

CONNECTED FOR BUSINESS

ROGERS MAGAZINE

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Social
Media
for your
business

Does
your
company
need an
app?



Robert
Herjavec
Shares a
dragon's
secrets for
success

BLACKBERRY PLAYBOOK It's here!



EXCLUSIVELY FOR ROGERS BUSINESS CUSTOMERS

Entrepreneurs can be found coast to coast, and here are two who told us what makes their businesses successful, and the tools they use to keep them running. Susan Gucci, a real estate professional in Toronto, and Ken Walford, a wholesaler from Winnipeg, share their secrets.



How did you start your business?

I have a business background so it was well thought out and strategic. I was in need of a change and wanted to ensure the skills I had developed in various industries would be fully utilized. I put together a plan and implemented it seamlessly.

How do you measure success?

There are many ways I measure success. One is by sales and award levels I achieve. Another is by the satisfaction level of my clients. Both are equally important and satisfying.

What technological device can you not live without?

My BlackBerry is with me at all times. It keeps me in the know, enables me to respond to my clients quickly and ensures I am up to speed on all the latest developments. My laptop is the next major device I can't live without. With my Rogers wireless connection, I can work on offers anywhere, including the family cottage. I appreciate being able to enjoy quality family time, yet still be able to respond to my clients if needed.

What is the biggest challenge you have faced running your own business?

The biggest challenge I face is knowing when to stop, because the work and opportunities never really end. I simply love what I do and get a real charge out of it. I also really enjoy community involvement, as it adds a real richness to my life.

What is the greatest success you have enjoyed running your own business?

One of my greatest enjoyments is the sense of accomplishment I get from setting my targets and achieving them. Seeing my business grow exponentially each year is a real thrill. I feel fortunate that I interact with so many interesting people. Relationships are key for me.

Do you have a favourite business app?

My favourite business app is GPS – an awesome tool for realtors. It gets me there.

What keeps you up at night?

My high energy level keeps me up at night. I am charged most of the time. I need an app to tone it down a few notches! Know of any?

Advice for other entrepreneurs?

Stay focused; always choose the ethical path; and never stop learning.



Susan Gucci

BUSINESS NAME Royal LePage Real Estate
TYPE OF BUSINESS Real Estate
CITY Toronto
NUMBER OF EMPLOYEES One

Photo by Josh Cornell

We're interested in hearing what makes your business successful. Want to be featured in an upcoming issue? Tell us why at feedback@connectedforbusiness.ca