

# Signs of Success

*With a world class resort in British Columbia,  
a new brokerage and clients who continue to prosper from his advice,  
Realtor® Jon Dick shows no signs of slowing down.*



Photo courtesy of Roy White Photography

  
**JON DICK**  
& Associates Realty

In 1949, Arthur Miller wrote one of North America's most successful plays, *Death of a Salesman*. While Willy Loman, the story's protagonist, fails to realize his dreams, Miller portrays sales as being vitally important in most of our daily activities. It's a fascinating look at how we view success, the hours we invest in success and the requirement for learned skills and natural talent to achieve success.

"Success in selling comes from believing in your product," says REALTOR® Jon Dick. "I'm a life-time beyond the coaching that promotes sales as 'selling yourself'. I believe in real property. I believe in our economy and I believe in real estate."

When it comes to real estate, 20-year veteran Jon Dick may be one of the most successful, versatile and industrious businessmen in town. That's why no one was surprised to hear that earlier this summer he opened his own brokerage, Jon Dick and Associates Realty, right alongside business partner Dr. Garth Mann President of the Statesman Group of Companies. Together, with Ron Friesen Owner and President of Metro Engineering and Contracting Ltd., they've proposed a new recreational community in Invermere, B.C.

"Years ago I was fortunate enough to have been given the opportunity to do some resale work for the Statesman Group," says Dick. His hard work and dedication did not go unnoticed. "When this opportunity came along, the formation of our partnership seemed like a natural event. I'm honoured to have been given the opportunity to participate in this great resort."

Pine Ridge Mountain Resort over Lake Windermere is a planned 165-acre 700-unit recreational community over-



(L to R) Ron Friesen, Dr. Garth Mann, Jon Dick

Photo courtesy of Roy White Photography

looking Lake Windermere. Planned features include a recreational clubhouse, boat cohere (boat storage), tennis, volleyball and fitness facilities. Nestled in the trees, this luxurious mountain development will blend a stunning mix of one level villas with three car parking and mountain views, two and three bedroom townhomes also with parking, plus 300 alpine cottage lots. Once completed, it'll boast one of the most "environmentally friendly attributes in the area".

"We'll have features such as xeriscape landscaping and pathways that will blend right into the natural environment," said Dick. "Low-flow plumbing will be mandatory." As well the development is proposing to harvest rain water for a water feature and to support their FireSmart program. Adding to the appeal is that purchasers can acquire their alpine cottage lots and then hold them as long as they want to before they build. "This is perfect for people wanting to get into

the recreational property market now while the prices are still relatively affordable. Affordability is definitely a key feature as lots will be priced as competitively as possible. It's a great time to buy into the Invermere market."

Mann concurs. "The demographics of our aging population around the world, is providing an unprecedented demand for Recreational and Resort Properties. No longer is the real estate market restricted to people adjoining a development in the nearest city. Today, the world is the market. People from Europe and the United States are often the typical purchaser of a Resort Property in Western Canada; especially when it is surrounded by the beauty of our Mountains and Lakes".

This is the second B.C. project for the group, the first being the Cottages at Copper Point, a sold-out development in Windermere consisting of 78 heavily-treed, fully-serviced lots that provided affordability with no building commitment. The group is also working on a project that could see the completion of a 400-unit condo hotel on the beach in Puerto Vallarta.

"Developers from Canada, are utilizing their skills in developing property in the United States and Mexico that qualifies as Resort Property," says Mann. "The advantages of direct flights, as well

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Artist rendering of Pine Ridge Mountain Resort over Lake Windermere

as advances in communication, have caused the world to shrink. The Baby-Boomers are out there to enjoy their lives and the more pleasant the atmosphere and surroundings, the more they are interested in participating.”

No one would argue that this kind of opportunity for success wasn't earned over years of hard work and commitment. In 1987 Dick received the Royal LePage Rookie of the Year Award. A

few years later, Dick joined RE/MAX® where he would spend the next 15 years building a business by being available to his customers 24 hours a day, 7 days a week. Here Dick would develop an industry-leading marketing plan and an extensive customer service guarantee as well as establishing strong relationships with the industry's top producers. His appraisal-style market evaluation, in-house printing press and his innova-

tive website all added to the growth of his business. While most REALTORS® focus their marketing on attracting new customers, Dick focuses a great deal on his clients who continue to financially prosper from his real estate advice and from the opportunities available through him.

Dick has developed hundreds of working relationships that have withstood the challenges of time and change so he didn't think twice when it came time to re-evaluate the brokerage he worked for. Deciding it was time to move forward, Dick spent a short 10 months working at Keller Williams Realty South. “We were honoured to work alongside the Henuset family but the truth is that the Keller Williams culture is designed for followers, not leaders,” explained Dick. “We've been leading the industry with innovative ideas for years now and to have to follow a regimented model wasn't for us.”

With that came the natural progression to form his own brokerage. Dick explained that going to another franchise or company would have seemed like a step backward in a career that is steam-

## METRO RECREATION PROPERTIES

Ron Friesen is the Owner and President of Metro Engineering and Contracting Ltd., with 25 years of experience as a road-building and paving contractor in Alberta and southeastern British Columbia. The Metro Group of Companies also owns a highway maintenance company, a redi-mix concrete and gravel crushing business, and operates a frac sand business in Saskatchewan.

After 35 years of building subdivisions for developers, Ron felt the time was right to build his own development projects starting with Kooconusa Ranch in 2003 on Lake Kooconusa, 60 kilometers west of Fernie, B.C. With this start, recreational property development has become full time work for Ron, operating within several partnership groups. His own company, Metro Recreation Properties, subdivides land into resort communities for people to build their dream home or cabin in the woods, on the lake, or with water and mountain views in Windermere, Invermere and Golden, British Columbia.

ing full throttle ahead. "While I've certainly developed the deepest respect for franchise owners, we're going to see more and more of our city's top producers leaving the nest of their national company and forming their own brokerages," said Dick. "These top producers, whose names you see everywhere, don't need the name recognition of an established company nor do they need that umbrella of support or training". As a top 1 per cent MLS® REALTOR® and with a long list of top producer accomplishments including being a 14-time CREB® Million Dollar Club Member, it's easy to understand his reasoning.

"Operating our own brokerage gives us the ability for direct marketing and promotion where it's most advantageous for our clients," said Dick. "We're excited to move into the Statesman building in the fall. It's a first-class building and centrally located just outside West Hills shopping centre. This will give us great access to both the north and south ends of Calgary." Once settled, Dick will go about looking for several good quality agents to work with him and share his vision. "There's lots of opportunity here, both with the local real estate market and once the Prospectus is filed, Pine Ridge Mountain Resort."

Not one to let an opportunity to do the right thing slide by, Dick has decided his new brokerage will support the CRESTWOOD initiative, a new housing project undertaken by the three levels of government and the Calgary Real Estate Board Charitable Foundation. The \$13.2-million Crestwood project is to provide 60 units in Ogden at affordable rents to low-income households with children, as well as persons with mobility difficulties.

"We are thrilled to have the support of members like Jon and his brokerage as we embark on our largest project to date," said CREB® Charitable Foundation Managing Director Trish Carter. "Our REALTOR® members have an amazing spirit of community and gen-

## STATESMAN GROUP OF COMPANIES

The Statesman Group of Companies has been in the housing business for 30 years and is a multi-national developer/builder. With on-going projects in Alberta, British Columbia, Arizona, Washington and North Carolina, Statesman has emerged as one of Alberta's largest, most trusted and respected names in multi-family housing. Whether you enjoy traveling or golfing on weekends, Statesman has a community to suit your needs.

Since 1976, company principal Dr. Garth M. Mann and The Statesman Team have built and marketed to thousands of residents, in major master planned communities.

Along the way, Statesman has been featured in local and national magazines, and earned numerous awards for their unparalleled craftsmanship and design. Statesman has aggressively entered the recreational property market with additional developments planned for Mexico and other exotic resort destinations.

erosity, and we are seeing it come through in their support of Crestwood," she continued. The 60-unit Crestwood affordable housing development (currently under construction at 2425 - 69 Avenue S.E., Calgary) will help low-income families and disabled persons access below market rent housing, with money remaining to meet other basic quality-of-life-requirements.

"If I've said it once, I've said it a million times, Calgary REALTORS® are in a league of their own," smiles Dick. "The industry supports everything from the Children's Hospital to the Kids Help Phone." He cautions however that the industry's generosity doesn't mean REALTORS® have money burning a hole in their pockets. "We do whatever we can to contribute to our community". So why do his eyes suddenly narrow in contemplation? Dick points to what has been a rough ride for the industry.

"This year we were faced with a market that made unusual demands on us all with a lack of inventory, competing offers and escalating prices," explains Dick. "We also had to cope with some dodgy advertising disputing the value of a REALTOR®. But the industry as a whole is more than equal to the challenge." Jon credits CREB® President Kevin Clark for doing an outstanding job

in explaining to the public the importance of hiring a REALTOR®. "Say what you want, but a \$250,000+ life investment deserves the services of a professional. I rely heavily on the professionals in my life and I expect my clients to rely just as heavily on me. No one could ever dispute the value in that."

Packing up his files, Dick explains the market is undergoing a change as the summer market arrives. "We are seeing inventory levels grow and prices beginning to stabilize. This is a natural progression coming out of what has been the busiest market in the history of the city." He sites a need to take a breather and have stability come back into the marketplace in order for salaries to catch up and hopefully interest rates to soften. "Should this trend continue it will allow for the market to continue to grow but at a slower, more stable pace". Dick believes 100 per cent in the sustainability of the Calgary economy and the continued growth of real estate both locally and in the recreation market for years to come.

Regardless of how you define the word success, you can't help but feel it's synonymous with the name Jon Dick. Whether it's selling local real estate, developing recreational resorts or contributing to the community, Jon Dick and Associates Realty is positioned to continue its success by creating new opportunities in the industry.

For more information visit:  
[www.jondickandassociates.com](http://www.jondickandassociates.com) or  
[www.pineridgemtnresort.com](http://www.pineridgemtnresort.com)

There's lots of opportunity here, both

with the local real estate market and ...

Pine Ridge Mountain Resort.

The logo for Jon Dick & Associates Realty features a stylized graphic of a mountain peak or a series of horizontal lines above the company name. The name "JON DICK" is in a large, bold, serif font, with "& Associates Realty" in a smaller, sans-serif font below it.

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