

TOP AGENT MAGAZINE

LYNDON SOMMERT



When he decided on his career path back in 1992, Lyndon Sommert wasn't asking for much: only that he get to spend the rest of his life making a positive impact on the lives of others. "That's the beauty of this business. Every transaction has the potential to lift people up, allow them to begin a new life from a better position. And the relationships that we build—it's life changing, whether you're buyer, seller, or agent. Being a Realtor is a gift for which I'm grateful, and a responsibility that I take very seriously."

It wasn't easy at first. Lyndon got into the industry, only to discover how quickly markets could change. He dropped out shortly during slow markets in 1993 and 1995, but remained determined. "I saw other agents succeeding where I wasn't, and that bothered me. I studied it by meeting many of the top agents and found out there were six common denominators that all successful agents shared. I began practicing those habits, and the rest is history."

Thirty years of history, in fact. Lyndon is now a huge success as a Realtor with eXp in

Edmonton, Alberta, having helped close over \$200 million in transactions during that time. He currently leads a team of two other agents, and together they do between 60 and 80 transactions a year. Ninety-five per cent of that business comes from repeat clients and referrals. Moreover, he's coached over 2000 agents towards their own success since 1997, through his company Advance Real Estate Training Inc.



“Two of the most important things are to make sure the clients’ experience is enjoyable and successful, plus staying in touch beyond the closing to provide any needed services. If I’ve done my job right, clients are happy to hear from me because of the great relationship I’ve built with them. There’s a list of other things necessary to providing quality service, but those two represent the basic principles.”

Because the industry is constantly changing, Lyndon has always employed expert help to deal with marketing. “My job’s to be out there assisting clients, making sure I’m on top of the latest developments so I can give them the information they need to make good decisions. My team makes sure our listings get maximum exposure on all of the social media sites, our MLS, and whatever other mediums we might need to use given the type of market we’re in. Our marketing is excellent! For buyers, we pride ourselves on finding the best deals that suit the client’s needs and negotiating the most favorable price and terms.”

When not working, Lyndon’s family comes first. “My fiancé and I have five children between us, so we’re getting together with them every chance we get. Activity wise, I really enjoy getting out in nature, especially to ski and motorcycle. I’m also a huge fan of both car racing and baseball, and I have a goal of visiting all of the race courses and baseball diamonds across North America.”

Lyndon has no plans to retire. He has a passion for real estate and hopes to continue recruiting and training new agents for eXp Realty. “It’s such an incredible company because it’s all about the agents and not the brokerage. Once other agents see the unique features the company has for them and their clients, it’s really a no brainer. At the end of the day, what I love most is building those relationships. Many, many clients and agents have become long-term friends and business partners. I feel blessed. It really doesn’t get better than this.”



Contact Lyndon at 780-498-1966 or email Lyndon@aret.ca