

# COLDWELL BANKER

*Honest, hardworking and  
trustworthy real estate service*

*By Heather Navarra, The Write Type*

It's rare to find a real estate agent that is as committed as Lisa Hartigan is when it comes to integrity and ethics. Coldwell Banker is well known for the professionalism of its agents and Lisa is no exception, leading the industry in providing honest, hardworking and trustworthy real estate service. As a result, she has built an impeccable reputation with both peers and clients. "My reputation is my business," says Lisa. "Both Coldwell Banker Fort McMurray and my own service have been built around being trustworthy, hardworking and honest."

Originally from Bridgewater, Nova Scotia, Lisa knows all about moving: some of the places she has called home include Calgary, Lethbridge, Grande Prairie, Yorkton, Amherst, Saint John, Bathurst, Truro, Fredericton, Fort St. John and Vancouver. Growing up, she held a variety of retail sales positions (including working at her mother's convenience store) and

learned the importance of providing exceptional customer service. In 1995, she completed a post-secondary diploma in special effects makeup for movies and films, and began honing her people skills while making people look their best. She also worked at an appraisal office for three years, learning the details of valuing a home. Through all of these opportunities, Lisa developed a variety of skills she continues to use in real estate today.

Licensed in 2001, her personal flare and charisma make her a natural for sales. She has an easy-going, friendly personality that people quickly warm up to. Her experience and passion form the perfect combination for success in this industry. Lisa started her real estate career working for RE/MAX and was listed in the top 100 Canadian RE/MAX agents (2005–2006). She achieved the prestigious RE/MAX Chairman's Club, and was inducted into the RE/MAX Hall of Fame. In 2006, she joined Coldwell Banker Fort McMurray

(where her brother Colin Hartigan is the Broker of Record) and, within a few months, received the Ultimate Service Award as a result of exceptional feedback from her clients.

Both Hartigans are thrilled to be associated with this bold company that leads the industry for sales around the world. In business for over a century, Coldwell Banker is high-tech and innovative. There are 16 knowledgeable agents serving clients and, in 2007, the office was the leader for sales for Coldwell Banker across Canada. Also a leader in Internet innovation, the company is known for its award-winning, interactive website ([www.coldwellbankerfortmcmurray.ca](http://www.coldwellbankerfortmcmurray.ca)), as well as its positive attitude, experience and professionalism.

Representing both buyers and sellers, Lisa handles residential homes and condominiums in prices typically ranging





from \$65,000 for a mini home to million dollar-plus homes. Focusing on Fort McMurray, she also lists and sells acreages in Saprae Creek, Anzac, and Gregoire Lake, along with her full-time, licensed assistant Joelle Wolverton. Committed to professional growth, Lisa is currently working towards acquiring her Broker's license. She regularly attends seminars and conferences, learning from industry leaders and applying that knowledge to improve her own business.

A strong marketing program ensures her listings sell quickly. Lisa utilizes a variety of tools, including advertising in newspapers, on radio and billboards, hosting open houses, developing colour flyers and networking with strong contacts. Through the Internet, she is able to reach a wide range of potential buyers using her professionally-designed website ([www.lisahartigan.com](http://www.lisahartigan.com)) that provides detailed descriptions of each property's features, supported by colour photographs. The website consistently provides high-quality leads and generates buyers. Her branding includes the slogan, 'Your Real Estate Source' and radio advertising promotes Lisa as providing 'Service you can count on; Service you can trust!' After the sale, Lisa continues to keep in touch with past clients through monthly correspondence.

Personable and outgoing, Lisa understands the absolute necessity for ethical service and professional responsibility. Her high level of customer service sets her apart from her competitors. Always available when clients need her, she is extremely knowledgeable and able to quickly understand clients' needs and translate them into results. With excellent problem-solving skills and a positive attitude, clients consistently recognize her helpful, caring approach. She uses creative thinking and has the ability to 'think outside the box'.

With her high level of commitment, attention to detail, and a genuine care and concern for her clients, Lisa's professionalism is evident in everything she undertakes. "You always get back what you give and it's all or nothing for me," she says. "I like helping people and sharing the knowledge I have. A home is so important and I want my clients to enjoy the real estate process. I love building relationships and working

towards my clients' goals. Seeing my clients smile gives me the best feeling! I like to go to bed at night knowing that I did my job well, that people are happy."

Thrilled client Chris McPhee writes, "Lisa treated me as if I was her number one client. She kept in constant contact and provided excellent advice along the way. Lisa is the epitome of customer service, and goes above and beyond the call of duty for her clients."

Happy client Erica Decker writes, "With her upbeat personality, her genuine concern and love for finding you exactly what you're looking for, Lisa has been more like an instant friend as opposed to just 'someone else I had to deal with' and I know when/if we decide to sell, I'll be calling her!!"

With 75 percent of business now coming from repeat clients or referrals, Lisa's hard work and personal sacrifices are paying off. Ranking in the top 10 realtors in Canada



and the top 5 in western Canada in 2007 with Coldwell Banker, Lisa has recently been awarded Coldwell Banker's highest sales honour, as well as achieving the President's Premier Club. From MLS, she received Triple Platinum (2006–2007), also the highest level. She regularly earns in-house awards for a variety of achievements, including top sales.

But Lisa recognizes that she couldn't achieve at this level without the care and support of her family, especially her husband Mike who is also a licensed associate. Understanding the demands of her role, Mike left his job with Telus in 2007 to focus on the needs of their family, as it is so important to them

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both to have a balanced life for their twin daughters, Emily and Mallory, age nine. Lisa truly enjoys all her roles: wife, mother, daughter, sister, aunt, cousin and friend. "Some of the best times in my life are spent in my backyard, hosting friends and family."

Spending every summer since she was nine in Fort McMurray, Lisa has watched the city grow and become known globally. "I'm so excited to be part of the dynamic booming community – really the most exciting place in the world!" Lisa says. "I'm proud to say I'm from Fort McMurray."

Volunteering activities include managing a minor hockey team and a minor soccer team, assistant coach of Little League baseball and Chairman of the parent council at St. Anne School from 2005 to 2007; she continues as a member of the council.

Both Lisa and the office are actively involved in a number of community initiatives, including the Festival of Trees, fundraising for Syncrude Sports and Wellness Center, Unity House, Salvation Army and United Way, and donations to the Canadian Cancer Society, the Food Bank and the Manta Swim Club. The office sponsors five ball teams and a minor hockey team, and is involved in community projects through the Rotary Club and the Rotary exchange student program.

With her outstanding track record and name recognition, becoming a leader in this competitive industry has been a significant and rewarding business accomplishment for Lisa. Consistently determined to achieve her goals, Lisa's drive and her passion to lead the industry will ensure clients continue to experience exceptional results through working with this devoted and sincere realtor.

