

Personally yours, Luxury

Reclaiming luxury

Luxury is more than an object or property, but rather, the fullness of life that begins and ends the day in the most important space we know: home.

The true meaning of luxury has been lost and in many ways tarnished by excess in price. It's simply the enjoyment of the best in life; an experience of beauty and knowledge; and the intimate relationship of context, comfort, and craftsmanship.

Every property is different, and every person distinct. From starter homes to dream homes, we help you make luxury personally yours by discovering what it truly means to you.

Bespoke experiences only

Delivering unmistakable real estate service

Bespoke experience. It means handcrafted attention to every detail, expert knowledge and insight, and meticulous white-glove service tailored discretely for you.

When selling your home, we ensure an experience of the highest caliber. Sophisticated systems and smarter strategies are just starting points. It's our standard of service that sets us apart... and our standards are high.



Meet Zoë Van Wyck

Providing a concierge client experience

Having grown up in the Westboro neighbourhood, the developing changes in the community were too interesting to ignore. Eager to begin a career in real estate, Zoë Van Wyck initially joined a top tier sales team as a site coordinator for new construction projects in 2012. Working closely with numerous large scale builders helped tremendously with her knowledge and understanding of this developing city.

With nearly a decade in the business Zoë is now a prominent member of the John King Team and has excelled in a competitive market by providing intelligent marketing strategies, attentive customer service and extensive knowledge of the industry.

Having received numerous accreditations you can count on prompt and informative responses and consistency in service, while providing sound advice and guidance. You can be assured her knowledge, and effort to provide the highest quality of service, combined with a no pressure approach provides for a refreshing and comforting experience.

If she isn't selling homes you can find Zoë sipping coffee with her English Bulldog Georgia, walking at the Arboretum or digging through interior design magazines for decor inspiration!



Meet John King

Providing bespoke service since 1993

As team leader, I oversee the management of our shop and work closely with our sales and support teams to ensure that we are providing exemplary service to all of our past and present clients.

I fell in love with Ottawa after coming to the city over 30 years ago to attend Carleton University. I have been licensed and selling real estate in the Ottawa market since 1993. My passion and energy have led me to be recognized as one of Ottawa's top Realtors, achieving consistent top-tier sales results.

In 2016, we partnered to bring the prestigious Engel & Völkers brand to Ottawa. We were proud to open our new shop in June of that year. Since that time, we have

opened a second shop in Centretown that has become our headquarters, and a third shop in the Glebe. Over 90 of the city's most respected Realtors call Engel & Völkers Ottawa home.

As a part of Engel & Völkers, I am a member of an unparalleled network of professionals across the world committed to excellence in real estate service. I am also a designated Engel & Völkers Private Office advisor—a select group of the company's most successful agents. In 2019, I was named one of the company's top ten advisors globally with regards to residential sales, and our shop was number six in North America by the same measure.



Local and international expertise

Providing world-class service

Established in 1977 Engel & Völkers began providing luxury services as a boutique agency known for its highly specialized real estate services to a small, but exclusive, clientele. Today, as an international brand serving the needs of home sellers and buyers around the world, we continue to value our boutique style of business. We will hold our relationship with you closely and give back to the communities we share. We know the unique features of your local towns and neighborhoods because we understand that these differentiators offer priceless value that will affect



how we market your property. Though we belong to an international network, we are a local shop. Our advisors are area experts, most of whom are longtime locals in your neighborhood and surround themselves with a network that shares the ability to reach buyers and markets locally, nationally and around the world.

Our formula for success

The key steps of every home sale

1 Timing is everything

Using our market knowledge to plan the ideal time to come to market

2 Presentation & bringing out value

Preparing the home for sale and showcasing it beautifully through stunning imagery.

3 Creating the marketing plan

Identifying the ideal buyer and using our robust marketing tools to target them with precision.

4 An effective pricing strategy

Positioning the home to sell for the highest amount in the shortest time.



Timing is everything

Deciding when to come to market

The below chart represents the months of the year when the Ottawa market sees the most home sales.

Statistics show that interest and excitement are highest within the first four weeks on the market. With the higher level of interest comes the best opportunity to

communicate the value of the property and to ultimately sell it.

This is why it is crucial that we capitalize on initial exposure by coming to market when the most buyers are searching.



Presentation & bringing out value

Making the first impression

When a home comes to market, it needs to make its best first impression from the outset. At Engel & Völkers, we strive for one thing: perfection.

We provide concierge service through our extended team of professionals who are on call to assist you in preparing your home for sale. We'll ensure your house is ready to come to market when it's time. These include painters, home stagers, and a large network of home service providers.

Once the home is looking its best, we bring in our select photographer to capture stunning images with a high-end look that has been customized for our brokerage.

We only work with professional photographers who have earned our trust when it comes to the quality of their work. They are the best in their fields and produce imagery that captures both the details as well as the essence of a property's greatest features.



Meet the listing team



John King - Broker



Zoë Van Wyck - Broker

John and Zoë work closely together to list and ultimately sell your home. John and Zoë “fly the plane”, so to speak, ensuring a smooth process from start to finish. They learn all the key features that make your property special and ensure these are communicated to all qualified buyers.



Elizabeth Keary - Listing Coordinator

Elizabeth will be your main point of contact during the listing process. From day one, she will be in touch with you to ensure any of your questions are answered and all of your needs are addressed. From listing day to closing day, Elizabeth helps create a seamless process.



Darren Sharp - Director of Marketing



Caleb Wong - Marketing Coordinator

Darren and Caleb work together to create and execute a marketing plan tailored specifically to your home. From digital marketing to social media to print advertising and more, they use modern techniques and Engel & Völkers proprietary tools to put your home in front of the right buyers at the right time.

Concierge listing systems

Professional services throughout

The professionalism and attention to detail that we bring to the listing process truly sets us apart from other brokerages. From start to finish, our listing systems are proven to showcase the value of your home and keep you informed every step of the way.

- **Communicating value**

Through a visit to the home and discussions with you, our team collects the details that make your home special and relays them in our property writeup and beautiful exposé.

- **Professional feedback systems**

The business day following a showing, we contact the agent who came through your home and request detailed feedback on their professional opinion and what their clients thought. This is entered into a portal that you can access and review at any time.



- **Termination Ability**

If you are not satisfied, you may terminate the listing at any time by providing written notice to our Broker of Record. We are passionate about providing you with the best possible service and are confident in our ability to do so.

- **Detailed analytics**

Our marketing department reviews the online analytics of your listing each week and prepares a unique report outlining how successful our marketing tactics have been.

- **Weekly reports**

Zoe will reach out to you every week to relay the analytics and feedback, so you can see the full picture on how the listing is performing.

- **Negotiation Expertise**

Using our collective experience in the business we will review each offer with you. We will always represent your best interests in all negotiations.

- **Post Sale Service**

The sale doesn't end when you choose an offer. We will assist you with lawyer liaison, condition fulfilment and any other post-closing services you may need.

A network of leaders

Our collaborative approach

With Engel & Völkers you have a dedicated team working to achieve your real estate goals on both a local and global scale.

Working with Engel & Völkers means you receive the personal service of an expert advisor with specialized knowledge of local market activity and trends. This individual is not only a market leader, but is supported by an exclusive global network of systems and professionals dedicated to providing the most exceptional home buying and selling experience possible.

The power of the Engel & Völkers network is demonstrated through its collaboration in executing and delivering marketing campaigns, public relations exposure, social media engagement, content creation, and global outreach. With the local market expertise found in our neighborhood shop the support you receive is amplified through our Americas headquarters in Manhattan and global headquarters in Hamburg, Germany.



Creating the marketing plan

Professional local advertising

With your home prepared to come to market and stunning professional photography completed, it is time to put in place a robust custom marketing plan to sell your property for the highest amount in the shortest time.

We use refined modern strategies and both digital and traditional marketing methods for maximum local exposure. From using advanced social media techniques to print advertising to direct mail, our local marketing plans are built to reach the right buyers at the right time.



Direct Mail Campaigns



Print Advertising



Social Media

Smart marketing. Extensive exposure.

Giving you the EDGE.

Global reach with boutique style is what you can expect when working with an Engel & Völkers advisor here and around the world. Providing unprecedented reach of your property, Engel & Völkers offers the exclusive EDGE (Extensive Domestic & Global Exposure) platform designed to maximize online exposure of your listing to qualified buyers worldwide via a suite of highly trusted and strategic online and mobile marketing partners. But we don't stop there. With a global network of more than 14,000 real estate professionals in more than 30 countries, we not only reach millions of consumers, but are able to collaborate with our fellow Engel & Völkers advisors to strategically handpick and refer buyers for the specific properties they seek ... like yours.

Let us provide the EDGE you need to sell your home and begin your next adventure.

EDGE™



Our boutique shop concept

Unique storefront marketing

Our shops are what truly set us apart. With a head office in Centretown and satellite locations in Westboro and the Glebe, our boutique real estate shops specialize in marketing local properties.

Through innovative digital displays, window advertising, street signs, and in-store marketing, we draw in potential buyers through walk-in traffic

and are able to market homes in a way few other agents can. We serve as a one-stop shop for buyers, sellers, and investors looking for information on real estate in Ottawa. We provide useful information and knowledgeable, objective real estate advice.



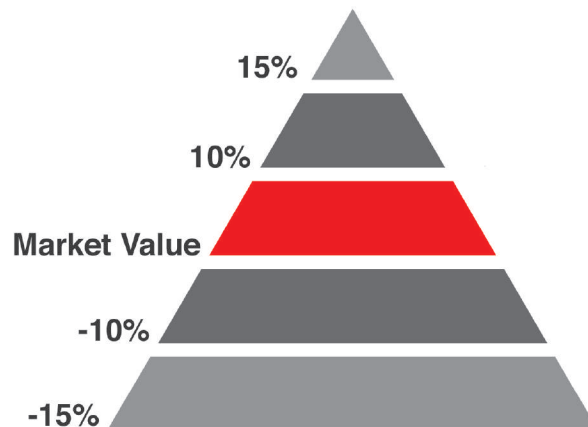
An effective pricing strategy

Listing to sell

To find the ideal buyer for a home, it must be exposed to the largest, most relevant audience of potential buyers. Because Engel & Völkers has shops and advisors spanning the globe, there are no boundaries to the exposure we can provide for your property. The market has a direct impact on the amount of attention a home will receive based on its listed price. Pricing above market value will get the attention of fewer

potential buyers, while pricing at or slightly below market value will attract more. As a trusted advisor, it is my passion and responsibility to understand market trends to create the most strategic listing and marketing strategies. I want to ensure that you receive the best value for your home, allowing you to move on to the next phase of your life.

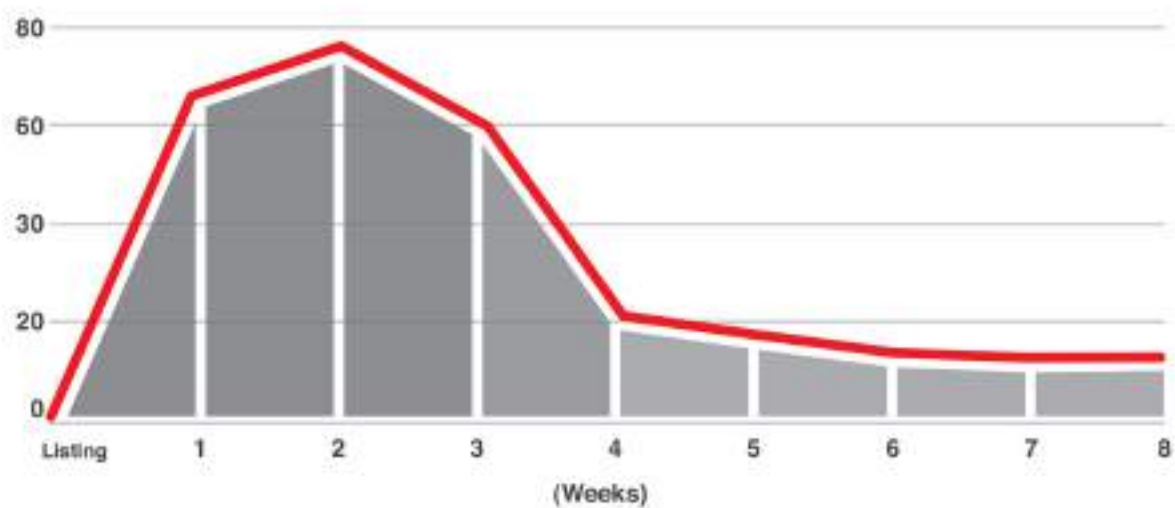
**Asking price compared
to Market Value**



Pricing is everything. If you miss the right price range, the chances are fewer buyers will find your home.

Time and exposure

Charting the optimum moment to act



The following chart demonstrates that interest and excitement among potential homebuyers are highest within the first four weeks a property is on the market. At this level of interest comes the best opportunity to apply Engel & Völkers' marketing programs in order to communicate the value of your property

and, ultimately, to sell it. Preparation and an effective pricing strategy are crucial in capitalizing on this initial exposure, and your Engel & Völkers advisor is very experienced in strategically navigating through this critical time for optimal results.

Engel & Völkers Ottawa Central

2021 Facts & Figures Infographic



Average Sale Price for
Residential + Condos

2019

\$437,727

↑ 45% over the last 2 years

2020

\$519,702

↑ 25% over the last year

2021

\$634,861



E&V Market Share

Ottawa Home Sales in 2021

4.4%

**Luxury Home Sales in Ottawa
over \$1 million in 2021**

8.1%



E&V Listing Average Sale Price
29% Higher than the
Competition

\$822,000



E&V Average Days on Market is
Lower than the Competition

E&V 14.7 Days

OREB 18 Days

Engel & Völkers Ottawa charity

Special Olympics Greater Ottawa

Engel & Völkers Ottawa is the proud community partner of Special Olympics Greater Ottawa. Special Olympics inspires and mobilizes people around the world to connect with those with intellectual disabilities and creates more inclusive communities, leading to a more respectful world for everyone.

Engel & Völkers Ottawa chose Special Olympics as our charity of choice due to our aligned brand values and

their outstanding reputation in Ottawa. This sponsorship is part of our ongoing commitment to help create more respectful communities.

Founded in 1968, Special Olympics is a global movement that unleashes the human spirit through the transformative power and joy of sports, every day around the world. We are proud to be partnered with this exceptional organization.



ENGEL & VÖLKERS®

Proud Champion of Special Olympics Play Unified Campaign

Engel & Völkers Ottawa charity

Youth Services Bureau

At Engel & Völkers Ottawa Central we are honoured to support the LGBTQ2+ Housing program of the Ottawa Youth Services Bureau. On any given night, more than 8,000 individuals and children in Ottawa have nowhere to sleep but in one of the 11 emergency shelters, leaving more than 7,000 people without adequate shelter on countless nights. Over the last two years due to COVID, this number has doubled. In Ottawa, there is a shortage of shelter beds and affordable housing to meet the growing need.

LGBTQ2S+ youth are overrepresented among the homeless youth population. Roughly 1 out of every 3 homeless youth in Ottawa identifies as LGBTQ2S+. They face unique challenges when it comes to housing and may be the most vulnerable members of this community.

This means that they cannot access services and support that could help them get off the streets and into more permanent housing.

As Realtors we can advocate for affordable housing and support organizations that offer solutions. Many of our advisors make a contribution at closing, meaning, part of their commission is donated to the Youth Services Bureau on behalf of their clients.



To learn more about the Youth Services Bureau, please visit their website: <https://www.ysb.ca/>

The Ottawa Hospital Foundation

Engel & Völkers Ottawa Central is proud to support the Ottawa Hospital Foundation. Sarah Grand, one of our own Engel & Völkers Advisors, serves as the Co-Chair of the President's Breakfast fundraiser for the Ottawa Hospital Foundation.

Every day the Ottawa Hospital tirelessly works towards creating hope for their patients and their families by finding innovative treatments. Through community contributions the Ottawa Hospital has been able to produce better therapies that have transformed how care is delivered in hospital and at home to Ottawa residents.

Through the acquisition of cutting edge equipment and funding for innovative therapies, they are able to improve the outcomes of their patients.



To learn more about the Ottawa Hospital Foundation, please visit their website: <https://ohfoundation.ca/>