

Profiles of **SUCCESS**™

VANCOUVER WEST EDITION

INVESTIGATING CONCEPTS OF SUCCESS



**Impressive
Results
in the Real
Estate
Industry**



Impressive Results in the Real Estate Industry

By Heather Navarra, The Write Type

*I*mpressive' is an understatement when it comes to describing the results Realtor Manyee Lui consistently achieves. Selling real estate in Vancouver since 1983, Manyee is recognized for sales at the multi-million dollar level and, in the process of building her career, she has become one of the top residential realtors in Vancouver Westside.

With a Bachelor of Science degree from Simon Fraser University, Manyee is also licensed as an Associate Broker, and works with the Real Estate Board of Greater Vancouver. Previously the President and Owner of real estate agency Hallmark Properties, since 1998 she has been the President and Owner of Macdonald Realty – Manyee Lui. Hallmark Properties was the first real estate agency in the area to develop a reputation for a high level of



professionalism, and Macdonald Realty – Manyee Lui carries on that tradition. Macdonald Realty has 17 locations in British Columbia and Alberta; Manyee works from their Kerrisdale location

along with 180 other agents. This very exclusive agency has a local focus and an excellent reputation. In 2007, it ranked top in the market for sales.

Manyee has always had a keen interest in real estate, and in opportunities for investment. Before becoming a realtor, she researched and located investment properties for herself and family members, and realized she had the skills and ability to do well as an agent. “I find the industry fascinating,” shares Manyee. “Every property is different, bringing new challenges and opportunities to serve my clients.” Having been in the industry for over 25 years, she has seen

both high and low cycles. Her market knowledge and expertise, gained over the course of her career, is a key factor in her success.

Photography by Ryan Crocker

Strong as a listing agent, Manyee also enjoys serving the needs of buyers. She focuses on serving Vancouver Westside, especially the areas around the University of British Columbia, Point Grey, South Granville and Shaughnessy. Working with her team ensures that client needs are consistently met: Josephine Kwok and Cecile Yuen are all licensed, experienced realtors.

Manyee handles all types of residential properties, including condominiums, townhouses and single family homes, from bungalows to mansions, ranging in value from \$300,000 to \$16,800,000. She also handles commercial properties, including apartment blocks, and she sources land for builders, assisting with planning and marketing the new developments. Manyee has also successfully marketed and sold foreclosure properties for the Royal Bank of Canada, Laurentian Bank of Canada and the Canadian Western Bank.

Cultivating both local and overseas contacts, Manyee's wide network ensures continuing success. Indeed, clients are so thrilled with the results she achieves on their behalf that 80 percent of business now comes from repeat and referred clients, a considerable achievement. Clients truly recognize and appreciate the hard work Manyee contributes on their behalf, and some of their children have now become clients as well. "I love my work," says Manyee. "There is a strong sense of satisfaction that comes from achievement on behalf of my clients. The most significant reward I receive is their appreciation."

Fluent in English, Cantonese and Mandarin, Manyee has achieved a high level of distinction not only from her dedication and hard work, but also through her positive attitude and providing outstanding advice to clients. Her exceptional negotiating skills ensure clients experience exceptional results.

Professionalism is evident from the focused way Manyee provides service to her clients. "I deliver a whole package," she says, "starting from the day they interview me until the property is sold. I take care of all the details. I share my knowledge and advice on potential decorating,



de-cluttering and home improvements that could increase the value. I consult on staging the home, perhaps suggesting the removal of certain pieces of furniture to make the home appear more spacious. I promote and market the property. When an offer comes in, I advise the client and we discuss strategies to maximize the offer. I negotiate on their behalf to increase the amount or to improve terms that are of benefit to them, perhaps a preferred closing date or other advantageous clauses. Once the deal is signed, I follow it through to closing to ensure every detail goes smoothly for my clients."

In fact, smooth transactions are an important goal for this established realtor. "The closing is critical as it is the conclusion to the process, like the last chapter of the book. Any problems cause hardship and anxiety for the client. We work hard to avoid concerns."

Well respected in the industry, Manyee understands the value of building relationships with peers and cooperating with other realtors. "It's important for my clients because there are many agents who can bring the perfect buyer for my seller, and that's going to help my clients," she says.

Manyee really cares about her clients, and it shows. "I treat each listing as if it was my own home, with the same attention. We don't just serve our clients; we work together as a team. Communication is very important. If clients share their thoughts, needs and desires, and I share my professional experience and advice, we can successfully achieve their goals. Then, clients feel they have been well looked after. But some clients don't tell us everything, and we fully respect their privacy. It's my responsibility to analyze all the important criteria and share possible outcomes and consequences, and then it is up to the client to decide and we must respect that. Although they may choose a different course, they may have their own reasons. I do my job to provide all the facts, all the analysis, all my experience and whatever they decide I fully respect."

Integrity is another key component of Manyee's approach. "I insist on full disclosure regarding every detail. I ensure my clients are well informed about all terms before finalizing the deal." With her knowledge and experience, Manyee can foresee future potential problems and will raise any concerns with clients. This approach keeps clients secure in the knowledge that Manyee is always acting in their best interests, and builds trust. "When clients hire us, it's our duty; we have an



obligation to do our best for them."

Success is clear from the awards and recognition this proven achiever has received from the Greater Vancouver Real Estate Board: over the past 15 years, she has consistently been an MLS President's Club Member, representing the top one percent of all Vancouver realtors. She has also been a consistent member of the Medallion Club, representing the top 10 percent of realtors for volume and units sold. After 20 years of being a Medallion Club member, she also earned the Lifetime Member award. Proven results such as these cement her credibility.

But the best reward for Manyee is a satisfied customer. "It makes all the hard work worthwhile: achieving their goals and being recognized," says Manyee. "I

have met many interesting people through my business who have made significant contributions to my life, and I think that's my biggest gain. I value their friendships very much."

It's important to Manyee to give something back to the industry. From 1996 to 1997, she served as a Director of the Greater Vancouver Real Estate Board. As a result of her expertise, she has been interviewed by many business magazines, the Vancouver Sun, the Globe and Mail, and for television.

When Manyee is not busy with real estate, she treasures time spent with her family. She has many outside interests that provide balance to her challenging business life: skiing in winter, golfing in summer, and ballroom dancing.

Surprisingly, Manyee does not believe in setting goals, because 'the sky is the limit'. "I do my very best, always. If I have done my work to the very best of my ability and my potential, then I think I have achieved success."

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