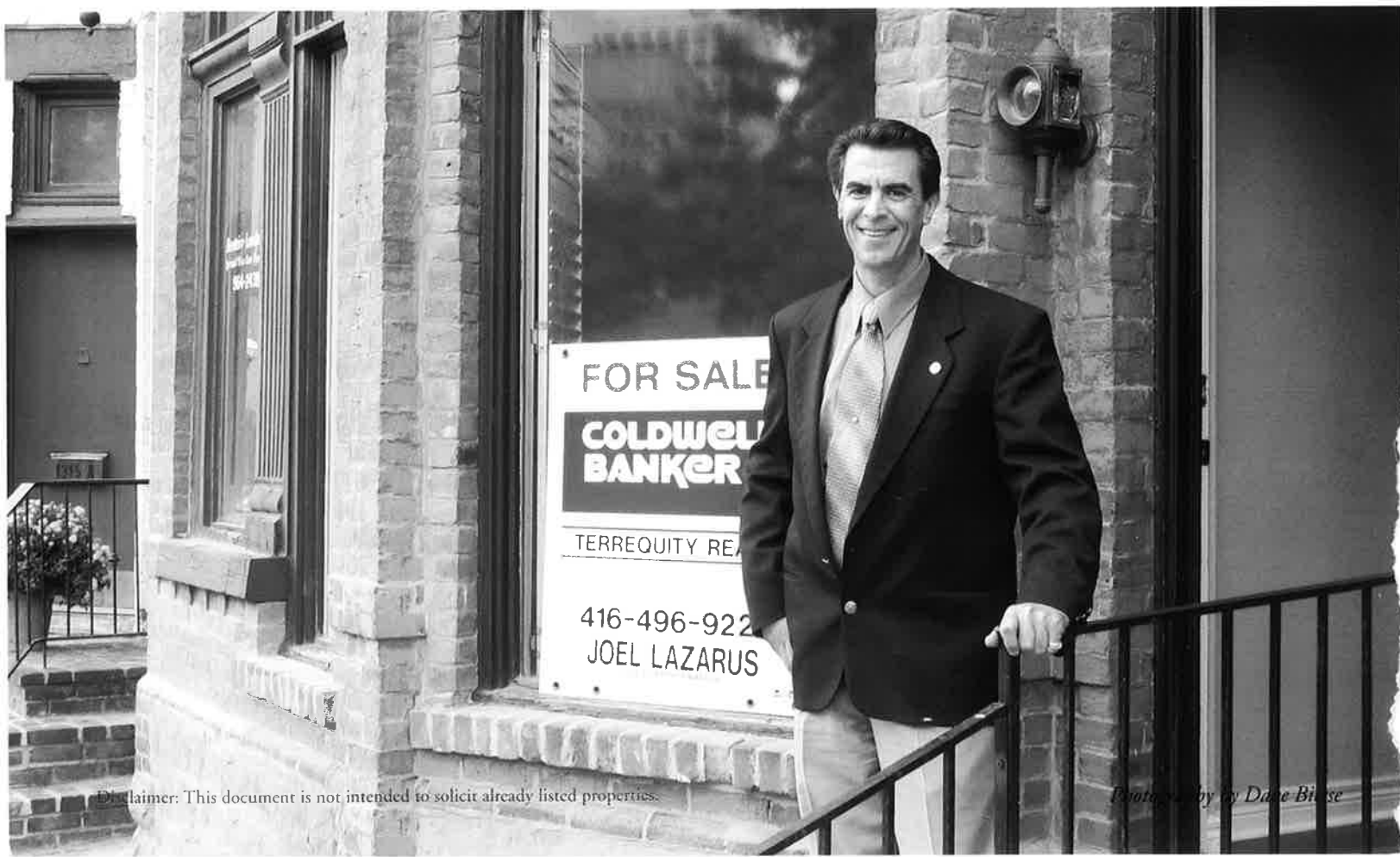
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