

Doucette Realty Celebrates 25 Years in Prince George

There's nothing magical or mystical about the solid success of Doucette Realty in Prince George.

It's simply been 25 years of good basic business management of a firm in which employees are like family and clients always come first, said founder and president Sid Doucette.

"Integrity in real estate" is and always has been Doucette's motto.

"Our golden rule is to treat your client like you'd like to be treated."

"We have an open door policy in which the client is the most important factor; we always strive to do the right thing for them," Doucette said.

He explained that sometimes when dealing with young people who are just starting out and inexperienced, Doucette Realty assists in helping them make the right decisions for the present and the future.

He said when you do your business right, "you gain three clients, but if you do it wrong you'll lose 10."

Maybe that's why the firm now serves three-generation families. "It's not uncommon for our firm to work with the grandchildren of some of our first clients," said Doucette.

"There's one family that I've sold more than 40 homes to over the years."

There's little turn over among his 18 sales people, two office staff and a home-based sales person in Mackenzie. They have been consistent top producers.



"I have always tried to assemble career realtors; people that know the customer comes first."

The sales people enjoy working for Doucette, not only because he makes them feel like family, but because he offers his team great incentives like the "100 per cent concept."

They were the first Prince George real estate office to let sales persons keep 100 per cent of their own commissions, and pay Doucette Realty a fee for working under the name.

"When I was a salesman in my earlier

days I always felt I wasn't getting fair pay for my performance, so I came up with what I think is a better way."

The latest employee program, the Residual Recruitment Program, provides extra money for sales persons who introduce and sponsor a new sales person.

For each transaction the new employee closes, the sponsor sales person is paid, on a quarterly basis, 10 per cent of the gross production as a special bonus. The pay out is on the first \$100,000 earned by the new sales person. "This means if the salesperson earns \$100,000, annually the sponsor will

receive \$10,000 in bonuses," said Doucette, noting, to date about \$250,000 has been paid out in bonuses.

The bottom line is that the sales persons work for themselves and have plenty of incentive to help make Doucette Realty one of the best in the field.

Doucette has a well established archive of land plans for sales people to help ensure listing information is correct and weekly training programs for new recruits and established sales persons who wish to attend.

Although the firm at 1272 Fifth Ave., which celebrated its silver anniversary on November 1, "may not be the biggest realty firm in Prince George, we are the oldest company that, since its inception, has the same owner and same management," said Doucette.

With longevity comes support for the community which the firm practices in many ways -- partnering with city hall to plant trees out front and on Brunswick Street in the mid-90s, manning Salvation Army's Christmas kettles, supporting Canadian Cancer Society's Relay for Life, the Carnation Campaign for Multiple Sclerosis Society, and sponsoring Theatre North West productions and a number of local sport teams.

"I encourage our staff to become involved in service clubs, the Railway Museum, downtown Business Improvement Association and more. I believe you have to give in order to receive. Knock, seek and ask, I tell my staff."

Evolving With the Times Still Key to Success

Real estate is an ever evolving industry and change is constant, says the owner of Doucette Realty.

Sid Doucette, who's celebrating 25 successful years in downtown Prince George, said when he became a salesman in 1975, "we always worked for the seller, but today we work for both sellers and the buyers."

"We strive to get the best deal for both," said Doucette, who agrees with today's practices that require real estate sales people to get proper training.

"Mandatory education is required today. The B.C. Real Estate Association requires that all B.C. sales persons must earn 18 credits to become licensed which is renewed every two years.

"It's a great benefit. People become very knowledgeable about their work.

"We encourage our people to get as much

education as possible through certified teaching programs.

"It used to be there was a one-page contract. Last night I worked on a contract that was 16 pages long that calls for everything from identification and terms of the contract to remuneration," said Doucette.

"But real estate is a phenomenal business. You can have control on your own terms by planning your year in advance, and include vacation time. There's nothing worse than a realtor that burns out."

Even as he celebrates the 25th anniversary of his realty firm, Doucette looks to the future which he views as bright with positive opportunities for the community and the growth of his company.

As well as being a member of the Caribou Real Estate Board and Multiple Listing Service, he now has the Internet web site

which "puts us out there in many world countries," said Doucette who has contacts and contracts across B.C. and in countries like England, China, India, New Zealand and Germany.

Doucette was born and raised in North Battleford, Sask. where his first job was a parts man and his first experiences were less than great memories. It was a time when sales people were expected to make their quota come hell or high water.

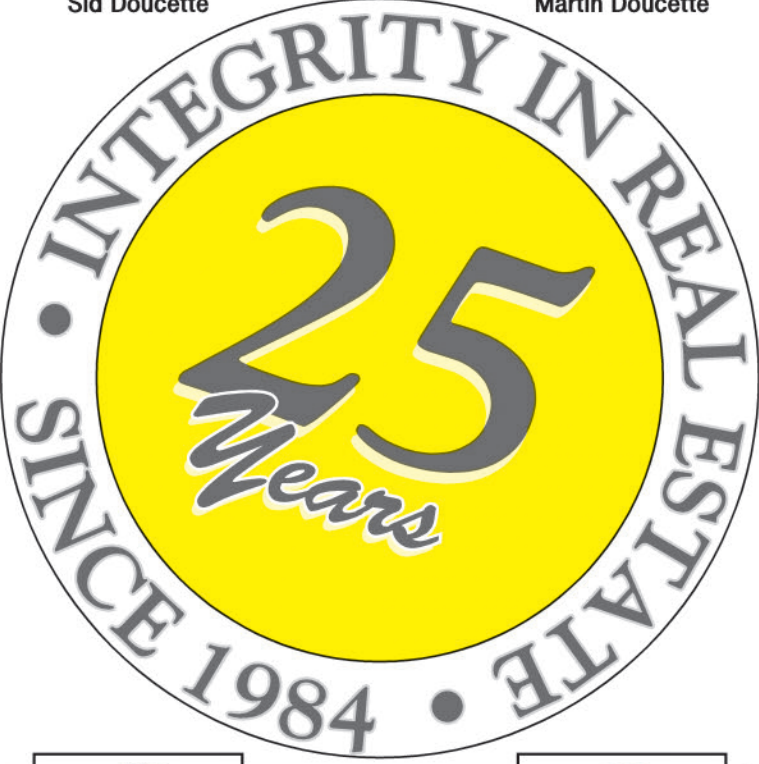
He came to Prince George in 1972 on a job transfer with People's Credit Jewelers, but looking for career change he began selling houses in 1975 for Canada Trust Realty, a lifetime goal. Two years later he was one of three who established the first Century 21 office in Prince George. He moved over to Ron Carson Real Estate in 1982, and on Nov. 1, 1984, he opened the

doors for business at his own Doucette Realty.

His achievements are many with highlights such as being ranking in the top 10 salesmen in the Caribou Real Estate Board for 11 consecutive years and being named top Century 21 salesmen in Canada and fourth in the world in 1981.

He's served on many boards, councils and committees including finance chair and ethics committee chair for Caribou Real Estate Board, chair of the downtown Business Improvement Association; chair of Kiwanis Club, chair of Century 21 Northern Broker Council and co-chair and chair of Kiwanis/ Friends of Children Golf classic from 2001 to 2005.

Through it all, Doucette has had many satisfying moments, but still nothing pleases him more than helping a young couple secure their future with a contract that seems to be made just for them.



Hans Johansen



Arvinder Billing



Sid Doucette



Elaine Kienzle



Martin Doucette



Elisha Flynn



Kirk Gable



Lisa Gardiner



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