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Judy Lindsay Team Realty

A story of legacy and evolution

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An introduction to Judy Lindsay Team Realty The story of legacy and evolution behind one of Winnipeg's most successful real estate teams.

BY LISA CRESS PHOTOS BY DANIEL CRUMP PHOTOGRAPHY

If you've grown up in Winnipeg, there's a good chance you've passed by a Judy Lindsay Team Realty sale sign swinging from a neighbor's front yard.

Judy Lindsay Team Realty isn't your traditional real estate team. The Judy Lindsay name has been a staple in the Winnipeg real estate market for several decades. Their collaborative and specialized approach to the business has resulted in an average of 300 homes sold each year, establishing them as one of the top real estate teams in Winnipeg and all of Canada.

The woman behind the name started a career in real estate in the mid 1980's. Judy Lindsay recognized the power of specialized expertise and teamwork. She started Judy Lindsay Team Realty and pioneered the team system in 1995.

Lindsay had a successful career in real estate for 19 years. Before her passing in 2001, she was recognized as one of the top agents in North America. Her legacy and approach to the business continues with her son, Allan Asplin, President, Judy Lindsay Team Realty.

"One of my mom's final wishes was for us to continue with the business she built."

- Allan Asplin



ALLAN ASPLIN

"One of my mom's final wishes was for us to continue with the business she built," says Asplin. "She has been gone for 20 years now – but it's still nice when people who bought or sold their home with her want to work with us because of our name."

The average realtor works alone to secure a sale. Today's agents are expected to have expert-level knowledge in all facets of the business. A realtor should be privy to the latest marketing trends, advertising tactics and online tools. Among many other things, realtors need to know



their stuff when it comes to build codes, construction, staging and negotiating a sale.

Judy Lindsay found that cultivating a team of experts who focus solely on different areas of the business was a better way to serve home buyers and sellers.

"There are a lot of things that need to happen when you're buying or selling a home. It's impossible for one person to do *all* of those things really well," Asplin says. "That's what makes our team different. Each of us is focused to our area of expertise. We make sure every task is carried out properly and effectively."

When you buy or sell with Judy Lindsay Team Realty, you get the support of listing agents, buying agents, transaction coordinators, marketing specialists and investment specialist.

"Our marketing specialists know how to effectively use social media, ad campaigns and Google AdWords. Our negotiators have the experience in navigating multiple offer situations because that's what they do all the time. Our agents are area specific, so if you're looking for a particular type of home in St. James close to certain amenities, we have perfect person for the job," explains Asplin. "Our goal is to cover every aspect of the home buying and selling process with the knowledge and expertise it takes to get our clients the best results."



Real estate today is certainly a lot more complex and involved than it was just a decade ago. Asplin's team has grown to reflect the skills necessary to succeed in the market. This includes having in-house graphic designers, videographers and photographers on hand.

"Since the pandemic hit, we've really had to lean into being virtual and online," says Asplin. "People want to see quality photos, videos and virtual tours before making the decision to book a showing. Thankfully, we have people on our team who are dedicated to building and developing our online presence."

The specialized team system has also led to the development of some truly innovative selling programs.

"A common home seller dilemma is whether you should wait for your home to sell before making bids on a new one," explains Asplin. "With our *Guaranteed Sold* program, we offer to buy the client's house at an agreed upon price if it doesn't sell within a certain time period."

Programs like *Guaranteed Sold* were created to help take the stress and pressure off the seller to make the sale.



This way, Asplin says, the client can focus their efforts on shopping around for a new home and not have to include the sale of their current home as a condition to buy.

Guaranteed Sold is one of several initiatives exclusively offered by the Judy Lindsay Team. It's worth noting that these programs haven't gone unnoticed by other industry professionals.

"About five years ago, we partnered with Shark Tank investor and real estate mogul Barbara Corcoran," Asplin says. "It's been really great to learn from her over the years. She's become an invaluable advisor to our team."

Despite how Judy Lindsay Team Realty operates like an efficient, fine-tuned machine, Asplin hasn't lost touch with the very human roots of the business.

"Choosing a real estate professional should be a decision based on results, reputation and the comfort of a strong relationship built on trust," Asplin says. "It's never been about the sale for me. Personally, it's been more important to maintain my mom's name and her legacy by supporting our community and doing right by our clients."

Like the friend who drops everything to help you in a time of crisis, when you work with Judy Lindsay Team

Realty, you can expect them to go above and beyond to help you sell your home.

"One of our core values as an organization is being like a good friend to our clients," Asplin explains. "Sometimes people just don't have the time or money to paint their walls or repair their floors, so we will offer to step in and help, as a friend would. We look for opportunities to help our client get the job done and get the most out of the sale."

Judy Lindsay Team Realty's specialized system has led to innovative seller programs, proven results and many happy buyers and sellers. Under Asplin's careful leadership, there's no doubt we will continue to see Judy Lindsay's sale signs swaying on front lawns for years to come. ■

Judy Lindsay Team Realty
1919 Portage Ave, Winnipeg
204-925-2900
www.judylindsay.com

THE BIDDING WAR TREND IN REAL ESTATE

What's causing them? Are they here to stay? Allan Asplin, President, Judy Lindsay Team Realty explains what's behind the latest real estate trend.



ALLAN ASPLIN

The road to homeownership is paved with endless viewings, open houses, possibility and disappointment. Not long ago, securing your dream home ended in a playful tussle with countering offers testing the limits of sellers and buyers. Buyers would offer a little under

asking and sellers would counter, asking a little more, but throwing in the basement pool table.

Deal!

Today, these charming scuffles are a thing of the past. If you've been watching the housing market in Manitoba, you're witnessing a different road to homeownership – and it's a road that ends in a blind bid blood bath.

While it's certainly not the case every time (and happens less than you imagine!), we're seeing a trend where homes that receive multiple offers sell for significantly above their asking prices. In real estate circles, the trend is known as a "bidding war".

"The supply and demand for real estate is certainly a factor in what's happening right now," says Allan Asplin, President, Judy Lindsay Team Realty. "In actuality, the same number of houses coming to market - but with low interest rates and investors looking for rental properties, there are more buyers than there are houses for sale."

Asplin believes that there is also a psychological element at play.

"People do irrational things when they're stressed and needless to say, it's been a stressful past year," Asplin says. "Buyers who have been looking for a while become afraid they're never going to get a house, which results in dramatic bids for a place they don't want to lose. This causes an artificial inflation in pricing. We know the price isn't reasonable, but it's driven by emotions."

When today's buyers put an offer in on a home, it's not uncommon to be in a situation where their bid is competing against other offers.

"The code realtors follow is in place to make it fair for everyone," Asplin says. "The agent representing the seller cannot disclose any details of any offer to another party. All they can disclose is that there are multiple offers and may advise their client to put in a competitive bid. Just how competitive that bid is, is up to the prospective buyer."

Understandably, buyers who are frustrated, stressed and tired of walking away with a losing bid may make an emotional offer in an effort to end their search and secure a home.

Is there any end to this in sight? Unfortunately, Asplin believes homebuyers will continue to make dramatic bids into the foreseeable future.



"This trend is here to stay as long as interest rates remain low, people have their jobs and there's a belief that the market is limited," Asplin says. "If you're a buyer, be patient. Yes, it's a crazy market - but work with your realtor and know your numbers. Home ownership is a long-term investment. At the end of the day, you should feel good about what you paid for your home." ■

