

# Profiles of SUCCESS

TORONTO REGION

INVESTIGATING CONCEPTS OF SUCCESS

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A professional portrait of a woman with short, styled blonde hair, smiling warmly. She is wearing a dark, textured blazer over a white collared shirt. A small, colorful pin is visible on her left lapel. The background is a neutral, light grey.

For ROYAL  
Treatment,  
Buckingham  
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# For ROYAL Treatment BUCKINGHAM Delivers!

*By Sarah Juman-Yassin*

When you are looking for results, contact Alyson Buckingham. With over 29 years of experience as a full-time real estate professional, Alyson has the knowledge, service and cum-savvy that you are looking for!

She has a simple philosophy that she resonates and lives by - take care of people good things will happen. Alyson is devoted to her clients and is committed to providing unsurpassed customer service. Her key to success is elementary but yet ingenious - she treats each customer as her number one priority. "It is the greatest personal reward for me as an agent to receive a referral from a past customer or to do repeat business with a client, for that proves that I have succeeded in excelling at my job," says Alyson.

Alyson (or Aly as her friends call her) was educated in Auckland, New Zealand. After high school she worked as an executive secretary be-

fore becoming a licensed real estate agent in 1981. Her past experience is evident in the professional, proficient manner in which she conducts herself. Clients John and Elliot Hastings say, "...Your dedication, recommendations and professionalism, together

forts and constant feedback alleviated our concerns. Many thanks!"

Originally Alyson worked for Family Trust Realty for 13 years, but when they were bought out by an American company, Royal LePage approached her with a wonderful offer that she could not refuse.

After exploring her options, she found that Royal LePage was the 'cream of the crop,' and had the best reputation and track record in the industry; there was no question which company she wanted to work for. Aly joined Royal LePage in 1994 bringing with her a long list of awards and credentials.

In her career, Alyson has received numerous awards that recognize and confirm her success, such as the Diamond Award, Directors Platinum Award, National Chairman's Club, the Award of Excellence, and the President's Gold Award. She has been an annual award



with a significant level of market exposure right from the beginning were a source of satisfaction and appreciation to us. We realized this particular residence would be a 'hard sell' due to the fact that it was a Heritage home (Circa 1850). Your outstanding ef-

winner.

Alyson was particularly thrilled when she was presented with an in-house award from her peers in her branch. It was presented by her co-workers and was in recognition of Alyson's ongoing extra effort and commitment to the community - she was recognized as a real estate leader who always gives her time to help others.

Alyson is a volunteer with Meals on Wheels (auxiliary supply), has helped fund-raising for women's shelters, and has been involved in various Toronto Real Estate (TREB) Committees, such as the Ethics Standards Committee, the Executive Council Sales Division, the Liaison Link Committee, and the Performance Office Systems (PROS). She has been sitting on TREB's Education committee for the past two years. In her own neighborhood, Aly has spent many years on the Executive committee local community association known as the CCRA (Centennial Community Recreation Association). Alyson was also on the Board of Directors for a large Condo Corporation in Toronto for 3 years.

Alyson exudes a humbleness that comes from years of experience in the real estate industry. She does not need any particular inspiration to keep going day after day. Her inspiration comes from within because she just simply loves her job. She believes the real estate industry is phenomenal and with each day being different, clients varied and aspects always evolving and adapting, she grows to love it more and more each passing day.

She has a database of approximately 1100 current clients and past customers that she sends special mailings to and she also has a monthly newsletter that she sends to select

people. Her website, [www.abuckingham.com](http://www.abuckingham.com) has pictures and information of her listings, information on buying a home, popular questions with answers, links to other useful websites and mortgage information. Currently, Alyson is looking into sending out e-newsletters.

To fully describe Alyson Buckingham in a few words is not possible. In short, she is a people person, honest, a fun loving, dedicated, hard working, focused, compassionate and empathic individual. She tries to make the home buying/selling fun for her clients and their transactions as enjoyable as possible. Below are a few excerpts of what her clients have to say:

Casey & Pauline Coley: "Thanks to your experience, your hard work and your established network of partners, our current home received a significant level of market exposure well beyond what we have experienced in the past. We value dealing with a reputable real estate professional such as you. We would recommend your services to anyone who may be purchasing or selling a home."

Suzanne & John Morton: "We were under extreme pressure to sell our house, as we had purchased another one firm which was closing in only 45 days of you taking our listing. Not only did you sell our home within FOUR days, but got us the closing date we wanted! Your hard work & professionalism was such a relief after working with the (other) Real Estate Company. Thanks again for such a great job, we would recommend you anytime!"

Marie Thorne: "...I have bought and sold many homes in the past. Alyson's hard work played a key role in generating immediate interest in my home. Her experience and dedication to clients is what sets her apart



from other real estate agents and makes her a member of the coveted Director's Platinum Club at Royal LePage."

Tom and Linda Murtha: "... Thank you for the way you handled the sale of our house and the myriad of details associated with moving. You were completely professional and on top of all the small details, and fun to work with. We appreciate your attentiveness to our concerns and your ready smile! Your reputation is solid in this community and we know (first hand) why!"

Alyson is happily married and ultra proud of her husband of 38 years, Paul and two sons, Darin and Chuck. Her oldest son Darin is in Sales and Marketing with the sports industry in Toronto. Her youngest son Chuck, works in Denver and Chicago for Coors/Molson Brewery.

Alyson's interests include cycling, golfing, travelling, photography, skiing and re finishing furniture (whenever time permits). Aly also enjoys an escape to their family chalet in Collingwood. She believes in working hard and playing hard, recharging your batteries and spending time with family and friends, a balance that has sustained a long and rewarding career.

She has a small yet efficient team that consists of Ernie MacMaster and Linda Moore. Ernie is a career-licensed associate who is a skilful problem solver that always looks at a problem from outside of the box; he has infinite experience and wisdom, both truly priceless. Ernie has a wonderful dry sense of humor and is always a great help. Linda is an unlicensed associate who up keeps the databases, does some follow up calls, and maintains files. Linda helps Alyson stay organized and most importantly, is responsible for Aly cleaning up her office and desk when Linda is in the office!

Alyson is highly respected by her Manager, for not only her business successes, but also her ability to

balance her life and maintain a spirit that is second-to-none. No matter how busy she is, Alyson always has a pleasant way about her. Aly always has a word of appreciation for the efforts of others - her simple words of both enthusiasm and encouragement for all those she works with reflects an individual who is a true winner.

As one of Aly's past managers said, "Alyson's professionalism is at every level with all of the people in her life. She is always dedicated, hard working and gets the job done with great integrity and never at the expense of others. Aly sets a standard in our industry that our team at Royal LePage is proud to be associated."

In the next decade Alyson sees herself doing and enjoying much the

same as she is now. She plans on embracing the evolving technology and changing times. She looks forward to the new opportunities and to serving the second generation of clients.

**Alyson Buckingham**

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