

TOP AGENT MAGAZINE

JANELLE LANOUE

While still relatively new to real estate, Janelle Lanoue finished 2020—her first year as a full-time agent—with close to \$12,000,000 in sales volume. But while she might still be considered a newcomer, the foundation for her success in real estate has been a long time in the making. Janelle’s mother, Pauline Lanoue, is a highly sought-after REALTOR® who’s been in the industry since 1987 and provided Janelle with a wealth of expert knowledge from an early age. Affiliated with Deerbrook Realty, the mother and daughter duo serve clients throughout Ontario, Canada.



At the heart of Janelle’s approach to business is her core belief in creating in-depth relationships with clients. “We are a 24/7 type of team. Between the two of us, we make sure that our clients can always get immediate assistance and that all of their questions are answered in a timely manner. We don’t turn our phones off, we’re always there for our clients whenever they need us,” she says, and adds, “We also never put pressure on people. We don’t make them feel like they must buy a house or have to make an offer. If someone really wants to work with us, and they love a property, it’ll just happen naturally.”

Aside from her diligent work ethic and elite level of service, Janelle also offers clients a broad range of experience. “My dad has been in the building industry for over 40 years, so I grew up around construction and have a great deal of knowledge of the process and what it takes to build a house, starting from pouring the foundation. I’m always happy to advise my clients and help educate them so that they can feel confident in their choices and know what the process will look like every step of the way.”

Janelle stays in contact with past clients and nurtures those relationships by keeping them updated on the

real estate market. “I send out cards on important occasions and often check in to see how my past clients are doing. I also like to send them information on current market prices in their area, so that they’re aware of what’s happening with their investment. Sometimes they might buy a house and think it’s their forever home, but once they’ve lived there and have seen other new properties in the area, they might change their mind and want to make that next step.”

Janelle’s passion for real estate is rooted in her love of helping people. “I’m really lucky that I get to do this job and meet such a wide variety of people. Every day in real estate is different and interesting. It really helps you get out of your own bubble and experience other things and get a feel for how different people live. It’s a very enriching career.”

As she grows her business, Janelle is looking to expand into new construction. “It’s something I’m passionate about. I love working with builders and helping people make their dreams a reality.”



To learn more about Janelle Lanoue
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