

TOP AGENT MAGAZINE

BRETT W. REICHERT



Brett W. Reichert grew up with real estate in his DNA. With a homebuilder and broker for a father, his exposure to the business came earlier than most, and from a young age he knew he wanted to pursue a career in the industry. “I’d visit the model homes and construction sites,” he remembers, “and I always knew I wanted to be involved in real estate in one aspect or another.” While attending the University of Guelph with a focus in real estate

and housing, he earned his license and hit the ground running upon graduation. Last year, he earned his broker’s license and continues to make an impressive impact on Guelph’s burgeoning real estate scene.

Today, Brett spearheads his work as part of Lifestyle Real Estate, a team of five under the banner of Royal LePage. Serving the greater Guelph and Wellington County areas as a solo agent, he earned a host of accolades for his performance. Now heading into their third year, Brett and his team, have gone on to become a Top 2% Team for Royal LePage’s national imprint, comprised of 17,000 Realtors coast to coast for Royal LePage Canada. What’s more, Brett has cultivated a substantial repeat and referral following, amounting to roughly 80% of his business. To account for his successes thus far, Brett cites a steadfast commitment to integrity, thoughtful client care, and proven follow-through. “I love helping people and being a resource to clients within the hyper-local Guelph real estate market,” he explains. “My background gives me well-rounded knowledge of a transaction’s different components, and I’m able to provide the best information to my clients so that they can make the informed decision that’s right for them. As a team, we’re available 24/7 and we always stay at the top of our game.”

Beyond his multifaceted experience in the marketplace, Brett also credits Guelph’s growing real estate scene—especially since it was named the #1 City to Buy Real Estate by *MoneySense* in 2017. Likewise, Brett and his team unite their talents to serve a range of needs, including residential purchases and listings, investments, and commercial leases. “Many of our clients are investors and they trust us to be able to serve their unique needs,” he says. “Because we’re very proud of community connections, we’re able to recommend local trades in the area, and our referral network extends to other profes-

sional in the industry, as well. This really makes the transaction much smoother for all involved.” Brett and his team also keep community connections alive by hosting regular and creative client appreciation events—from curling lessons taught by the pros, to collective fundraising events for worthy causes.

When it comes to listing, Brett and his team leave no detail unaccounted for. Staging, professional photography, and video walkthroughs ensure listings make an ideal first impression. Then, wide-ranging exposure across social media, MLS boards, and online listing platforms ensure extensive digital visibility, as well. Of course, open houses and local agent walkthroughs build local buzz, while Brett and his team’s involvement in the community creates natural points of connection before, during, and after a transaction is complete. “We’re very active on social media, and that naturally helps us stay in touch with our community,” he says. “Our team is really big on volunteering and we’re always supporting and sponsoring different causes.” Among those organizations they support, the area’s Women in Crisis Shelter is a favorite recipient. “Our team is able to make a living through housing, so we want to give back in the same capacity,” Brett says. Likewise, Brett and his team contribute to the local Rotary Club, where they volunteer to string lights across massive eighty-five-foot trees for the community to enjoy. “Guelph is a hyper-local area and is all about community,” he says. “That’s what we’re all about, too. That’s what we love about where we live.”

Beyond the office and his community commitments, Brett most enjoys time spent with family and loved ones, as well as being an avid outdoorsman. In particular, he enjoys fishing and ice-fishing. As for the future of his business, Brett intends to continue his team’s steady growth in the promising years to come. “We want to continue to be hyper local, give back to our clients, and grow along the way,” he says.

Now, going into his fifth year of experience and insight, Brett W. Reichert considers what he enjoys most about his chosen career. “Every day is different,” he says. “The industry is always changing. I consider myself a positive person, which goes a long way in real estate. I love seeing what we can do to help people make this big decision and transition in their lives. There’s nothing more rewarding than catching up with clients after they’ve moved in, seeing how they’ve customized and decorated their homes, and watching their families grow.”



To learn more about Brett W. Reichert, call (519) 803 – 5507, email brettwreichert@royallepage.ca, or visit LifestyleRLP.ca