



Rod Forsyth

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# KEY PLAYER IN Calgary TAKES IT UP A NOTCH

By Jennifer LeClaire

## Forsyth on keeping ahead of the Calgary market

- “We make it a goal to return every call that comes into this office within 10 minutes. If we’re on an appointment, we answer the call and ask if we can get back to them within the hour.”
- “If the seller’s pricing expectations are still in 2006 and 2007, we gently turn them down. We can’t help everybody. We are focused on motivating qualified sellers. We want to get a deal done in 60 to 90 days. Buyers are in control of this market.”
- “If your focus is client service, there is no sense in having 20 or 30 listings priced to where only five of them are going to sell. You are going to end up making 20 clients mad. You have to sit people down and explain the state of the market.”

### ■ Rod Forsyth is used to winning.

He’s been a heavy hitter since he entered the real estate world in 1986 – and he’s been a member of the No.1 RE/MAX office in the world for the past 10 years.

Recently, Forsyth refocused his definition of winning with an eye toward what matters most. After 22 years with RE/MAX in Calgary, Forsyth decided to join Keller Williams Realty to pursue a culture that aligned with his own values: God, family and then business.

“The culture, the systems, the training, and the singular focus on learning how to serve my clients better drew me to Keller Williams,” Forsyth says. “Even though I’ve been in real estate for 24 years, I’m taking advantage of the training. I know it’s going to reignite my career.”

That’s a bold statement coming from a noted dealmaker who ranks in the top 2 percent of all Calgary real estate agents. Having helped more than 1,400 families buy and sell homes, Forsyth was ready to reinvigorate his own brand

and to tap into the tools, systems and training that could take his career to the next level.

As he sees it, now’s the time to make a move. Home sales in Calgary are down. In fact, there were 1,500 transactions in September, which doesn’t bode well for the 5,500 agents there. Joining forces with Keller Williams Realty is causing him to, as he puts it, “refocus and re-systemize.

“At Keller Williams, everyone is like-minded. Everyone is moving forward with the same mission to serve more clients better,” Forsyth says. “To be surrounded by people like this is fascinating. It’s refreshing. It’s gratifying.”

“The Keller Williams system is effective, efficient and predictable. This is the only company I feel I should be a part of. The opportunities within this system to grow and create your own office and franchise are remarkable. Keller Williams not only helps you grow – it helps you grow to whatever level you wish to go.” **kw**