

[Shireen Preksta](#) Celebrates 25th Anniversary in Real Estate Industry

FOR IMMEDIATE RELEASE:

April 1, 2009

(Reprinted with permission from the Oakville Beaver. Written by Jean Wrigley)

Oakville, ON - Some people just have what it takes to succeed. Shireen Preksta, is definitely one of those people. Celebrating her 25th anniversary in the industry this year, Shireen started her career off as agent in 1984 with the Permanent. She later owned and ran her own independent brokerage working with many local builders.

Wanting to give her agents an even playing field in the industry by having a name brand company backing them, Shireen purchased [CENTURY 21 Dreams Inc.](#) Wanting to have a more comfortable, not corporate feel, she had her prestigious office custom built on Lakeshore. Shireen knew Century 21 was the perfect company for her. "Good leadership starts from the top. Century 21 is phenomenal, I really respect them," she says. "It's nice to have that backbone that support – right up to the President."

"In just a few short years since joining us, Shireen has become one of the most enthusiastic champions of the CENTURY 21 system," says [Don Lawby](#), President of CENTURY 21 Canada. "I am delighted to congratulate her on celebrating 25 years in the real estate industry and on being chosen as one of Oakville's most successful women; a very well deserved honour," says Lawby.

Shireen prides herself in having a family like work environment, with an open door policy. "It's all about support, whether it's from your family, friends, colleagues, kids, your dog or co-workers," she says.

"It's all about perseverance," Shireen explains. "It's like any industry – you take the good with the bad." Having been through the highs and lows, Shireen tells her agents that the current market is a great opportunity; people have to buy and sell no matter what.

"This is the best time to buy real estate," she says. "Prices are reasonable and mortgage rates are incredible!"

It's interesting having lived the full-circle of family real estate, for example helping someone buy their first home, then upgrade to a larger one to compensate for a larger family and then downsizing when their kids leave.

"It's so rare and so unique," she explains. "To have the privilege to be able to do that is wonderful. It's very rewarding, growing up with your clients."

On top of her successful real estate business, Shireen bought Centum Total Mortgage Services Inc. almost three years ago. "It's a nice compliment to the real estate business," she says. "We are able to pre-approve clients to determine exactly what they can afford." She boasts a staff of approximately 50, between Realtors, Mortgage Agents and administration staff.

Shireen makes it a point to always give back to her community. She has served as a Director on the Oakville/ Milton Real Estate Board in 1999, 2000 and 2008, and was the 2008 Chair of the Local Real Estate Brokers Council and the Education Committee. She is also involved in many local charities including the Lions Foundation, Easter Seals, Covenant House, the Realtors Cure Foundation, and local police and fire department charities.

"You feel really useful when you are able to give back to others," she says. Being a prominent woman in the Oakville business community, Shireen has taken part in this year's 2009 International Women's Day event.

"What I love about the real estate industry is that it does not discriminate against age or gender. "I do a lot of career nights for people thinking about coming into the industry," she says. Shireen constantly hears the same question: 'Am I too young or too old?' Her answer is always the same, "If you have a passion for something, age isn't an issue," she says. Of her greatest accomplishments, Shireen cites her family, her kids, her peers, her 122 pound Black Lab "Ernie", building her own office, putting together a tremendous group of people that complement each other and her great friends. "You can't do it alone," she says. "It's a team effort, whether it's at home or work."

Her staff has nothing but kind words of gratitude for her. Agent Claudia Mittelstaedt says "As a Broker, Shireen Preksta is one of a kind! She goes the extra mile at any given opportunity to help or facilitate, she is never too busy to make time for you."

Douglas Izon P.Eng, Broker, says, "I joined Shireen four years ago. Shireen is experienced, knowledgeable, professional, ethical and caring. Shireen has mentored me through many transactions with her calm and positive guidance and contributes to my enjoyment of the profession." You must have a sense of humour and not be too serious. Do what you say, keep your word, be honest especially with yourself. Do things with a passion. One of Shireen's passions is her love of Hockey and "her" Toronto Maple Leafs. She is a huge fan no matter what the score. Shireen attends a leaf game whenever possible.

"It is my privilege and pleasure to help Buyers, Sellers and my Sales Reps achieve their DREAMS and goals," she says. Shireen can be contacted on her direct line at 416-347-6223, business line at 905-338-1515, via email at shireen@century21dreams.ca, or drop by the office at 61 Lakeshore Road West, Oakville.

Century 21 Canada Limited Partnership is a real estate franchisor with exclusive rights to

the CENTURY 21 brand in Canada and is part of the world's largest residential real estate sales organization. CENTURY 21 Canada provides comprehensive training, management, administrative and marketing support for the CENTURY 21 System, which is comprised of more than 8,500 independently owned and operated franchised broker offices in 64 countries and territories, with more than 135,000 sales representatives worldwide. CENTURY 21 Canada is the only organization to offer customers AIR MILES® reward miles on real estate transactions.

– 30 –

For more information, please contact:

Shireen Preksta
CENTURY 21 Dreams Inc.
61 Lakeshore Road West
Oakville, ON L6K 1C9
Direct: 416-347- 6223
Office: 905-338-1515
Email: shireen@century21dreams.ca