

TOP AGENT MAGAZINE



TERENCE TAIT

Born and raised in the Yukon, Terence Tait has been in sales his whole life. At the start of his career, he was the top salesman and manager for his local General Motors Dealership; however, he came to take an interest in real estate through a friend's recommendation. Most of all, Terence was drawn to the industry for the

way it balanced his love of communications with his passion for serving in his hometown community. "So I decided to stop selling vehicles and start selling houses," he says. "The rest is history."

Today, Terence is the Broker and part Owner of his own RE/MAX franchise, where he supervises a growing team to assist clients throughout Whitehorse and the surrounding areas. In his ten years of professional experience, he has seen it all, ranking among the top three Realtors in his territory in each of the past five years.

When listing a home, Terence utilizes his elite marketing team to give his clients a nationwide and international reach. After providing his sellers with professional photography and videography, he proceeds to share their properties via targeted digital and social media campaigns across more than thirty websites. Meanwhile, his carefully constructed listing strategies are sure to maximize the value of any home.

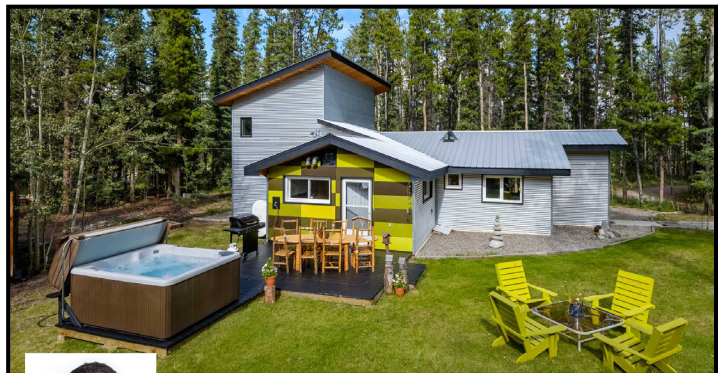
Elsewhere, Terence is there for his buyers as a guide and advocate throughout the transaction. A lifelong resident of the Yukon area, he offers his clients unmatched insight into the region. Through it all, though, he values honesty and open communication—even once the transaction has ended. "I believe in being direct with people," he says. "Above all, it's my responsibility to keep everyone calm, keep my clients informed and keep the deal moving as smoothly as possible."

Over the past decade, Terence has earned a terrific reputation throughout the Yukon, as evidenced by his

outstanding rate of repeat clients and referrals. While he enjoys all aspects of the real estate industry—from developing a marketing plan to working with first time homebuyers—he takes the most joy from serving his hometown. "I truly care about my community and people," he says. "Because of that, I'm driven to ensure that my clients are treated properly and everything is on the up and up."

Outside of his career, Terence' company is a part of the local Boys and Girls Club. Elsewhere, he contributes to the Whitehorse Firefighter Charitable Foundation and TELUS Ride for Dad foundation, which raises funds to support prostate cancer research. When he's not with clients or giving back, he can be found spending time in the great outdoors—hunting, fishing or snowmobiling.

Going forward, Terence has strong plans for his business. As he deepens his work with investment properties, he will be looking to bring in more agents while mentoring the up and coming members of his team. But most importantly of all, he will continue serving the community he loves. "It's not about the transaction; it's about the person," he says. "When you're a Realtor, you're sometimes balancing fifteen or twenty different transactions, but your client is just doing one. It's crucial to see things from their perspective and take care of them during the most important deal of their life."



To learn more about Terence Tait please call (867) 334-6801, email terence@terencetait.ca, or visit terencetait.ca