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## Spotlight on Halton Entrepreneur

### Maude Léger

### The Business: Sold Right Away – Cutting Edge Technology to Sell Homes Faster

**Sold Right Away** helps realtors sell homes faster and get more listings. Owner Maude Léger created a technology that helps realtors list and show their clients' homes using an innovative collection of tools. This collection of tools includes HD video, photography, premium brochures, online marketing and QR Codes. Their complete branding has yielded proven results with top realtors and clients. The company offers a powerful, easy and exciting way to advertise in a competitive market.

Sold Right Away's technology is based on research on what triggers clients to choose a realtor or property over others

**How Maude got started:** Having worked in photography and videography, I offered my services to my realtor, Maggie Steffler, when selling my home. Thrilled by the concept, she decided to contract my services for all of her listings and word spread quickly about my technology.

**Typical hours:** In real estate, there are no set hours. Flexibility is a must and I'm proud to offer innovative services and customized accessibility. I am available seven days a week to always meet open house needs.

**Maude's biggest challenge:** Being more of an artistic person, marketing and selling my services has always been a challenge. I have built my business only on referral since 2008, so believing in my product has never been an issue. However, promoting it fully does not come easy for me.

**Maude's greatest reward:** Successfully helping to promote realtors, create customized branding and hearing how excited homeowners are by this technology is greatly rewarding. Realtors continually surprise me with fantastic stories of how new clients come to them as well as how quickly a home sells as a result of my technology.

**Advice for other Entrepreneurs:** Always keep your finger on the pulse of new technologies. Love what you do and treat every client like your favourite.

#### Contact information

Maude Léger

Let Me Help You Sell Your Listings Faster

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[maude@soldrightaway.com](mailto:maude@soldrightaway.com)

[www.SoldRightAway.com](http://www.SoldRightAway.com)



## Who's New in Halton

Please contact our office if you have registered your business within the last year and would like to list your business in "Who's New."

### Laura Ashley Images

Your one stop shop for a total Lifestyle Renovation.

Whether you are looking to improve your diet, develop your physical fitness or revamp your personal style, Laura Ashley Images can put you on the right path to helping you achieve your health and wellness goals.

Contact: Laura Ashley Townsend  
Ph: 905-484-0727  
email: [info@lauraashleyimages.ca](mailto:info@lauraashleyimages.ca)  
web: [www.lauraashleyimages.ca](http://www.lauraashleyimages.ca)

### Bright Communications

Bright Communications is a consulting agency specializing in employee communications. We help business and HR leaders develop effective employee communications that connect employees with business strategies and changes resulting in increased employee engagement, productivity and innovation, and reduced employee turnover.

Contact: Karen Payton  
Ph: 416-668-7200  
email: [info@brightcomm.ca](mailto:info@brightcomm.ca)  
web: [www.brightcomm.ca](http://www.brightcomm.ca)

### Aspergers 911

In-home consultations specializing in Aspergers, ADHD, and ADD

- Aspergers education and training
- School support services
- Aspergers speaker.

Contact: Julie Wootton  
Ph: 905-825-9099  
web: [www.aspergers911.com](http://www.aspergers911.com)

### A Butterfly's Touch Reiki

If you have never had the pleasure of the feeling of relaxation, happiness and overall well-being that reiki can give you either by itself or combined with other healing methods, please let me introduce you to reiki. A very light touch, described by one person as light as a butterfly on the skin, can renew the proper flow of energy in your body.

Contact: Julie Wooster  
Ph: 905-618-0308  
web: [www.abutterflystouch.ca](http://www.abutterflystouch.ca)

### Creative Strokes by M.J.

"OSCI" Decorative Artist & Certificate Master Etcher.

Contact: Mary Juffs  
Ph: 905-332-0880  
email: [m.juffs@sympatico.ca](mailto:m.juffs@sympatico.ca)  
web: [www.facebook.com/pages/Creative-Stroke-by-MJ/110534798970411](http://www.facebook.com/pages/Creative-Stroke-by-MJ/110534798970411)

## Seminars and Events

Upcoming seminars include:

**Sept:** Starting a Small Business, First Steps in Exporting, The New Importer, E-Business

**Oct:** Starting a Small Business, Market Research, Small Business Financing and Insurance

Getting Started General Information Session: 9:00 - 10:00 a.m. Tuesday mornings. Free

Getting Started is a one-hour overview of all the rules and regulations you need to know about when you are starting a business in Halton. Staff will guide you through a checklist for starting a new business which you can take home.

Business Banking and Credit Discussion: 9:00 - 10:00 a.m. One Wednesday/month

A one-hour overview of steps towards a successful credit discussion with any lender. Points of interest include: different credit solutions, the importance of investing in your own business, and being a good credit risk. These are casual, interactive small groups of five or less.

Please visit our website or call for dates, times and locations.

[www.halton.ca/businessesvents](http://www.halton.ca/businessesvents)

To register: Phone Access Halton at 905-825-6000 or toll free at 1-866-4HALTON (1-866-442-5866) for quick and easy registration with your credit card.

## Summer Company 2011



We are pleased to introduce 16 ambitious students from the Halton area who have decided to run their own business this summer. Rather than a traditional summer job, these students have taken on the monumental task of getting a business up and running and profitable within a few short months with help from the **Summer Company Program**.

The Summer Company is a provincially funded program that provides hands-on business training and mentoring - together with awards of up to \$3,000 - to help enterprising students between the ages of 15-29 start and run their own summer business.

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# Summer Company 2011

The students are not on their own. Consultants from our small business centre are available to guide the students throughout the summer. We also have had tremendous support from members of the business community who volunteer their time and expertise to assist these young entrepreneurs.

Andrew Wall of Sandler Sales Training [www.wall.sandler.com](http://www.wall.sandler.com) delivered a two-hour presentation on sales strategies to our students earlier in the summer.

Angela Rea of Angela Rea PR [www.angelareapr.com](http://www.angelareapr.com) coached the students on how to write their own press release, how to approach the media and how to handle an interview.

Phil Von Massow, owner of Connoisseur Painting Ltd. <http://www.cplgroup.ca/connoisseur/commitment.html> and Liz Kush of RBC <http://www.rbc.com/canada.html> attended a group meeting to offer their expertise. They will be available all summer should the students require their assistance.

Molly McCoubrey [www.mollymccoubrey.com](http://www.mollymccoubrey.com) will deliver training on personal branding.

We will also have a training session on bookkeeping.

Thank you to all of these tremendous volunteers. The success of the program depends on your involvement.

- Gerry's Swimming Lessons - Gerry Angelatos
- Pop Seagull Publishing - Elizabeth Hirst
- Affordable Window Washin' - Milan Stojav
- Katie Wilson Photography - Katie Wilson
- Prints & Needles - Natalie Eldershaw
- Nautical Cleaners - Scott Brittain
- Innocuous Beauty - Amen Ogbeifun
- Sospring Services - Khaled Hashem
- Sugar Mamas Dessert Co. - Carolyn Horbaczyk
- T.C.D. (True Care Detailing) - Mike Horst
- TJ's Lawn Cutting - TJ Jarvis
- Andrew's Student Gardening - Andrew Oliver
- Euphony Music - Tom Yang
- Umai's Makeup Design - Umai Hani
- Harmony Dog Walking Service - Harmony Fisher
- LKAS Cleaning - Andreas Gomez

Please visit [www.halton.ca/summercompany](http://www.halton.ca/summercompany) to find out more information on these enterprising students.

## BizTip: Control your money and your future.

Statistics claim that only half of new businesses will make it to the five-year mark. Quite often it's because these businesses don't have a good handle on their cash flow. Here is some great advice from Bnet.com to help you and your new business succeed!

- Overestimate - (generously) your start-up costs
- Know your break-even point
- Realize that you can't make up in volume what you lose in profit - so price accordingly
- Build your financial team
- Find a mentor or business coach
- Conquer your fear of financials

Visit <http://bit.ly/jUVHGa> to view the complete article.



Thank you to our partners, the Ministry of Economic Development and Trade and RBC



For more information, please contact  
Halton Region's Small Business Centre:

**Halton Region**

Dial 311 or 905-825-6000

Toll free 1-866-4HALTON (1-866-442-5866)

TTY: 905-827-9833

[www.halton.ca](http://www.halton.ca)

Email [smallbusiness@halton.ca](mailto:smallbusiness@halton.ca)



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