

# TOP AGENT MAGAZINE

## DIMITRIOS KALOGEROPOULOS

Despite his stellar success, Dimitrios Kalogeropoulos – Agent DK – never rests on his laurels. He is constantly striving to be a better agent, not only for his clients, but also for his fellow realtors, and the industry in general. He has successfully completed the prestigious Program on Negotiation Master Class at Harvard University School and estimates that he reads 50 books a year on negotiation, sales, and customer service. The key for him is setting aside ego and recognizing there is always more to learn. “The second you think you know everything or that you’re hot stuff, you’ve really lost touch,” he says.



DK has served Ottawa for the last eight years through his affiliation with Royal LePage Team Realty. He covers the entire city, rather than an area, a smart strategy given that Canada’s capital is currently one of its hottest markets in the country. As such, DK’s business has grown in quantum leaps, now doing close to 100 million dollars annually on a variety of properties. “Big or small. We’ll take it,” he says, “And everybody gets the same service, whether it’s \$200,000 or \$10 million.”

DK considers himself obsessed with service, which he credits for the fact that his business is now about 80% repeat and referrals. “People don’t care how many homes you’ve sold, he says, “They don’t care how many accolades you have. All they care about is how you are going to treat them.” As such, DK invests heavily in giving back to his customers, including throwing massive appreciation parties for them. “They

feel like a million bucks,” he says. “Which they should, because they’re the reason why we’re here.”

He praises his committed team for the stellar service. “We’re extremely efficient for the small team that we have,” he says. “We do a lot of volume, but everybody is dedicated.” A key to their growth is their willingness to make mistakes. “Fail often and fail forward,” says DK. “The amount that you fail is in direct proportion to the amount of success you have.” This fits with his overall philosophy to never stop

learning, which has also led him to regularly seek out experienced coaching and mentorship, and to join a “mastermind” group comprised of some of the best agents in North America, with whom he regularly meets to share ideas, goals, and problems.

For DK, job satisfaction goes way beyond money. He loves seeing client reactions when he exceeds their expectations on a deal. “That’s better than any award or any paycheck,” he says. And he shows gratitude by donating generously to the Children’s Hospital of Ottawa and breast cancer research, as well as local schools.

DK envisions a future in which he can step back from daily operations to serve as a coach and mentor for his team and the industry. “The industry needs leaders,” he says. “It needs motivators. It needs inspiration. I’d like to do more of that. I think the biggest contribution any human can make is to help people become the best versions of themselves.”



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