

INSTANT SUCCESS IN TORONTO

POWERED BY BOLD

By Staci Semrad

■ Last May, with a baby due in a matter of weeks, **James Benson** did the unthinkable. He took a flying leap of faith and jumped from his six-figure corporate job into the uncharted waters of real estate sales.

Many wondered what had gotten into him.

The answer: BOLD.

He had begun the seven-week MAPS program the previous month, and was planning to one day leave his corporate job and start selling real estate.

“I spent eight years in the corporate world where it didn’t matter how well I performed; raises were based on company formulas instead of my performance, which prevented me from reaching my goals in an acceptable timeframe,” Benson says.

Though he invested in properties on the side and had obtained his real estate license more than a year earlier, his job consumed so much of his time that he had little left for

selling real estate. And his challenge wasn’t just finding the time.

“The biggest thing holding me back was fear. That’s what BOLD helped me overcome,” he says.

His fear was that without a full-time job, he wouldn’t be able to borrow the money he needed to continue buying investment properties. And then there was the other concern – a baby on the way.

“Not being able to provide for my family was a scary thought.”

MOMENT OF TRUTH

The pivotal moment for Benson came at the third week of the BOLD program, when **Kate Patulski**, his BOLD Coach, asked who in the class had not met their weekly goal of making 100 contacts. Benson was among those who raised their hands.



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Holding a microphone, Patulski came over to him and asked why he hadn’t met his objective that week. He explained that he was working a full-time job for a demanding organization. She asked what he was going to do about it.

“In my mind, I realized there was only one thing I could do, and it was quit my job,” Benson notes.

“So I told the room full of people that I’d need to quit my job and become a full-time real estate agent. It was a moment of clarity for me. It seems so simple when I think back on it. I don’t know why, but from that moment forward, I wasn’t scared. The next day, I handed my letter of resignation to my boss.”

BRIGHT START

He joined forces with the Keller Williams Realty Toronto-Beach Riverdale Market Center, where in his very first

month, his income surpassed the salary of the job he had just left.

“Looking back, I wouldn’t have imagined I’d have the success that I’ve had,” he says, noting that his monthly production is currently averaging \$2 million.

“The last few months have been so exciting for me that I haven’t really even come to terms yet with what’s happened.”

He credits Keller Williams Realty, which has a growing presence in Canada, for giving him the resources and support he needed to launch his real estate business there. He’s also thankful to a friend at RE/MAX for tipping him off to the fact that Keller Williams Realty offers excellent training and would be a wise place for him to start.

“The more time I spend in this industry, the more and more apparent it becomes to me how special this organization is. I’m in control of my success, and now, when I get up and go to work every day, I love what I do.” kw