

Faulkner Real Estate Celebrates 20 Years



By Judy Faulkner,
Owner/Broker of Record

I can't believe it's been 20 years since I left a national real estate company and made the big leap by launching Faulkner Real Estate.

It feels like only yesterday that I was putting up my first "Sold" sign. I'd been working out of the basement of my Glebe home at the time, joined by my team.

When I founded Faulkner Real Estate on July 19th, 2000, I was 17 years into my successful career. In starting my own business, I knew that there was room for considerable improvement within the industry and I wanted consumers to experience a fresh approach.

My goal was simple: to create more fairness, honesty and integrity. It meant offering progressive compensation options, and ending the practice of "multiple representation", which occurs when a listing brokerage also represents an

interested buyer. This puts both the buyer and seller at a disadvantage because their brokerage has a conflict of interest and can not give advice that favours one client over the other.



Judy Faulkner with her team outside her home-based office in the Glebe during the early years of Faulkner Real Estate, which is marking 20 years of helping people buy and sell.

Despite our humble beginnings, Faulkner Real Estate immediately took off. Not long after, the Ottawa Chamber of Commerce honoured us with the New Business of the Year Award for our innovative business practices.

I see my role as more than just selling homes. I'm helping people in transition — from those looking to buy their first home together, to empty-nesters wanting to downsize, to families relocating to the city but not knowing how to find the perfect home and neighbourhood.

We work in a fast-paced environment, one that also requires us to be educators, marketers, negotiators and confidants. Just as we celebrate our clients' successes, so, too, do we give them encouragement and a boost, when needed.

I've long since learned that the lines between my work life and personal life are blurred. I'm like hot water on demand; when I'm needed, I'm there. I love helping and connecting with people. I love the unpredictability of each day.

I'm also proud of the way Faulkner Real Estate has been able to give back to our community over the past 20 years. Among the groups that we've supported is the Glebe Neighbourhood Activities Group, by serving as top sponsor of its popular Glebe House Tour fundraiser.