

BROKER PROFILE: TIFFANIE ROTHWELL AND TANYA BONI

No clients? No experience? No problem

Duo gets established with cold-calling and hard work

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SPECIAL TO THE GAZETTE

In an industry notorious for stiff competition between brokers, two women who entered the business together have come to thrive as an effective, productive real-estate team in Montreal. After becoming certified brokers in 2010, Tiffanie Rothwell and Tanya Boni started their careers at a boutique agency in Westmount.

“We knew nothing and did not have any contacts in the real-estate world, but that didn’t matter to us, we dove in head first,” Rothwell said. “We were motivated, young, and determined to achieve success despite our age and lack of experience.”

“Since we did not have any clients or networks our entire business was built on cold-calling and soliciting for sale by owners,” Boni added.

The rookies quickly gained a reputation for their competitive commission rates, techniques that led to quick sales, and their successful marketing strategy.

“At the end of our second year we were awarded Team of the Year, and were part of the top 15 brokers for two years in a row,” Rothwell said.

That’s when other brokerage firms in the industry started taking notice.

“We were approached with offers from several other agencies who had watched our progress through the years,” Boni said. “We were drawn immediately to Linda Mandanici, chartered real-estate broker and manager at Groupe Sutton Performer.”

In 2013 they left their boutique agency and joined the second-largest banner in Canada — Groupe Sutton.

At Sutton, the brokers’ marketing strategy evolved.

“We now provide each listing client with virtual tours, professional HDR photos, open house ads, Sutton Magazines and flyers of properties we’re listing,” Rothwell said.

Working as a team allows the intrepid brokers to help a wide range of clients from first time homebuyers, those relocating to Montreal, investors, and clients selling their property to find a new place to call home.

“We’ve worked together since the beginning, and we always offer both of our insights when it comes to marketing houses,



DARIO AYALA/THE GAZETTE

Real-estate agents Tiffanie Rothwell, left, and Tanya Boni work as a team. “We knew nothing and did not have any contacts in the real estate world, but that didn’t matter to us,” Rothwell says. “We were motivated, young and determined to achieve success.”

negotiating contracts and solving real estate related issues,” Boni said.

“Together, along with our assistant Kim Belanger, we have double the focus and drive, which allows us to achieve more and be more available for our clients,” Rothwell said.

“Being a team and having an assistant really enables us to maximize and balance our time to give 110 per cent to each client whether buying, selling or leasing.”

The brokers’ transactions are done all over the city, depending on where their clients, and their referrals, take them.

“We have a large referral clientele and our work allows us to focus on many different areas of the city such as downtown, the Old Port, Notre-Dame-de-Grâce, Lachine and Hochelaga-Maisonneuve,” Boni said.

The team was also recently mandated to be the exclusive brokers on the beautiful Le Desaulniers condo development in HoMa,

a multiphase project by award-winning builder Développements Proximi-T Inc.

The brokers say each new client, experience and challenge reminds them what they love about their jobs, and why they got into the industry in the first place.

“I definitely love the challenge, and the fact that there’s never one day that’s the same as the last,” Rothwell said. “It’s a very fast-paced industry, you have to be available 24/7 and ready to jump into the car at 10 p.m. to write an offer; but I have to say, the most rewarding experience is matching my clients to the perfect home — that’s honestly the best feeling.”

Boni echoed that sentiment, citing the constant novelty the industry provides.

“It’s an adventure when you’re on the road all day visiting some of the city’s most interesting and beautiful homes,” she said. “We’re always making new acquaintances and that’s one thing I love about being in the

business; that and the emotional rewards are priceless.”

Given their success to date, it’s no surprise that both brokers envision themselves continuing to thrive and grow in the industry in the next five years.

“I’m so happy with the career path I chose and the direction in which things have gone since the beginning with Tiffanie,” Boni said. “I feel like every day we’re excelling more and more in our industry.”

In the future the brokers imagine their team growing and taking on new challenges, but right now their focus is to keep doing what they’re doing.

“We consider ourselves very lucky to be doing what we love every day,” Rothwell said “We definitely plan to be around for a long time and look forward to building relationships with each client, as well as with Développements Proximi-T, who has been an absolute pleasure to work with.”