

New president enjoys creating opportunities

Michael Sherlock's belief in Century 21 Gerry Meharg Ltd. was such that he left his own successful consulting business to become president of the real estate company's offices in Stouffville, Uxbridge and Port Perry.

Sherlock initially joined Century 21 as a consultant in professional training and development in November of last year.

He became so involved with his task that when the opportunity to work with the company full-time was presented, he couldn't resist it.

"I became president on February 1st, when Gerry (Meharg) asked me to stay on and run the company," he explains.

He admits that joining in a tough market was a challenge, but it's the kind of challenge he enjoys.

"I've done a lot of management training, and what I've tried to do here is put that into practice."

An integral part of company strategy is to plan ahead, he stresses.

"We've started off with a long range objective of where we want to be five years from now."

Creating opportunities for staff is another important goal.

"In Uxbridge we've got Janet Keen, one of the people we've moved into a management position," notes Sherlock, who is a great believer in proactive management.

"I don't believe managers should sit in their offices; there should be hands-on involvement in day to day operations."

A strong awareness of the market and what buyers and sellers are looking for are two other attributes he considers essential to success.

Managers and sales people are involved in regular training programs and, he says, "we listen to our people and our cus-

tomers, and learn from other people."

A good marketing plan is also vital if realtors hope to be effective, he adds.

Changes in advertising strategy and incentives to encourage people to visit open houses develop from meetings and input from sales agents, he notes, and flexibility is a key ingredient.

"Nothing is written in stone. We can change things as we need to so that we can stay ahead of the market. You've got to be creative and innovative in this market."

Sherlock is very impressed with the enthusiasm and backing he has received from staff and management.

"They've been extremely supportive of the way I've been doing things. One of the biggest thrills is the support I've had from the staff; they've been absolutely fantastic."

When he's hiring staff, he looks for people who are willing to work hard to achieve their goals, but who also like an atmosphere of excitement and fun.

Team work is highly valued in the organization, and he's proud of the way agents co-operate with each other on listings.



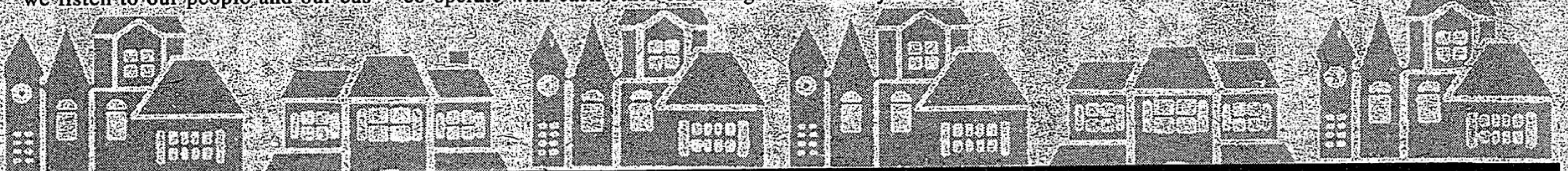
Michael Sherlock of Century 21 Meharg left his own consulting firm to join the real estate firm.

in is the growth area of the next ten years, the Markham of tomorrow."

Purchasers are already recognizing the potential of the area, he says, and now is the time to buy.

"In a year or two it will be too late to get the bargains. Most people are talking gloom and doom, listen around here and you don't get that," concludes Sherlock.

"Everybody is on a high; they're excited and optimistic. And that's the secret of success."



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