

Advertising Feature

Doucette Realty Celebrates 10 Years

"The real estate market in Prince George is constantly changing and Doucette Realty is leading the way," says Sid Doucette, independent owner and operator of Doucette Realty Ltd.

In November of 1984, with more than 10 years of real estate experience as his foundation, Sid Doucette opened Doucette Realty Ltd., an independent real estate company in the shadow of multi-national firms ready to grow on integrity and experience.

One basic principal has stood since he first opened the doors: "By treating one client right, you gain three. Fail to service a client and you lose ten." This explains his empathy, caring and integrity and why Doucette Realty has the upstanding reputation it does today.

A decade later, Doucette Realty is one of the largest independent real estate companies in Prince George. It boasts a staff of 19 experienced sales people includ-

ing a second office in Mackenzie which opened in October of 1991.

Low staff turn-over and experienced realtors have built Doucette Realty into a team of consistent top producers. "I have always tried to assemble career realtors. People who know that the customer comes first."

One of the biggest attractions experienced realtors see in Doucette is their 100% concept

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for the salespeople. It was the first of its kind to be introduced into

the Prince George market. "I wanted to create a system for my people that would be fair for them and give them the initiative to try harder," says Sid, "when my employees are happy I know they'll do a better job."

Doucette Realty has "a family type environment," explains one of the realtors. "There is a sharing of ideas, expertise and experience and the attitude is always positive."

Being a locally owned and operated company allows Doucette to introduce ideas and programs specific to the needs of the people in our community. One example of this is their Guaranteed Trade-In Program.

"We will guarantee the sale of your home in writing if you buy your next home through us." It has been a tremendous success for over 182 properties. "The program is designed for the client. They have a guarantee that their home



will sell for top market value. This gives them more banking power to obtain financing, more purchasing power and the freedom to look for their next house without the stress of trying to sell their present home."

As well as being a member of Cariboo Real Estate Association and the Multiple Listing Service, Doucette Realty also offers Homequity Relocation. "It is a worldwide referral network of

realtors. When our customers are moving to another city, or halfway around the globe, we can refer them to another realtor in that area."

Looking to the future, Sid sees many positive opportunities for the people of our community and the growth of Doucette Realty. "We are constantly seeking career minded individuals who are proactive and enjoy serving their clients with integrity."

Integrity, experience and service beyond the call of duty have placed Doucette Realty as a



1984

INTEGRITY IN REAL ESTATE

1994



**Doucette
Realty Ltd.**
Doucette Realty Ltd.
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