

TOP AGENT MAGAZINE



Bill Becskereki

After working various jobs to make ends meet, Bill Becskereki joined a local Service Club. It was through this club that he became friends with two real estate brokers., who set him on a path that would change his life forever. "They saw how hard I was working and they told me that with that kind of work ethic, I could be very successful as a REALTOR®. It was something I hadn't considered and I was apprehensive at first because it was commission-based, but they finally convinced me and I went to work for one of them. Forty years later, I'm still here." Bill quickly became one of the top producing agents in Canada and has been awarded for his impressive production every year he's been in business.

After starting with a small local brokerage, Bill eventually went into business for himself, first with a partnership and then buying his own Prudential franchise. Ten years ago, he was bought out by Royal LePage, which at the time was quickly becoming the biggest brokerage in the greater Niagara area. "They didn't have an office in Port Colborne, so I approached them about buying me out. At that time, they were still on their way up in this area, but were building so fast I knew it was a good move. Almost ten years later, we're still on top with about 35% of the market share in Niagara. It's been a great fit and I've never thought of going anywhere else."

In an industry that sees agents come and go, Bill's longevity and ability to stay at the forefront of his industry is truly remarkable. Key to his success has been his ability to build and maintain relationships. "I was born and raised in Port Colborne, so not only do I have an unsurpassed knowledge of the community, but I have established a lifetime of relationships here. My business is now largely referral based because I treat everyone fairly and operate with the utmost integrity. My clients know they can trust me to represent their

friends and family, offering them the same commitment to excellence and the constant communication and availability that I've become known for. I make a real effort to stay in contact with my past clients, emails, phone calls, we even send out poinsettias around the holidays, so that when they need a REALTOR® or know someone who does, I'm the one on their minds."

Bill has over 4000 sales in his career and is consistently one of the top ten REALTORS® in Niagara and one of the top 1% of Royal LePage agents in Canada. He has averaged over 100 sales per year since 1974.

In addition to his busy career, Bill is active in his community and supports several organizations such as the local food bank and the local women's shelter.

Bill shows no signs of slowing down yet and is constantly seeking new and innovative ways to generate leads and continue building his business, but his top priority is always about treating the people he works with, clients and other agents a like with the respect that they deserve. "I treat everyone how I'd like to be treated. In this business how you treat people, affects how well you do and luckily for me, being that way is in my blood."



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