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**The  
Winning  
Attitude**

# The Winning Attitude

By Heather Navarra, *The Write Type*



**H**onest, caring, professional, and dedicated to hard work ... these attributes describe Lorin McLachlan, including both her approach to real estate and all other endeavours in her life.

Lorin has always displayed a capable, competitive attitude. She played soccer, ringette, broomball, and hockey, where she learned the importance of teamwork. Consistently competing at the national level, Lorin often earned MVP awards.

Academically, Lorin attained very high grades, graduating with honours from Vincent Massey Collegiate's accelerated three-year program in two years. After attending the University of Manitoba for two years, with law as her goal, Lorin made the decision to take a year

off to try real estate. She has never looked back.

After completing the real estate course, Lorin joined Montreal Trust in 1987, because they offered a very professional training program. Lorin applied the same disciplines and winning attitude to real estate as she did to sports and school, providing immediate results that have been phenomenal. After five years as a consistent top producer, Lorin joined RE/MAX in 1992, bringing with her the established clientele that she had developed. "I moved to RE/MAX once I was satisfied with my sales ability and performance," says Lorin.

Since each agent works independently, being with RE/MAX offered new challenges. This appealed to Lorin as it also allowed her to establish new goals

that were totally dependent on her abilities, work habits, and ambitions. And those she had plenty of!

"RE/MAX is a widely recognized international company," notes Lorin, "and is very dominant in the Winnipeg market, outselling the competition three to one. The large number of high-profile, successful realtors contribute to the RE/MAX image, reputation, and recognition." Lorin and RE/MAX make a winning combination.

Lorin has been an avid supporter of the Children's Miracle Network and has, since 1992, contributed a percentage of her income. She began supporting stroke foundations after her mother suffered a massive stroke in 2001. After four months hospitalization, Lorin's parents moved into her home so Lorin

could lovingly assist with her mother's care and recovery.

Since 1987, Lorin has worked hard and worked smart. Today she is recognized as a top producing agent by both her peers and the many buyers and sellers she has had the pleasure to serve. She is respected by her co-workers, and equally respects working with them. She has a huge satisfied client list, some of which are Blue Bomber players and personnel.

When Khari Jones, quarterback for the Winnipeg Blue Bombers, and wife Justine moved to Winnipeg, they were introduced to Lorin to assist with buying their home. Justine wrote her first bi-weekly Winnipeg Free Press article about her house buying experience. Justine said in the article, "The experience was not daunting, horrifying, or stressful, which of course I had convinced myself it would be ... How would we, two bumbling novice players, manage on the home buying circuit? Enter player No. 3, realtor Lorin McLachlan. The star of the show ... Khari and I became her adoring audience as we watched her in action. Our motto in life became, 'What would Lorin do?' We asked endless questions and, without breaking a sweat, Lorin answered all of them. What made us trust this woman immediately? She made us feel that finding the perfect home for us was her favourite thing to do in life. And that makes you feel good..."

Along the way, many of Lorin's clients have become long-lasting friends. The high number of referrals she receives is one of the many reasons that Lorin completed more than 220 transactions in 2004, making her one of the top realtors in Manitoba. "My priority is to make sure that my client's home buying or selling experience is pleasant, cost efficient, and successful."



Lorin works with both buyers and sellers for all types of properties in all price ranges. "Type and value is not important to me. Every client will always get treated with respect, irrelevant of the value of the home they are buying or selling." Hard work and a commitment to working towards the client's needs are trademarks of Lorin's contribution to her role. Her honest approach ensures clients are always well informed and able to make important decisions with confidence. "I enjoy when my clients win!" says Lorin.

Lorin's personal commitment and dedication to achieve each client's real estate dreams are complemented by her tenacity and perseverance, forming the foundation of her entrepreneurial approach to real estate. Lorin's outstanding success is a testament to

the fact that she is an invaluable asset to clients buying or selling a home.

Knowledge of the market helps set Lorin apart from her competitors. "I am always aware of current homes on the market," says Lorin, "and I know neighbourhood values so well that I can determine which properties are fairly priced before a client begins their search. I prepare my purchasing clients so that sellers perceive them as preferred buyers. I help locate and assess properties for sale that match their specifications, and I assist them with the myriad of details related to the actual purchase."

An in-depth knowledge of the market also allows her to give sellers a meaningful, accurate market evaluation and to subsequently realize the

maximum selling price. Her reputation in negotiating a 'top dollar' price for her sellers is second to none.

To reach the top level in sales and service requires organizational support. Marina Gorbatiuk, Lorin's very capable licensed assistant, has been working with Lorin for ten years. Marina is responsible for office organization, including appointments, listings, sales, and accounting. Having obtained her real estate license in 2001, she is qualified to work with buyers. Marina is fluent in three languages.

Well respected in the industry, Lorin is the recipient of numerous awards: RE/MAX's President's Club, Executive Club, 100% Club, Hall of Fame, Platinum Club, and the prestigious Chairman's Award. She has also received the Winnipeg Real Estate Board's Gold Medallion Team Award. Although her team consists only of Lorin and Marina, the team ranked in the top three in Winnipeg. That's an enviable feat.

Also contributing to Lorin's success is the support from her family. "They

encouraged me to never look back, to fulfill my dreams and goals. When times got tough, my father told me to put on blinders and always push ahead. My father taught me motivation, my mother taught me devotion, and my sister taught me that it's ok to be different." That difference is one of the keys to Lorin's success. Her dedication to providing the highest level of service to all her clients, all the time, is another.

Lorin is inspired by helping people achieve their dreams. She exercises patience and answers all questions so each client has a complete understanding of all developments during the transaction. Through her career, she has developed a high level of professionalism, and has a keen ability to communicate clearly. Her sincerity shines through, and clients are confident in her ability to represent them.

To keep things in perspective, Lorin stays focused on aggressively pursuing her goals. Perseverance is key. "Client satisfaction is my top priority," says Lorin. "For buyers, I take the time to

listen to their needs and desires to help find their dream home. I have the best possible resources and communication systems available today to help locate homes on the market that match my clients' specifications. For sellers, I strive to sell their home for top dollar and in a timely manner. My online and offline marketing programs give me the edge needed to make this possible."

Dedicated to achieving exceptional results, Lorin knows that in order to maintain success she must always serve her clients and put their needs above all else. She does this, and she does it always. With her winning attitude, when clients choose Lorin, they also become winners and share in the success.

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