

Sonia Tarabay

Attitude
Our most valuable asset.

If you're looking for extraordinary success in life, you need to step outside your comfort zone. Be bold and take risks. That's when all the magic starts! You must express an optimistic and tenacious attitude in all you do. Your attitude is truly your most valuable asset because it defines your character. People will be drawn to your self-confidence and respect your individuality. In most cases, you will inspire those around you. One of my favourite quotes that I live by is, "Be who you are and say what you feel because those who matter don't mind, and those who mind don't matter."

As a Real Estate Professional, I am in the business of 'selling dreams.' Real estate is more than just a career for me; it is a lifestyle and one that I love on so many different levels. It's also very natural for me to do what I do best because I grew up around real estate and love working with people. With each transaction, my goal is to negotiate the best deal possible for my clients whether they are buying or selling a home. I strive to develop meaningful relationships with every client – many have also become very good friends. For me, that's priceless.

My marketing is also very unique. I had a vision a few years ago on how I would launch my real estate business. It was very important to me to brand myself, so I decided to use animal prints throughout all my marketing since I love tigers, leopards and other wild life. My brand is on bus benches throughout Sherwood Park and Edmonton, in newspaper ads and on my website at www.SONIASELLS.com. A couple of my tag lines are: "With Sonia, it's SOLD!" And "Get a tiger on your side." The tag lines say it all! I'm extremely thankful to clients for supporting my business and for their trust in my abilities.

One of my joys in life is to give back to my community. I believe it is our duty to make a positive impact in society. Sometimes it is as simple as performing a random act of kindness. Everyone values the gifts of unexpected assistance and those who support it especially when it is to help a sick child. This is why I love to support the Stollery Hospital. In 2012, I was recognized by RE/MAX of Western Canada for my contributions to The Children's Miracle Network. As a mother, I have also experienced first-hand the worries you face when your child becomes ill. That's when everything stops. The Stollery Hospital medical staff took excellent care of my son. Thank goodness for happy endings.



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