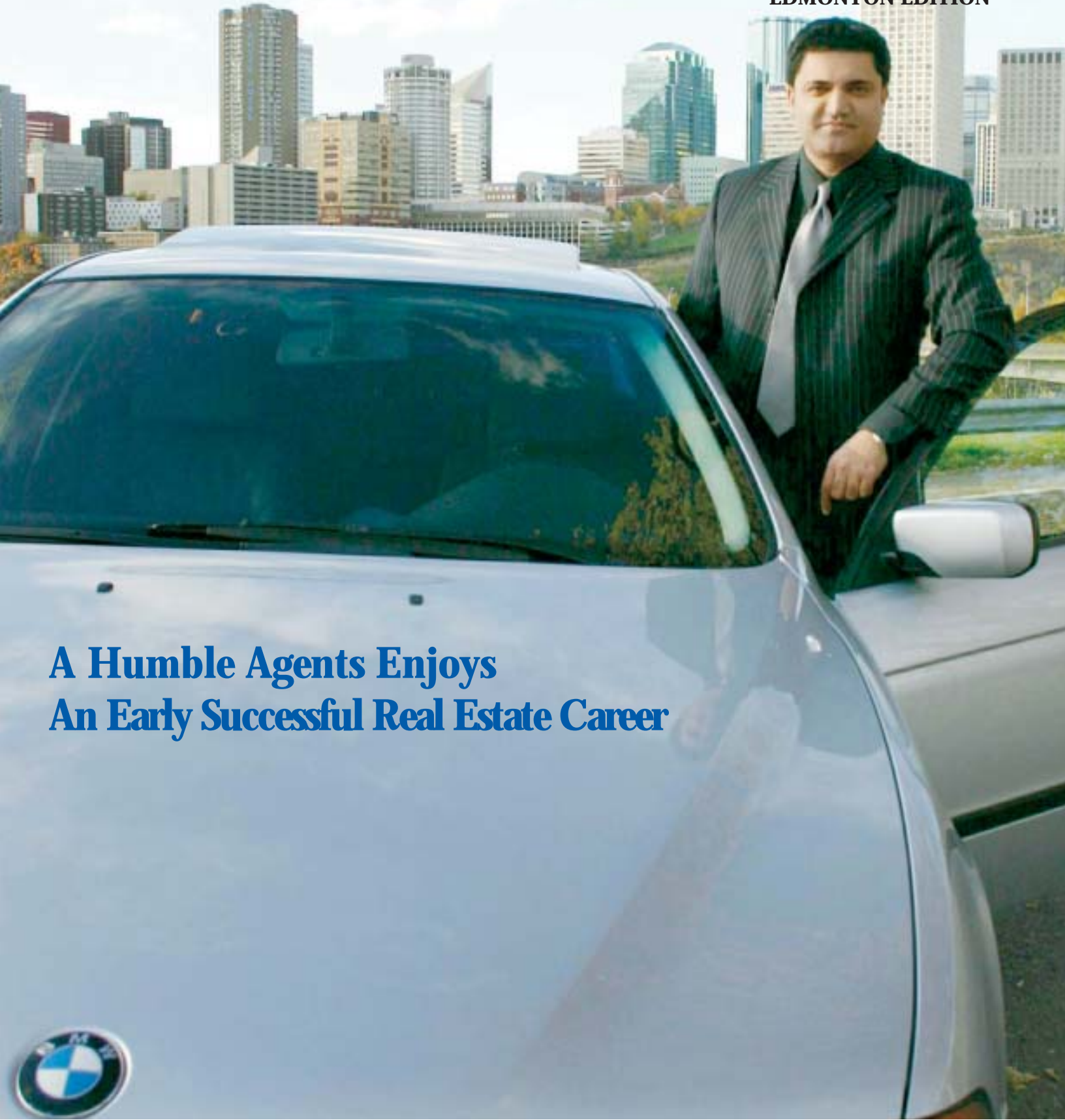


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**A Humble Agents Enjoys
An Early Successful Real Estate Career**

A Humble Agents Enjoys An Early Successful Real Estate Career

By: Georgette Boyer

“The position of the artist is humble. He is essentially a channel,” wrote author/poet Piet Mondrian once upon a very long time ago. When Romi Sarna dreamed of being an actor in his earlier years, becoming a real estate agent wasn't even remotely an option. This is not surprising when you meet Romi. His striking good looks, intelligence and warm personality soon win you over.

Romi Sarna was born to a prominent Punjabi family in London, England. The Sarna family, Mr. Gurcharan and Mrs Paul Sarna, moved to Edmonton in 1969. Romi, then only a young lad, and his older brother, Raja, become firmly entrenched in their “patriarchal” family lifestyle. “What my father and mother said were firm guidelines,” said Romi. “They taught me to be very honest and up front; ‘tell it like it is’ was my parents’ motto.” The two brothers learned about the management and operations of their parents’ growing and thriving restaurant and catering business from the time the business began in 1979. The two young boys regularly assisted their parents in the business after school



hours and on holidays. The “Ashoka Curry House Restaurant” and the catering “Palace Banquets” became famous, not only within their East Indian cultural community, but throughout the entire city.

Romi grew to appreciate his family's strong support and values. “I came from a good stock of strong-willed, hard working and determined family members, both men and women. I had a very good upbringing by my parents,” Romi gratefully acknowledged.

Most well-intentioned parents have dreams for their children. However, Romi had his own dream. He wanted to be an actor. With his parents’ blessing, he enrolled in the Banff School of Fine Arts and received his Bachelor of Arts Diploma in 1985. Soon thereafter, he also trained at New York’s Herbert’s Berghoff Acting Studio and, upon receiving an additional Diploma, Romi was thrilled to work and live in Bombay, India, where his family’s cultural history is rooted. “I had to learn the language and the day-to-day living style in Bombay. It was a real challenge,

and it was sometimes difficult.” However, he was eagerly looking forward to a promising career in acting. Romi did not realize at that time that his search for acting roles would set the stage for his future real estate career. “I hired an agent. We went to most all studios and it took three years before I landed a lead role in an India film production, then in another film soon thereafter. It was an extreme grueling experience. I adopted a fierce determination and tenacious attitude -

it was this experience that helped me in my future real estate career.”

Romi began to miss Edmonton. “Although it was a great experience being in Bombay and working at my craft, I was missing home. Edmonton, Alberta, Canada, is my true home.” Some time later he met a successful real estate agent working in Edmonton who inspired him to obtain his real estate license. He now followed another path and, since he obtained his license in 1998, he has not regretted it for one minute. “And when I moved to Sutton Polaris, I met key players who have become my strongest allies,” Romi said. Sutton’s broker/owner, Bill Tarrabain, and his wife, Najat, the office’s manager, and Pat Siemens, an assistant to the office manager, soon became Romi Sarna’s mentors and friends. “I was absolutely charmed by Romi Sarna’s soft-sell approach and his modesty. He is a true class act,” Bill Tarrabain proudly announced.

Bill Tarrabain is also proud of his Sutton office. “We have recently moved to an attractive, new location at 9618 - 42nd Avenue, which allows for more office space and a great location on the south side of Edmonton. We currently have 149 licensed agents, and we are the largest real estate office in all of Edmonton and area. We are experiencing an extraordinary franchise growth, and we have expanded our Sutton offices throughout Alberta.” However, Bill Tarrabain attributes his overall management success to his belief in ongoing training for his realtors and, perhaps more importantly, his constant upbeat support for all his realtors. “When realtors experience a downward spiral, it is critical that I keep his/her confidence and faith alive in their individual businesses. This business is not always easy, but with the right combination of skill, determination and an atmosphere of professional support, there is no reason why agents cannot be successful. We are like a family, and we



are there for each other,” concluded Bill.

The Sutton office is also noted for its generous contribution to various charities, including the ‘Stars Air Ambulance’ - most Edmonton agents show their support to this worthy cause by attending the chilling ‘Polar Bear Dip’ held every January.

During the past five years, Romi has accomplished more than most realtors do in a lifetime by producing consistent and above-average production. He has obtained numerous awards for outstanding sales performance. He is currently holding the top 5 percent position of the entire Sutton office, and has since 2001. And, Romi will also prove to be in the top 5 percent of all Edmonton realtors in 2004. He also earned the ‘Chairman’s’ highest prize winning awards out of the Sutton Polaris office during 2001 to 2004, as well as earning the Directors Award and Executive Award (achieving highest volume/dollar earned). “I have rarely witnessed realtors who have received as many ‘Appreciation Letters’ from their clients as Romi has,” said Bill. “He has an innate ability to keep his clients happy and satisfied with his service. He absolutely will not let any challenges and/or or problems go unsolved. His tenacious ‘stick to it’ style until the

problem is successfully resolved is indeed a shining trait Romi Sarna can be extremely proud of,” Bill stated. He also says that it is one thing for a realtor to enjoy 80 percent referrals from friends and sphere of influences and past clients, but it is quite another talent to earn clients’ consistent loyalties.

However, Romi Sarna is not very comfortable being interviewed or talking about his accomplishments. When Romi reminisces about his past acting career, he does acknowledge his past experiences. “I enjoyed acting very much but I am happier in real estate, and grateful that my acting experience has given me the confidence and a greater appreciation and insight into all kinds of people and their lives. I feel grateful that my career is successful, and I do enjoy the freedom and flexibility this business offers. It is only with hard work, dedication and good work ethics that one can enhance any business success. My marketing style is relatively straight forward. I excel with a one-on-one personal style that allows me to quickly establish a trusting relationship with my client; then my clients are encouraged to view my website. My website (www.romisarna.com) showcases my professional designations as well as

testimonials. My strategic advertising plans include bus advertising, bus benches, and local newspapers.”

Romi’s famous slogan “YOUR KEY TO EDMONTON” with a large key logo depicted almost everywhere on buses, benches, and highlighted on all his ads in the newspapers, are a very familiar sight to the public. “I enjoy meeting new people and learning about who they are and what best real estate service I can provide for them. It is indeed a privilege and an honor to serve my clients,” Romi stated.

Many of Romi’s clients are happy to announce why they chose Romi as their realtor. He has shown expertise in putting his clients at ease and making them feel important, but it is his drive and determination that appears to stand out to most of his clients. “Your professionalism is a credit to the industry,” quoted Gary

Zimmel, Manager of the Sutton Challenge Realty. K. Jines, another client, stated that “Romi far surpassed our expectations.”

Romi and his family businesses are very sensitive to the fact that it is important to give back to the community. They are very aware that, without the support of their communities, their friends and clients they would not be as successful as they are today. For five years, Romi and his

family have given unconditionally to various charities: The Canadian Burn Foundation, The Alberta Heart Foundation, and the Canadian Paralegic Society. An annual highlight to the Sarna family and to the Bissel Centre is the generous meals they provide to the needy people at the Boyle Street Community Hall. You will also see the Sarna family serving their delicious morsel samples from their “Palace Banquets” menus (at their booth) during the “Taste of Edmonton” celebrations.

Perhaps another shining trait that Sarna can be proud of is, in fact, his obvious humility, his love for his family, and his desire to please his clients. Romi Sarna can quite easily identify with Ralph Waldo Emerson’s quote: “What lies behind us and what lies before us are tiny matters compared to what lies within us”.

Romi Sarna

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