

western michigan edition

# BROKER★AGENT<sup>TM</sup> magazine

broker/agents of the month

*Denise and Steve  
Maghielse*

Presented by



America's Trade Publication for the Real Estate Professional

072-WMI 2007 premier issue \$5.95 U.S. www.gotoBAM.com

PRSRT STD  
U.S. Postage  
**PAID**  
Tucson, AZ  
Permit No. #1431

## also inside

company profile  
Carlisle Crossings

Redstone Group

rising star profile  
Mark Brace

REALTORS® Respond

Talk of the Town



professional and get the job done. "Reflecting on the personalized service, John and Dawn added, "Not only did we find a good REALTOR® but some wonderful friends!"

Denise and Steve are listing specialists who place great importance on the value of strong customer service and well-organized marketing campaigns. Working throughout Grand Rapids and the surrounding communities, they are firm believers in the idea of treating customers like family. Their professionalism and experience, combined with their friendly approach to business, has earned the couple a loyal base of repeat and referral clients. In fact, while they market their listings extensively via print and online portals, the couple acknowledges that they do not rely on solicitations to acquire new business. "I think that's a reflection of the mentality we take to our clients," Steve observes. "When you take care of people, the rewards are great."

For clients, that care comes in the form of carefully planned and executed systems that are designed to facilitate a consistently smooth and successful transaction process. "There is a lot of time and research involved in properly handling and marketing a listing," Steve says.

"Our philosophy isn't just to bring a price to a client; my goal is to educate our clients so that when we review a property's information, we can come to a mutual conclusion on the value of their home. It's not just about us coming up with a number; this is a serious business and a key component of effecting a successful sale."

A less obvious but equally important aspect of their business is the Maghielses' commitment to collaborating with their professional colleagues. "My goal is to continue to enjoy strong relationships with and to be well-respected by my fellow agents," Denise explains.



"We're working together to achieve successful transactions, and our team goes out of our way to stay in touch with other associates, updating them on new listings, price changes or interested buyers." This, she notes, creates a win-win situation for all parties involved in a transaction.

Sellers Deb and Rick Rutkowski attest to the professionalism of the team at Maghielse and Company noting, "This has been the best experience we've ever had." The Rutkowskis, who have been through the process of selling seven homes, note that they enjoyed a great experience thanks to the team's knowledge and hard work. "We will be giving them a lot of referrals!" they exclaim.

While they are typically on the cutting edge of their profession, the exceptional client care that the Maghielses offer is steeped in tried-and-true practices. "I enjoy people," says Denise. "So I'm in contact with our clients on a regular basis, following up with them throughout the course of each transaction and beyond." Denise also writes her own advertising copy, working to capture each property's unique traits for prospective buyers. Personal touches make all the difference in the level of service that the Maghielses offer. Steve describes the

team's approach as, "High-quality service that is detailed and yet simple and straightforward."

Denise, who jokes about her love of food, calls it a recipe for success noting, "We utilize our own systems, and are constantly honing and improving upon them. Our goal is to continue to increase the level of service that we offer our clients in every aspect of our work. "We



want our clients to be happy, and want their interests to come first because we have found that to be our path to success,” continues Denise. “It’s a basic philosophy that we have taken to heart.”

After 24 years together as a couple and nearly a decade as professional partners, Steve and Denise are hardly settled into a rut; their enthusiasm for the business and the strong relationships they have forged with their teammates, colleagues and clients keep them fresh in their perspectives on business and life. “There are gems in the people we meet,” reflects Steve. “We wouldn’t have the opportunity to develop the relationships we have if we weren’t in this business.”

“I love everything about real estate,” enthuses Denise. “There is a great opportunity to work with a variety of people, to adapt our services and build our skills as the market changes.” When push comes to shove, it’s REALTORS® like Denise and Steve who weather the storm in a changing market. “You can be successful in this business,” she asserts. “It’s about hard work and treating people right.”

While the Maghielses are dedicated to their business (Denise acknowledges that she is a workaholic), they also find time away from their roles as real estate agents. They are proud parents to Chad, a young outdoorsman who has traveled the world in his quest for new adventures, and Ross, a writer and sports broadcaster who recently

graduated from high school. “We have two great boys,” beams Denise. “They have allowed us to be successful!” The family enjoys boating and recharging outdoors.

When it comes to customer service, there is no team like Denise and Steve Maghielse to ensure that clients are well taken care of throughout a real estate transaction and beyond. Their philosophy is summed up in the Maghielses’ code of ethics, which states, in part, “I care about you. I will look out for your best interests ... I will do my very best to help you achieve your goals. I will keep you informed about the market and provide you with accurate information so you can make the best decisions possible.” This proactive and client-centered approach invariably leads to customer loyalty. As Steve puts it, “Our goal is to earn the right to ask our clients for referrals or a letter of recommendation. Even better, we want them to be so thrilled with our services that we don’t have to ask!” Talk to any of their highly satisfied customers, and you know that they’re right on target. ★

## *Denise and Steve Maghielse*

Five Star Real Estate

Office: 616-977-0900

Web site: [www.MaghielseAndCompany.com](http://www.MaghielseAndCompany.com)

Presented by



Nancy Sluys and Danielle Rowland  
of First Horizon Home Loans  
(616) 940-0944



LandAmerica Transnation  
Title (616) 459-2400.  
Michelle Lund  
(616) 889-5696