

# **KEN RIGEL**

## GROUP

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# ***Inside Sales Agent Report***

The Only Stress Free  
\$45,000.00 and Up  
Set 40 Hour Work Week  
Professional Real Estate Career

### **Instructions:**

1. Read this Report FIRST
2. Decide whether or not to officially apply for this Position
3. If applying, follow the instructions on the final page of this report

We are screening candidates now with the aim of selecting and hiring one sales expert or licensed real estate agent for this position.

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## **WHY US?**

*WHAT MAKES US DIFFERENT?*

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## THE MADNESS BEHIND OUR METHOD

*You can call them core values, guiding philosophies, or whatever you like. To us, the principles that make us unique are common sense and a part of each team member's nature.*

### **DON'T SUCK (BE AWESOME)**

*We like to do things well. Like, really, really well. Realistically, we can't be perfect at everything. Luckily, we can admit when we aren't the best person for the job (like plumbing...we are not good at plumbing), and we have built an extensive list of trusted companies, suppliers, and individuals who each are fantastic at what they do. Backed by over 20 years experience in negotiation, sales and marketing, we enjoy creating customized strategies using proven techniques to ensure each client we interact with receives individualized support.*

### **BE REAL**

*We are honest. Sometimes to a fault. But we kind of think it's our superpower. We will always tell you the truth because that is more important to us than money. We also like to think we are pretty fun, so don't be surprised when we invite you out to an event or for a beverage. We want you to know who we really are and we want to get to know you too!*

### **TAKE CARE OF PEOPLE**

*We are a service provider. Our job is to help you buy or sell your home. We take that to heart and treat your home and your hard earned dollars as if they are our own. We will be there every step of the way to support you and ensure you are getting the best possible value. By the end of your purchase or sale we hope to be able to call you a friend.*

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# **WHO ARE WE?**

*MEET THE TEAM!*

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### **THE TEAM**

#### **Ken Rigel – The Boss Man/The Smart One**



Ken is one of those rare born and raised Calgarians. Ken was driven to move into real estate by the desire to facilitate Calgary's economic and community development, always with an eye towards taking care of our neighbourhoods and the families who live there. His loyalty and knowledge of Calgary have also created a large professional network that he enjoys sharing with his friends and clients. A family man, Ken enjoys spending time with his wife and kids, and is also passionate about muscle cars and sports.

#### **Brandy Rigel – The Little Sister/The Fun One**



Brandy is likely the most high energy person you'll meet. Like, ever. Her contagious laugh can be heard for blocks and her go-getter attitude means that she is constantly thinking and working to create a fun and rewarding experience for her clients. Her favourite work activity is picking out perfectly personalized possession gifts for her clients. Brandy is married to Ken's brother and strong family values are fundamental to her outlook, which translates when she's working with families to find their dream home. She learned the business working in the office manager role before getting her license. She has fully embraced #momlife and is active in her community as well as passionate about building and maintaining a close social circle.

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### **Rick Sadleir– The Joker/The “Serious” One**

If you catch this native Calgarian being serious, you either don't know him or he's messing with you. What Rick is serious about, however, is creating a worry-free experience for all his clients. His extreme attention to detail means that he is always checking to be sure each step of the buying or selling process is executed correctly and on time. He's also fantastic at brainstorming ways to refine the steps so we are always evolving in a positive direction. Rick is a serious Stampeders and Flames fan, golfer and always trying some of Calgary's amazing new restaurants when he's not out helping folks with their real estate needs.

### **Nikki West – The Planner/ The Hungry One**



Nikki is a Vancouver Island girl who fell in love with Alberta at a young age. Her country roots and experience working with horses and dogs give her the ability to pick up on small nuances, which are important in the fast paced world of real estate. Her passions are creating efficiency in procedures and writing marketing material. Nikki enjoys creating personal connections and problem solving, which make her a great addition to Ken Rigel Group. She can rarely be found without her dogs, Bentley and Tila, and she spends her free time running, practicing yoga and finding delicious poutine around the city.

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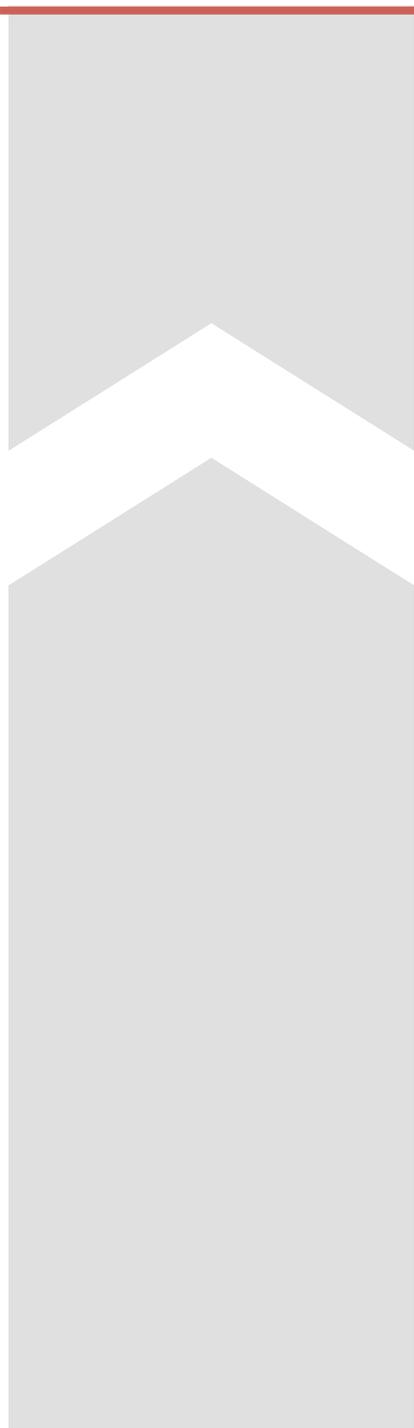
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## **WHO ARE WE LOOKING FOR?**

*IS THIS YOU?*

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**WE ARE LOOKING FOR THE  
PERFECT FIT**

As a small, yet extremely busy company, we aren't just hiring someone, we are looking for The One.

## **SELF MOTIVATED**

This position is mainly self managed. You need to love the job, the clients, and the company. Your motivation comes from creating long term relationships and helping people, rather than receiving praise or rewards (though you'll get that too, trust us). If you love to set your own goals, stick to the plan, and crush it daily, you'll fit right in here.

## **AMBITIOUS**

If you're like us, you are always thinking about what's next. This is your chance to help develop an entire branch of a company. We love smashing goals, so if that sounds fun you'd probably enjoy working with us. Plus, we'd love to support you in making this position the perfect step towards your five-year, ten-year or end-game plan!

## **ENERGIZED CHILL**

We love a good vibe. We like to get stuff done. We want all the I's dotted and T's crossed, and then we want to know what you want to drink at the end of a long day. We have a very close culture, where we feel comfortable talking to each other both personally and professionally. Our perfect person will click with that and become just as much a friend as a colleague.

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## **WHAT ABOUT THE JOB?**

*MORE ABOUT THE POSITION*

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## **INSIDE SALES AGENT**

The ideal candidate for this position will have a keen interest in real estate, though experience in the industry is not required. The position might appeal to you if you are:

### **A PAST OR PRESENT REAL ESTATE AGENT**

The hustle and bustle of real estate life can wear on an agent over time. It truly is a physically, mentally, and emotionally taxing profession. This position is a great opportunity to use the knowledge and skills you've learned over the years without the crazy hours, challenging negotiations, and sensitive client conversations.

### **A SALES EXPERT**

Sales is a huge part of this role, however, we consider ourselves a service, so there are some major perks over a typical sales job. There is no cold calling, no physical product, and no pressure. You'll be talking to qualified leads who have requested information that you'll be able to provide them immediately. Then simply nurture your prospects until they are ready to meet an agent, and set an appointment. It's that easy. If you've worked in sales you'll find our system a breath of fresh air.

### **INTERPERSONALLY AND TECHNICALLY SAVVY**

This. There are hundreds of people who could be a candidate for this position, and this one will be the clincher. The person we hire will be proficient at quickly building rapport with new people and will also know their way around a computer. Working under limited supervision and primarily over the phone means that you'll need to be able to not only create relationships quickly to be successful, but also that you'll need to be able to pick up new technology and troubleshoot on your own.

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## **WHAT YOUR DAY WILL LOOK LIKE**

This is not a 9-5 job, so if that's what you're hoping for you'll want to continue your search.

### **REGULAR HOURS**

Your hours will be outside of typical office hours for the most part, though it will still be regular and full time. This position relies on being available when new leads are online searching for home information, which is primarily afternoons, evenings and weekends. The great thing is you'll have the flexibility to take advantage of having the best part of the day all to yourself! As this position grows with the business, there will be more and varied options for hours as additional agents come on board and as business development for this sector becomes more pronounced.

### **SERVICE PROVIDER**

You'll be following up with new leads to ensure they have received the information they requested. From there, you'll follow an easy and proven set of steps to determine what type of client and establish a time-frame. You'll be an essential service in two aspects. First, clients will come to depend on you for advice, information, and referrals to help them buy or sell their home. The second is you'll be matching your carefully cultivated network to one of our hardworking team members when it comes time, so you are also taking care of your colleagues.

### **LOW KEY ENVIRONMENT**

Due to the variable hours of this position as well as a small, growing team, you'll spend much of your time working alone. There are days where you may see only one other person face to face, yet others you may be surrounded by colleagues. This will give you the freedom to really set yourself a steady pace of work and to block out your day in a way that allows you maximum productivity.

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## **THE MONEY PART**

*Obviously, you've got to get paid!*

### **SALARY PLUS COMMISSION**

*The Inside Sales Agent role is a base salary plus commission. So you can make as much money as you want! Here are some basics to illustrate the earning potential of this role.*

*You'll receive: \$18,000 base salary (\$1500 per month) PLUS 5% of commission per closed transaction*

*Average commission: \$10,000.00 (\$550,000 home value)*

### **2017 Ken Rigel Group Stats**

*Homes Sold: 78*

*Total Commissions Paid Out: \$809,676.55*

### **2018 Ken Rigel Group Goals**

*Home Sales: 150*

*Estimated Commissions Pay Out: \$1,500,000.00*

### **Online Lead Conversion Stats**

*Leads Per Month (provided): 200+*

*Average Conversion Rate: 3% (6 people per month will actually become clients)*

**Your Potential Earnings: \$54,000.00+**

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## What's Next?

If this sounds like a great fit for you, you'll need to complete the initial application on our website. Please be prepared to provide a resume and cover letter as well. You'll receive a reply within 5 to 7 days, if not sooner. If selected, you'll be invited to an initial interview.

Sincerely,

*Ken Rigel*

P.S. This is a unique position and opportunity. We are searching for just the right individual to fill it. You can respond, if you feel you should, with no worry that you'll be talked into doing something that's not right for you. To the contrary, we will make every effort to screen you out if we can determine that you will not enjoy the work and be successful doing it and want to stay with us for years to come.

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