



# OTTAWA CONSUMERS MEET WITH...

RANDY SMALE *from* SHELINA LALJI PROFESSIONAL CORPORATION O/A POINTTS

Randy Smale is Operations Manager at Shelina Lalji Professional Corporation O/A POINTTS (a 11-year Consumer Choice Award winner in the category of *Traffic Tickets* in the region of Ottawa). The company is in business since 1984 and is specialized in Traffic Tickets and Provincial Offences.



## WHAT DOES IT MEAN FOR YOUR COMPANY TO BE VOTED BY CONSUMERS AS YOUR CITY'S BEST?

As the original traffic ticket company in Canada, being recognized by our consumers confirms our attention to detail, our desire to help people and effective representation of our clients in the Provincial Offences courts throughout Eastern Ontario.

## WHAT SETS YOU APART FROM YOUR COMPETITORS?

Our longevity in the business of representing our fellow citizens in court is what sets us apart. As well, our dedication to our clients, our expert team of paralegals, our experience in the proper analysis of the facts/evidence and our effective representation in court.

## HOW WILL WINNING THIS AWARD AFFECT THE WORK YOU DO MOVING FORWARD?

As we have won this award since it's inception, the way we work will not be

affected. We will continue to provide service to our clients, in a cost-effective, timely and personal manner. As the old saying goes, "If it ain't broke, don't fix it".

## WHAT IS THE BIGGEST RISK YOU HAVE EVER TAKEN IN BUSINESS?

Personally, leaving a secure and well-paying job as a police officer, to join the POINTTS team. I had two young children when I joined the POINTTS team but I felt strongly enough about the business to take that big risk at the time.

## BUSINESSWISE, WHAT IS YOUR NEXT BIG STEP?

Our organization is always looking towards expansion of our business. Increasing the size of our "team", our locations and increasing the awareness of the valuable service we provide.

## BUSINESS MOTTO

Inform the client, instill trust in the process, provide effective communication and representation

## I LOVE IN MY JOB

Helping people

## BIGGEST SUCCESS

Working side-by-side with my "team"

## ONE WORD I WANT TO OWN IN MY CUSTOMERS' MIND

Trust

## DAILY I TRY TO

Learn, to better serve our clients.

## CONTACT:

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