

# **KEN RIGEL**

## GROUP

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# ***Outside Sales Agent Report***

Local Award Winning Real Estate Team with an Overflow of Serious Prospects Seeks Professional Agent Who Wants to Work Reasonable Hours and Make More Money!

### **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 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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## **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 grow an entire 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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## **OUTSIDE SALES AGENT**

The ideal candidate for this position will have a keen passion for the real estate profession and for helping people. The position might appeal to you if you are:

### **A LICENCED REAL ESTATE AGENT**

The hustle and bustle of real estate life isn't for everyone. It's a fast paced specialty field, with high demands. This position is a great opportunity for someone who understands the industry and wants to use the knowledge and skills you've learned over the years with prospects who are interested, engaged, and ready to work with you.

### **A PEOPLE PERSON**

First impressions are key to working with prospects. They may never set eyes on you or hear your voice prior to meeting you for the first time. The agent who excels in this role will be honest and hardworking, and will immediately garner trust and rapport when attending prospect appointments. If you love meeting new people, this position could be right up your alley!

### **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 know their way around a computer. Working under limited supervision 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.

### **EMBRACES CHANGE**

Working for a rapidly growing and highly entrepreneurial company means that change can happen suddenly. Outgrowing an existing procedure or resource is common. Many people claim to enjoy change, but have difficulty adapting when it presents itself. We are looking for a team player who will actively participate in facilitating those changes and adopting new procedures into their regular routine. Please be honest with yourself here, as this is possibly the most important self eliminator to success on this team.

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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**

Hours in the real estate industry tend to follow the off hours of our clientele. So while you'll need to complete much of your work during the day, you will still need to be free on evenings and weekends to show houses and meet with prospects. Candidates with strong time management skills will have greater success in this role, and we are here to help you set up a schedule that works for you and your clients.

### **SERVICE PROVIDER**

You'll be attending appointments with new prospects set for you by our Inside Sales Agent. Your job is to convert prospects to clients, then repeat and referral clients by providing excellence in service throughout the real estate life cycle. You'll receive training, coaching, and preparation to help you provide your best service and be your most successful self!

### **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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## 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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