



When Ontario real estate professional Lidia Adamska and her husband moved to Canada from Poland in 1989, she couldn't have imagined the success that was to come. With help from family and friends, she learned English, improved her skills and worked for a series of manufacturing companies. Eventually, she realized she wanted a career, rather than just a job. That's when she and her friend Tanya hatched a plan to pursue careers in real estate. "I wanted to concentrate on something I would be passionate about doing," Lidia explains. "I have always been a people person, and I love homes and decorating — that's how the idea was born."

Now 11 years into a successful real estate career, Lidia knows she made the right choice. "I love my career and helping people with one of the most important decisions in their lives," she says. "Plus, I have the independence and flexibility of being my own boss." That flexibility allows Lidia to work with a wide range of clients throughout the Southern Ontario area, including Cambridge, Kitchener, Waterloo, Guelph and the surrounding areas. She works with a variety of transactions, including resale and new construction. "For the last

two-and-a-half years, in addition to the resale part of my business, I have been working for one of the most recognized builders in the area. It's fun to help people choose layout, colors, and design their homes," she says. "My previous work experience was in quality engineering, and the ability to read and understand blueprints has been very helpful," she adds.

With more than 80% of her business coming from repeat clients and referrals, it's clear there are a number of good reasons Lidia's clients choose to work with her. Chief among them are honesty and integrity. "I'm very honest and always put my clients' interests first," Lidia says. "I also believe in being up-front, authentic and always professional — plus I'm available almost 24/7 and always pick up the phone."

Additionally, Lidia always tries to view things from her clients' perspective and takes the time to understand what they're looking for in a real estate agent. "I treat clients like friends and that's what they become," she explains. "I get involved with them on a personal level and think about what they need based on where they are in their lives." A perfect example of that is the annual children's party she holds. "I realized I have a lot of clients who are families with young children, so I do something special for them every year."

When prospective agents ask Lidia how she has achieved success, she shares with them what has worked for her. "They should do research to be sure it's what they really want, so they will be honest and passionate about what they do. I also tell them to be yourself and to concentrate more on the relationship than the transaction," she says.

Staying true to that advice has earned Lidia not only loyalty from her clients, but recognition from the industry as well. "My first 100% Club Award made me so proud. I was ecstatic to reach a goal that I had been working on for some time," she says. "I also received the Bronze Award for new homes sales; that was challenging because of the market conditions at the time." And yet, as much as Lidia appreciates being recognized for her achievements, that's not what drives her. "For me, the most rewarding part of this career will always be bringing buyers and sellers together to reach their common goal."

Lidia Adamska

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