

# Mark A. Eugeni

‘The Legal Edge’

It's his legal training. That's Mark Eugeni's edge in real estate sales.

“Lawyers are trained to negotiate,” he says matter-of-factly. “That's what I do for my clients – whether they're buyers or sellers. I negotiate for them.”

All real estate agents start with the same basic tools, Mark explains – a list of properties, various advertising channels and the training to do the paperwork. But it's negotiating skill that differentiates between an advocate and an order-taker. “When I represent a client, whether they are buying or selling, I will work to get them the optimal price. That's where my legal training comes in.”

As a teen, Mark was a racquet-sports whiz. That earned him a tennis scholarship at the University of Hawaii, he was a dean's-list student while earning a Bachelor of Commerce degree. He returned to Windsor, added a Master of Business Administration degree to his list of accomplishments. Then he enrolled in law school at the University of Detroit Mercy, taking a Juris Doctorate after doing part of his coursework studying International and European Union law at the University of Siena in Italy.

While working on his MBA and law degrees, he also began a globe-trotting career as a professional squash player that saw him rise to be ranked 12th in the world in doubles. He was also one of six Canadians chosen to compete in the Cheing MAI tournament (the Master's

Tournament of squash) in Thailand and considers it a highlight of his career when he won bronze at the 2003 Canadian National Squash Championship in Vancouver.

In the late '90s Mark's life was changed. His father Tony, a Windsor builder and developer for 40 years, chose early retirement due to health concerns. At first, Mark continued studying law and globe-hopping, while commuting from Windsor and Detroit to help with family matters. He passed the Bar Exam and began practicing law in Michigan, but with growing ties to the family business he soon decided to return to Windsor permanently.

Contrary to practising law in Ontario which would require going through a long, costly period of articling, Mark decided on a career that was a natural fit for his life-long background in building, business, real estate development and legal matters - Real Estate Sales.

Mark earned his Real Estate licence and went to work for Manor Windsor Realty Ltd., earning the Rookie-of-the-Year award with a multimillion-dollar sales record in his first year. Then, to prove that ‘The Legal Edge’ is here to stay, he followed that with multimillion-dollar sales every year since then.

That success has won him other plums. Mark has the listing for a \$2.5-million home being sold by a well-known Windsor philanthropist and he's involved with two new residential developments - Piscuineri Construction's Newport Crescent Estates in

South Windsor and an as-yet-unnamed project with Francis Daniel Builders in LaSalle.

Mark doesn't take sole credit for his successes in real estate sales. Sure, he has all the resources – the billboards, the print media and television ads, the state-of-the-art Web site ([www.markeugeni.com](http://www.markeugeni.com)), but, he says, “all agents should have those.”

“I credit the team approach,” he says, heaping praise on his “teammates” – Sales Rep Tina Pickle and assistants Marcy and Donna. “I have a fantastic team working with me. That service is something I pride myself on. If you call me, you have my team working for you; that's two sales professionals, and two assistants – no client is ever left with unanswered questions. If you call my office, anyone of them will have all the information about every property we're dealing with.”

“I want people (clients) to know there are benefits to having a sales team and a representative with legal training on your side. I prepare a contract differently, I write a contract differently. Whether I'm selling your home or you are purchasing one, when it's time to work, I come to work.

And that attitude carries over into his approach to property transactions. “I look at my job as much more than just making the deal,” he says. “I look at it as helping a family that is making the largest investment they'll have in their lives – their homes. **LE**”



