

# Dan Cooper Sharing Success

By Birgit Moenke

“**T**o be a top producer, an agent needs sales skills, an in-depth knowledge of marketing techniques, and a willingness to go above and beyond the call of duty for the client. We’ve taken advantage of every technology available to ensure client satisfaction by providing a comprehensive, one-stop reference for anyone looking to either buy or sell real estate.”

It doesn’t hurt to be working for Canada’s leading, full-service real estate company with more than 9,000 employees and representatives in more than 3,000 offices across the country. But even within Royal LePage, associate broker Dan Cooper has risen above the pack.

“Working in real estate has given me the opportunity to run my own business,” says Cooper. “And if the

business does well, it’s the fruit of my own labour. It’s also a business that everyone is interested in, whether they own property or aspire to own it.”

Highly motivated, the fruits of Cooper’s labours have paid off well. Since obtaining his real estate license, Cooper’s achievements include:

- Oakville’s #1 Realtor
- #1 Sales Representative for Royal LePage (out of more than 9,000

The Dan Cooper Team, from left to right: Dan Cooper, David Cashen, (sitting) Stacy Peereboom, Diane Dawtrey, Susan Hannah. Photo by Studio Source Photography.



agents nationwide)

- Responsible for sales in excess of \$400 million (involving over 2,000 sales transactions)
- National Top Ten
- National Chairman's Club (top 1% in Canada)
- Award of Excellence

"When I got into real estate, there seemed to be few agents attempting to develop their own niche market," recalls Cooper. "I saw this as a perfect opportunity to get in there and make a difference."

Cooper credits his marketing success to his exclusive Personal Marketing Plan which incorporates a variety of components tailored to fit his clients' specific situations and to meet changing market conditions. The plan involves networking with his team of professionals that consists of three full-time sales associates, a marketing and communications consultant and an information technology assistant. Clients are provided with personalized service seven days a week.

Major elements of Cooper's Personal Marketing Plan include:

**Making the most of listings** - By fully utilizing the extended Multiple Listings System (MLS), homes are presented to the largest possible audience of prospective buyers, and by registering with the Oakville, Milton, Mississauga and Toronto real estate boards, a blanket MLS coverage extends from Hamilton to Toronto, exposing homes to more than 30,000 active agents.

**Maximizing Advertising Impact** - By offering the impact of daily newspaper advertising in exclusive, full-page formats in the *Oakville Beaver*, *North Oakville News*, *Resale Homes* magazine, *Real Estate Book* and *Real Estate Guide*, as well as a posting on a dedicated Web site, maximum advertising impact is achieved.

**Getting the Best Exposure** - Through regular agent/customer open houses, maximum direct exposure for homes is provided.

**Increasing Awareness** - By circulating "Just Listed" and "Just Sold" notices, the neighbourhood and surrounding area receives maximum awareness of available properties.

**Achieving Selling Price** - Preparing the client with a list of suggested



At the Corporate Head Office of Royal LePage Real Estate Services Ltd. in Toronto. From left to right: Simon P. Dean, President, Sherry Chris, V.P. Network Services, Dan Cooper, #1 Royal LePage agent in Canada. Photo by Studio Source Photography.

improvements to their home often results in a higher selling price.

**Attracting the Interest of Buyers** - Through comprehensive, full-colour feature sheets, a convenient, detailed, visual reminder is available for all prospective purchasers who have viewed the home.

**Maximizing the Potential Sales Force** - A larger potential sales force

is at the client's disposal as a result of networking activities with other agents throughout the Greater Toronto Area.

**Connecting with an Extensive Network** - Additional serious buyers are researched and identified through an extensive referral network consisting of hundreds of past customers and professional contacts. The client is

also connected with lawyers, lending institutions, home inspectors and other related professionals.

#### **Keeping the Client Informed -**

The client is kept abreast of all activities related to the sale of their home through regular status reports on the property. Regular communication is the key.

**Offering Results -** Dan Cooper's expert negotiating skills, market knowledge and extensive sales experience helps clients price their home to sell, evaluate offers, navigate through the purchase and sales agreement, and ensure they receive the results they want.

"Our success is driven by marketing," notes Cooper. "The more we spend on marketing, the more we are able to sell, and the happier our clients become. Well-prepared advertising clearly results in more activity and quicker sales that are closer to the list price."

Looking at Cooper's portfolio, it's staggering to see the number of homes that have sold at full list price in a very short time on the market. In fact, it's not unusual for Cooper to sell a home the same day it's put up for sale.

The various forms of print advertising used by Cooper are important, but are not the only components of his



Dan Cooper of Royal LePage, Oakville, Ann Mulvale, Mayor of Oakville, and Dan Ferrone, Toronto Argonauts, "Glen Abbey Resident of the Year." Photo by Studio Source Photography.

successful marketing program. Cooper's award-winning Web site, [dancooper.com](http://dancooper.com), has been recognized by RealEstate ABC.com of Mission Viejo, California, as one of the best real estate Web sites on the Internet. Recipient of the Four Golden Homes Award, "for a site rich in information and content that loads quickly and

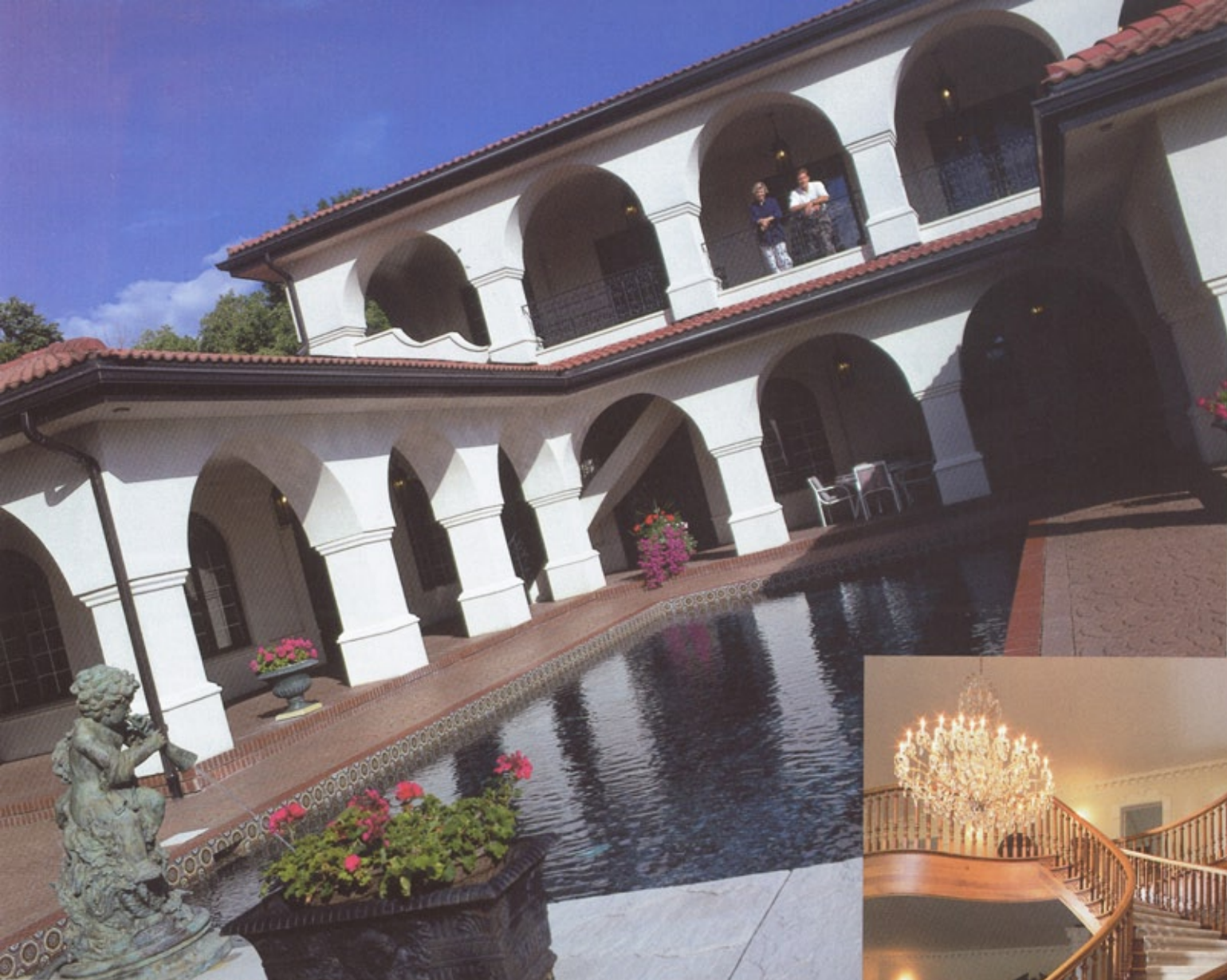
overwhelms in the amount of information it offers, and for its genuine desire to help real estate consumers," [dancooper.com](http://dancooper.com) has been referred to as a virtual encyclopaedia of real estate.

Cooper's Web site has been registered with almost every search engine in existence and has even netted him international business. Purchasers living outside Canada have linked to the site through The Toronto Real Estate Board and the Royal LePage Web sites to obtain current market information as well as direct communications with the Dan Cooper Team. With community information and new listings updated every two weeks, clients are also given a head start in getting to know their new community.

One of the most interesting features of Cooper's Web site is the Virtual Reality Tour (VR). This feature allows viewers to click on a listing and get 360-degree views of five major rooms or features of a home. VR has assisted prospective buyers from throughout the province, across the country and around the world in examining one or more homes in detail without an actual visit. "VR makes the transaction less intimidating," says Cooper. "It has helped boost our

"Let's play ball!" Dan Cooper's Royal LePage Team in Oakville. Photo by Studio Source Photography.





Above: This spectacular 11,000-square-foot country estate, north of Mississauga, is one of Dan's current listings at \$2,250,000. It features a marble pool and three acres and was custom-built. Photo by Studio Source Photography.

Right: Make a grand entrance into this elegant main foyer with custom-built imported black walnut staircase and large Italian crystal chandelier. Photo by Studio Source Photography.



sales considerably and has allowed us to close deals faster.”

Cooper's latest addition to his site is e-mail VR. This technological innovation allows clients to obtain VR tours of homes they are interested in via their e-mail address. Once received by the client, they can then save the tour on their hard drive or a diskette and view the homes or homes at their leisure without having to access the Internet.

In the words of Royal LePage CEO Simon Dean, “Dan's success originates from a dedication to his clients, his well-known reputation for integrity, and effective use of the

company's resources. Dan really does go above and beyond the call of duty to service his clients.”

Cooper's energy and enthusiasm extend beyond his business interests. In association with a number of local business professionals, Cooper formed the Oakville Advisory Group to provide a one-stop advice and referral service that provides free initial consultation with issues and concerns about legal, financial, taxation and insurance matters.

Dan Cooper is also the co-sponsor of the Resident of the Year Award for the Oakville communities of Glen Abbey, River Oaks, West Oak Trails

and Iroquois Ridge. The awards recognize outstanding contributions to the community with a plaque and editorial in the local newspaper. Winners of the awards also join Cooper for a lunch with the mayor.

Another way Cooper recognizes the support from his community is the

annual celebration of his 100<sup>th</sup> sale of the year. The property is decorated with 100 SOLD signs and Cooper donates the commission from the sale to a charity in need. One example of his donation was to the Halton Women's Place in Burlington that provides shelter and crisis services to physically, emotionally and sexually abused women and children.

"This was an especially important donation for me," notes Cooper, "because I'm usually helping people to find luxury homes with all the latest features. This time, I was helping support a safe refuge for people facing a very difficult time in their lives."

There's also the fun side to

Cooper's generosity. Among the community organizations and events he has sponsored are The Oakville Centre for the Performing Arts, which sold out for concerts by Colin James and Holly Cole and a performance of The Nutcracker, The Rotary Club of Oakville and the Oakville Waterfront Festival. Cooper also sponsors community sports such as Little League soccer, hockey and baseball teams.

Dan Cooper has succeeded beyond the expectations of most real estate professionals through a rare combination of energy, knowledge of his craft and a willingness to return something to his community. Perhaps his mission statement says it best:

***"Our mission is to maintain our ranking as one of Canada's top Realtor teams by providing a superior level of service to our clients. We will accomplish this by continuing to improve our real estate knowledge, using all available up-to-date technologies and by pursuing new and innovative ways of serving our clients."***

You can reach Dan Cooper at Tel: (905) 338-3737, Fax: (905) 338-6538, Toll Free 1-800-514-4094 or e-mail: [danc@dancooper.com](mailto:danc@dancooper.com). His office is located at 251 North Service Road West, Oakville, ON L6M 3E7.

**SOLD**

The Cooper family: Dan with his spouse Debbie, daughter Lauren, son Jeffrey and Coco. Photo by Studio Source Photography.

