

# TOP AGENT MAGAZINE



## VIJAY VIRK

Top-producing, award-winning agent Vijay Virk – of McDonald Realty in Vancouver, British Columbia – is a dedicated, hard-working professional who is committed to helping his many buyers and sellers achieve, and often surpass, their real estate objectives. With a focus on

honesty and integrity, and non-pushy approach that puts clients at ease, Vijay has earned his reputation as one of the best Realtors in the Surrey, North Delta and Langley area market.

Vijay began his journey in real estate in 2004. “I had built a house,” he recalls, “and the experience I had with my real estate agent was not positive. So, I decided that I could do better, and signed up for real estate courses at the University of British Columbia. I was told that I wouldn’t survive in that industry, because I was such a quiet person.” Ironically, Vijay’s low-key personality has played a large role in the success he enjoys today. His non-pushy, un-salesman-like approach has endeared him to his many grateful clients, who appreciate his focus on their needs rather than on his commission check.

Perhaps the greatest evidence of the exceptional level of customer service Vijay provides is the fact that the majority of his considerable business is based upon returning clients and referrals. “I believe it’s because I do what I say I’m going to do,” says Vijay, when asked how he manages to inspire such impressive loyalty amongst his customers. “A lot of other agents don’t do that. I’m also very fair, and I don’t push my clients into making a purchase. I may have lost some business over the years because of this, but I prefer to form longtime relationships with my clients rather than focusing on a one-time sale, and I know that they appreciate this.”

Another factor in Vijay’s impressive success story is his strategic, spare-no-expense, comprehensive approach to marketing his listings. After making certain the home is in prime shape to be put on the market, Professional photography is used for every listing, ensuring that they

are always shown in their best light. After that, thorough use of the internet and social media platforms make certain that each property is seen by as many potential buyers as possible, resulting in fast sales and for top dollar, not to mention happy clients.

“I love helping people, and I love this business,” says Vijay. “I love that I can work seven days a week if I want to, and that I’m not tethered by a nine-to-five schedule. I also love that this business allows me to work with many different types of people; I think that has made me a better person.”

When he’s not working, Vijay enjoys all things music related. He is also passionate about giving back, and does so through a variety of ways, including his support of breast cancer organizations. “My mother had cancer, so that’s very important to me,” he says.

Vijay’s plans for the future include growing his already-thriving business, and to find ways to broaden his real estate horizons, including venturing into the luxury market arena.

Anyone looking for a top-of-the-line, dedicated real estate professional in the Surrey, North Delta and Langley areas need look no further than Vijay Virk.



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