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COLDWELL BANKER BURNET



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2002 issue 10

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EFFICIENTLY EFFECTIVE DOWN TO EARTH BUSINESS

jeff VANDERLINDE

As a consumer, there are times when you feel like you have just stepped into a marketing frenzy when you set out in search of a real estate company to represent you in a home sale or purchase. Unfortunately, there are also times when good old fashioned customer service can get left behind as agents maneuver to position themselves to gain the attention of new clients often spending more time marketing themselves rather than their listings. However, there is one agent who, without using any fancy bells, frills or whistles, provides superior customer service backed by a supportive, knowledgeable, and friendly staff who perform each transaction with efficient and effective service.

Jeff Vanderlinde of Coldwell Banker Burnet (CBBurnet), was introduced to the real estate industry at a young age, and watched his mother, Judy Vanderlinde, become a successful real estate agent shortly after she entered the industry in 1989. Judy now assists Jeff and the Vanderlinde Group by performing in a support role taking care of the team's accounting issues as well as providing assistance such as giving

price opinions and providing other insights from her vast experiences in the business. "I watched my mother truly enjoy what she did as an agent, and I also saw how her success in the industry gave her the flexibility to balance her career time with quality family time." Jeff and his significant other, Lyna Miller, reside in Delano, Minnesota along with their beautiful one year old daughter, Haley. "Real estate gives me the flexibility to spend a few quality hours each morning with my daughter Haley before I start my work day," explains Jeff.

Jeff worked summers for a construction company while attending college before transitioning to the real estate industry as an agent. "The experience I received working and learning about the construction side of the housing industry gave me greater understanding about every aspect that goes into and effects a home from the ground floor up."

In addition to the superior insight into the real estate business that Jeff received early in his career, Jeff's laid back style, honest nature, superior work ethic, and

great customer service has formed a foundation that has quickly made him one of CBBurnet's most successful agents. "One of my early mentors in the business, taught me that if I maintained a good work ethic, and was always open and honest with my clients, everything would come together successfully," remembers Jeff. "I've continued to build on these early foundational principles throughout my career, but I have always kept customer service as the single most important part of each business transaction. I also genuinely care about each of my clients, what they think about my business, and what they think about the type of service I provide. Too many people lose sight of the fact that you work for the client. Satisfied customers are your

JEFF VANDERLINDE, COLDWELL BANKER BURNET



security for future and repeat business so you better do a good job for them. They are your business.”

One of the many ways Jeff and the Vanderlinde Group demonstrate their commitment to providing superior customer service is their ability to maintain quick and effective communication links between

have questions. We continually stay in contact with our clients and try to call them before they even feel the need to call us.”

In addition to maintaining great communication links between agent and client, Jeff concentrates his marketing dollars solely on his listings. “We do not promote the Vanderlinde Group with specific advertise-

the MLS that are inexpensive, but are things that can have a dramatic effect on the way in which potential buyers perceive a seller’s home overall. Staging a client’s home doesn’t necessarily take a complete remodel to make the home more appealing to a potential buyer.”

Jeff’s support staff, called the Vanderlinde Group, consists of buyer’s agents, Kevin Butcher and Amy Willett, Business Manager, Cindy Frank, and of course, Judy Vanderlinde as the team’s accounting and overall support guru. In addition, Jeff’s father, John Vanderlinde, also helps support the Vanderlinde Group by assisting in various capacities. “I generally supervise Kevin and Amy who both list and sell properties for our team. I help them navigate through any difficult situations, answer questions, and ward off any potential problems. Cindy is my right arm. She is in the office from 9:00 AM to 5:00 PM, Monday through Friday, and her main duty is keeping our communication lines open with not only our clients, but anyone who calls our office. She is also excellent at maintaining and organizing our office and files. With her help, our office is always very organized, efficient and running smoothly. My mother is of course a great support for our team, and is in charge of all of our accounting issues. With her vast experience, she is also a wonderful sounding board and wealth of knowledge about the industry for everyone in the office. My father is also a great back up support for our team, and is always will to lend a helping hand when things get really busy,” explains Jeff.

Jeff and the Vanderlinde Group were one of the first real estate groups to operate in a team concept. “Because we



LEFT TO RIGHT: CINDY FRANK, JUDY VANDERLINDE, JEFF VANDERLINDE, KEVIN BUTCHER AND AMY WILLETT

agent and client. “One of the most important customer service issues my team and I are strongly committed to is always being available to answer a client’s question or concern in a timely manner. We have a full time staff to answer the phone so clients get a real person, not a recording. We always do our best to return any phone messages within fifteen to thirty minutes from the time it was left,” explains Jeff. In addition, Jeff and his team produce weekly reports for each of their clients detailing any activity that has occurred in the previous week. “We also try to make sure we continually follow-up with each of our clients. Our experience in the industry gives us the ability to stay perceptive throughout a transaction so we can anticipate when clients may

ments. I feel my advertising dollars are better spent on my clients, and that the return on my investment in them is in repeat business and referrals,” maintains Jeff. In addition, Jeff consistently advertises his listings in several local papers as well as real estate magazines. “We not only do a lot of advertising for each of our listings, we mail a copy of each ad to that client in order for them to see exactly where and how we are working for them.” For those that are open to it, Jeff will give each of his sellers a to-do list that includes everything from turning on lights and radios to a specific station to moving furniture or clearing out excess clutter in order to keep rooms open and inviting. “We suggest little things clients can do to prepare their home to be listed on

are able to work as a team, each with our own specialty, clients can benefit from not just one, but several people working hard to make their home buying and selling dreams come true. One of our unique advantages as a team is that when clients need service on short notice, there is always someone available to assist them," remarks Jeff. The team also benefits from supporting one another in that they can occasionally take a much needed vacation without disrupting the quality of service they give to their clients. "I'm an avid hunter and I also enjoy riding my Harley Davidson motorcycles. With the solid team of individuals who work for me, I have the confidence to be able to enjoy several hunting trips each year, but also take several vacations in order to recharge. I know my team will continue to provide my clients the same quality service."



Jeff and the Vanderlinde Group specialize in the western suburbs of Minnesota. As a group they are the Top ___% nationally in sales volume and had over \$26 million in sales last year. The Vanderlinde Group not only handles home sales, but specialize in land sales as well as hobby farm sales. "I grew up on a hobby farm located between Delano and Watertown, Minnesota, so I'm familiar with how they function and the nature of their sale or purchase," explains Jeff.

JEFF VANDERLINDE WITH ONE YEAR OLD, DAUGHTER, HALEY



Jeff has received the CBBurnet President's Premier Club award and is one of the youngest agents ever to have received the award. "I've had a very successful ten years in the business," says Jeff.

Jeff and the Vanderlinde Group will soon be adding a Web site, vanderlingroup.com, to their list of services for their clients. The site will provide all the latest technological advances recently made available through broker reciprocity. Clients will be able to perform MLS searches directly from the site as well as view Jeff's personal listings. The site will be very user friendly and will also feature information specifically about the Vanderlinde Group as well as provide various community links and e-mail capability for clients who prefer communicating via the Internet. "We are excited about our new website that will be coming on line very soon. I feel the site will be a great asset to our team and our clients because it will empower our clients to feel like they are more involved in their own home buying and selling process, while providing greater insight for us as to what our clients specific needs and desires are."

Jeff summed up the true reason for his team's success best when he said, "We don't really do anything particularly unique to the real estate business; we just do the basics very well." So if you are looking to work with a team that is down to earth and where customers are the priority, you've found the right team in the Vanderlinde Group. ★

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 Coming soon: www.vanderlingroup.com, call for more information.