



As an Alberta native, Ben has extensive local market-place knowledge. But rather than relying on just that, he invests time into educating himself and staying current on trends in the market and in real estate as a

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whole. His clients also get the benefit of his experience in construction. “I’ve worked a lot of carpentry jobs and gotten to know the construction end of things, which I think is a big benefit to my clients because I can point out a home’s great features, as well as identify issues that might be a problem.”

Above all, Ben focuses on gaining his clients’ trust and making them feel comfortable throughout the transaction. “REALTORS® have earned a bad name because unfortunately, many say and do a lot of things they shouldn’t,” Ben says. “I’m more open to telling someone I don’t know the answer instead of making something up just to make a deal. I want to make sure my clients work with me for years to come and feel proud to refer my name.” That strategy seems to be working, since he currently serves a client base that’s at least 75% repeat clients and referrals.

Ben is thankful that early in his career, he was given the advice to be honest and stay true to himself, and that’s exactly what he tells others who ask him for the ‘secret’ to his success. “There are a lot of things people need to understand when getting into this business, including becoming educated about other parts of the process,” Ben explains. “I advise people to create a network of other professionals. Talk to home inspectors. Have conversations with mortgage brokers. Go to a building site and watch the building process.”

Honesty, education and building relationships have



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all contributed to Ben’s decade-long career. “I’m proud of being in the business over 10 years since the average agent doesn’t stick with it that long,” he says. “Being successful is a big achievement and being part of a team that’s been Top 1% in Royal LePage Canada for more than five years is pretty awesome!” No matter what Ben achieves, however, nothing compares to that moment when his clients achieve their goals. “I love seeing the excitement buyers have when I hand

them the keys and they know they’ve achieved home ownership. With sellers, it feels good to know you’re helping people move on to the next stage in life.”

Never satisfied with the status quo, Ben has plans to continue growing as a real estate professional. “I want to be bigger and better and continue to educate myself and become somebody who can hopefully contribute to making a better name for the real estate community.”

*While working in Alberta’s* oil fields, self-described “Alberta farm boy” Ben James had the opportunity to take a real estate course. He jumped at the chance, knowing it was a profession where the results you have are directly related to how hard you work, and that appealed to him. “I knew I would see results versus working in the oil field or even on the farm, where sometimes you work really hard but the outcome isn’t as good as you expect,” he says.

Now Ben works with real estate buyers and sellers throughout Central Alberta on a wide range of transactions, including acreage and farm real estate, along with lake properties and traditional residential transactions. “It’s a large area but not a big population, so I touch a little bit of everything,” Ben explains.



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