

TORONTO  ONTARIO

# PIERRE CARAPETIAN GROUP



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# INTRO

AT THE PIERRE CARAPETIAN GROUP, WE ARE  
RELENTLESSLY COMMITTED TO REDEFINING REAL ESTATE.

Devoted to elevating your service experience, our tailored approach starts by providing honest and educational advice before the transaction even begins. Whether an investor or family selling their cherished home — our process is designed to be customized to their unique goals and lifestyle.



# TAILORED APPROACH

TOGETHER, WE'LL IDENTIFY THE LISTING STRATEGY THAT SUITS YOUR GOALS, PRIORITIES AND PROPERTY.

While selling for top dollar may be everyone's monetary goal, each individual comes with a unique circumstance and personality. It is our job to listen to what you're looking for and create a plan that accounts for who you are and the way you live. Once we have fully understood your needs and concerns, we create and execute a strategy tailored to your property to earn you top dollar no matter what market you are in.

Every property is different, and your home deserves a sales strategy tailored to what makes it special. When you call us, we will invite you to do a seller interview to help us see what you see so that we can convey that special something to potential purchasers. After all, you've spent years calling your property home while we've only just visited.

Standard Listing Package includes:

- Complimentary Staging
- Professional Photography
- Customized Floor Plans
- Virtual Tour

Our adaptive service offerings may include:

- Twilight Photography
- Exceptional Videography
- Virtual Staging
- Altered floor plans to showcase a room's potential



# SEAMLESS EXPERIENCE

## LEVERAGE OUR EXPERTISE AND GUIDANCE FOR A SEAMLESS EXPERIENCE.

When you call us, you get the highest level of service. We do everything we can to make selling your home a positive and hassle-free experience. We're here to alleviate stress and give you peace of mind knowing that all of the details are taken care of.

We have an amazing in-house team and network of professionals who will take care of everything. Your dedicated Client Care Coordinator will take care of all scheduling and communications to ensure your time is focused on the big items, not the small details.

When listing your home, especially in a changing market it is imperative that all aspects of the sale from the preparation and staging to the marketing and pricing come together flawlessly.





# BESPOKE STRATEGY

DEDICATED TO REDEFINING  
HOW YOU SEE REAL  
ESTATE.

As a top-performing boutique brokerage in Toronto, we are proud to offer full concierge services customized to your needs. Your designated Client Care Coordinator is on call during the list period to make your life easier and your experience seamless. We will take care of everything from key pickups to dinner reservations and everything in between.

As a team dedicated to redefining how you see Real Estate we go above and beyond to ensure an elevated and positive experience. Unique to each individual or family, our bespoke offerings can range from prepping your property each morning for showings (snow shovelling, lights, etc.) to a complimentary night out during offer presentations. Our luxury listings are also entitled to VIP offerings, like Airbnb reservations for the week of showings to keep the transition seamless.

# STAGING & STYLING

OUR STAGING COMMANDS ATTENTION BY HIGHLIGHTING  
YOUR PROPERTY'S BEST FEATURES.

Sellers who stage their property automatically have a strong competitive edge. From the second the front door opens to prospective buyers the property is ready to impress and command attention.

Each time we have the opportunity to professionally stage a property for our client, we sell it for more than the last comparable sale. From furniture, artwork, lighting, plants or a rug – a cozy welcome will enhance your property's appeal.

We take selling your home seriously. Before your listing is ready for prospective buyers' eyes, we make sure it's been seen by our entire team for quality assurance. Our designer and Sales Agent are up first. They create a design plan for your home and stage it to impress even the most scrutinizing of eyes.



Staging that *out-sells*.  
Photography that *out-shows*.  
Marketing that *out-does*.

Our marketing team, goes in next for a final fluff, ensuring everything is perfect prior to the photographer's arrival. Inside, they'll also get inspiration for a marketing strategy that suits your property. Our team will make your listing accessible and attractive. Custom marketing materials, social media and a large digital network ensure your property gets all of the right attention.

Our professional photographer will arrive to make your listing look like a designer magazine spread. They'll also create a customized floor plan and virtual tour to accompany your listing. Our adaptive service offerings may also include; twilight photography, exceptional videography, virtual staging or altered floor plans to showcase a room's potential.







# MARKETING YOUR HOME

BETTER MARKETING  
MEANS BETTER RESULTS.

Our marketing team is dedicated to using the most innovative, forward-thinking technologies and solutions for your property. Your property's marketing campaign will be analyzed and creatively tailored to ensure it attracts the perfect buyers. From stand-alone websites to social media press, whatever channel it takes to ensure you are satisfied with your advertising and marketing we take the extra steps to get you there.

Our growing social media network and digital database means your property's marketing campaign is put before a vast audience — not to mention the 40,000 monthly visitors that come to our website.



422-33 MILL STREET  
TORONTO



456 LAKE DRIVE  
GEORGINA



612-420 RICHMOND ST E  
TORONTO

**SOLD 33%**  
above asking in  
**7 DAYS**

**SOLD 60%**  
above asking in  
**14 DAYS**

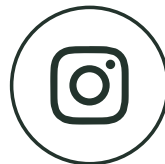
**SOLD \$186K**  
above asking in  
**7 DAYS**



17,000



200,000



28,000



220,000

VIEWS EACH MONTH AND GROWING

# OUR SERVICES

## ADMINISTRATIVE

- Detailed timeline of events PDF
- Easy-to-use online portal where all of your listing paperwork, photos, and documents will be stored
- Preferred Mortgage brokers
- Preferred Real Estate lawyers

## HOME PREPARATION

- Home inspection
- Inspection review to proactively tackle any impeding or detrimental items that would have an adverse effect on your sale price.
- Scheduling of trades; professional painting, contractors, cleaning

## STAGING & STORAGE

- Staging consultation
- De-cluttering and furniture storage
- Complimentary staging valued at over \$5,000

## MARKETING

- Custom marketing materials
- Stand-out brochures
- Stand-alone website and custom URL signage on lawn signs
- Social media ads
- Network reach outs to other top agents

## PRICING STRATEGY

- Strategic market analysis
- Market Assessment and valuation one day prior to launch

## CONCIERGE

Showcasing your property goes beyond preparation and staging. Our team goes above and beyond on the day-to-day items that make a difference during showings from snow shovelling, to turning on the lights we will ensure your home is prepared to shine.



# OUR PROCESS

During our initial consultation, we discuss the basic details of your property and your initial goals with selling. On this call, we will book an in-person consultation.

## **01** BOOK A PHONE CONSULTATION

## **02** IN-PERSON CONSULTATION

Our in-person consultation is all about getting to know you and your home. Who you are, how you live and your unique goals are important in achieving a tailored and successful strategy.

Our first visit to your property begins with a tour of your home and garden. During this walk-through, we ask that you highlight any unique features, upgrades or selling points.

We then welcome the opportunity for you to get to know us better and ask questions. We will review with you what makes our team unique and why you should trust us to be your competitive advantage when selling.

We will also discuss our recommendations for home preparation, staging/styling, marketing, pricing and strategy that all work together for a successful sale.

# OUR PROCESS

Once you've engaged our team we begin putting the plan into place on your behalf. Once finalized, you will receive a detailed Workback Schedule that covers everything that is happening in your home up to the go-to-market date.

First impressions are our thing, from the pre-listing home inspection to cleaning and styling, we take care of it all for a seamless experience and polished property.

Our in-house marketing team completes the final walkthrough prior to our professional photographer and/or videographer to ensure the photos come out perfect.

From there, our team will get the inspiration for their custom marketing and social media strategy.

It's time to get buyers through the door of your home. Our team launches their custom marketing and social media strategy and begin their networking in the appropriate exclusive and off-market agent networks.

**03** CUSTOMIZED  
TIMELINE OF EVENTS

**04** PROPERTY PREPARATION  
AND STYLING

**05** MARKETING STRATEGY AND  
PROFESSIONAL PHOTOGRAPHY

**06** PROPERTY HITS THE  
MARKET AS AN EXCLUSIVE  
OR LIVE ON MLS

# PARTNER WITH PIERRE



GUIDANCE IS BASED ON RESEARCH,  
STRATEGY AND FACTS — NOT EMOTIONS.



## PIERRE CARAPETIAN

BROKER OF RECORD

When you hire Pierre you are working with Pierre, no bait and switch. We have a full-service team of professionals in a number of support roles to ensure you always receive timely and impeccable service. While you can rely on Pierre for the things that matter most like our one-on-one seller interview, pricing, market analysis and the marketing strategy you can count on your dedicated Client Care Coordinator for prompt responses and all of the nitty-gritty details.

When you call us, you can rest assured that we will maximize your property's value, no matter the condition or market. Selling your property is not just about listing your property on MLS. You need a Real

Estate Agent who is an expert at it all, especially as it pertains to negotiation. You can say something that will change the entire landscape of the negotiations and knowing how to do that is a combination of experience and an innate quality that can't be taught.

15 years of experience and a personal portfolio of \$13M later, the success Pierre found at 18 with the purchase of his first home has digressed into a thriving Real Estate Brokerage. Building on that initial foundation of excellent investment returns Pierre Carapetian Realty has helped hundreds of clients make smart Real Estate decisions and create financial independence.



## THE MARKET IS ALWAYS CHANGING

If there's one thing we know for sure, the real estate market is always in flux – for better or worse –but it always balances out. However, most of us can't afford to wait for this “perfect” market to sell with confidence. This is exactly why the skills of an experienced agent are imperative. We understand the weight of selling your largest asset and can strategize accordingly.

Every market is different and you need to know how to price accordingly given the current climate. Experience is crucial to recognizing trends and understanding how the market will respond. Pierre will create a custom strategy for your property to ensure you get the best possible outcome. The strategy to sell a particular property varies from one to the next. It's a common misconception that in Toronto's market a bidding war is the only approach. With the current market the way it is, Pierre's pricing strategy will garner far better results than someone who is using outdated tactics.

## LOCAL ECONOMY EXPERT

Pierre has navigated the Toronto Real Estate market for nearly two decades. From the 2008 Global Financial Crisis to the 2017 Wynn Stress Test and most recently the Covid-19 slowdown, Pierre has helped his clients make the necessary decisions to thrive through it all.

As both a luxury re-sale and pre-construction agent with an investment focus Pierre has sold virtually every facet of Real Estate from condos and income properties to pre-construction and luxury homes. With clients in nearly every neighbourhood across Toronto, some with over fifteen different properties it's our job to watch all aspects, neighbourhoods and property types of the Toronto Real Estate market. Considering this one of our competitive advantages, we truly understand how each unique market is affected by the other.

PIERRE'S EXPERTISE HAS BEEN FEATURED BY



Livabl\_



blogTO

STEVEN  
AND CHRIS

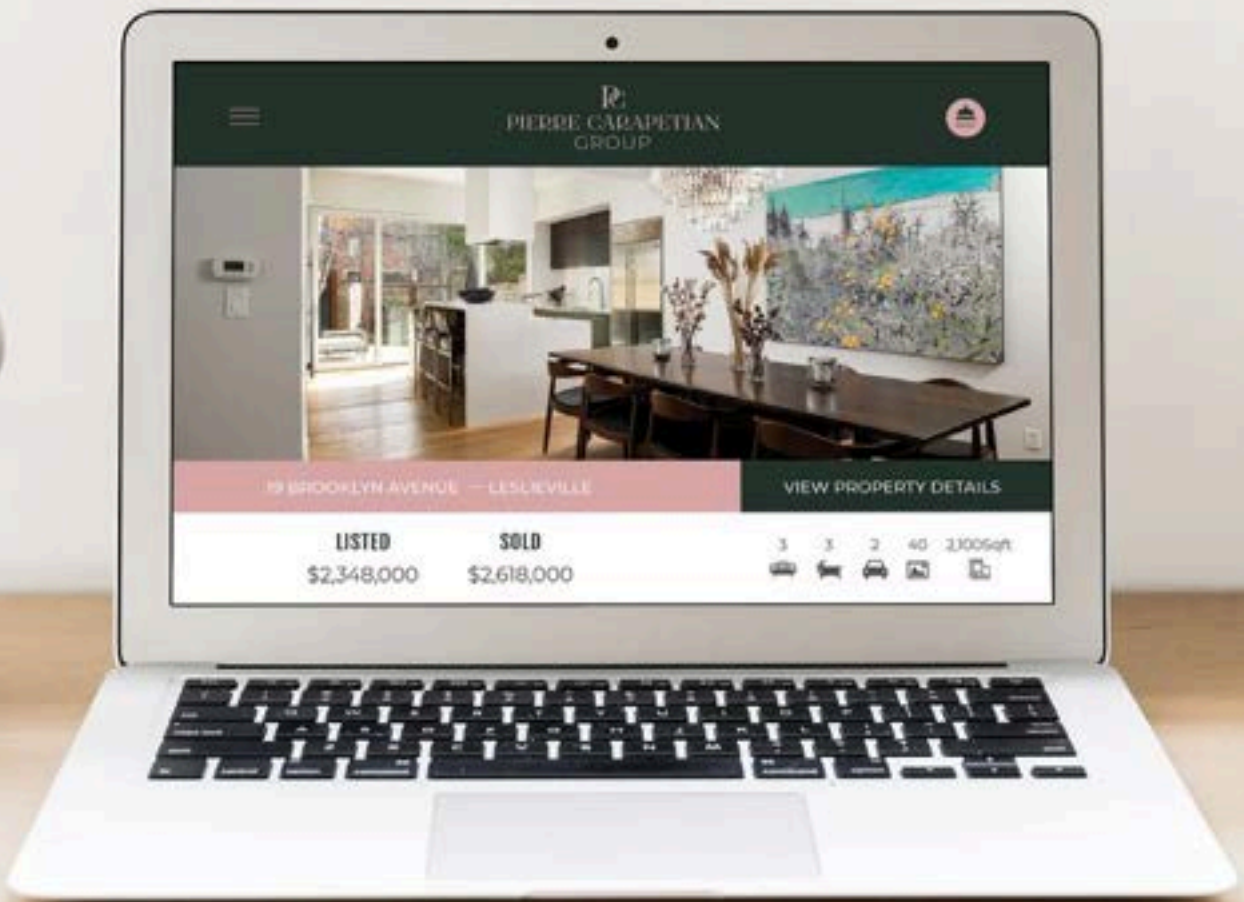
» TORONTO STAR «



One of my favourite things about being a realtor is spotting trends. Real estate is a lagging indicator so, it's important to forecast in advance and spot market changes early. Everyone has the same data. It's how you interpret that data in a usable way that adds meaningful value.

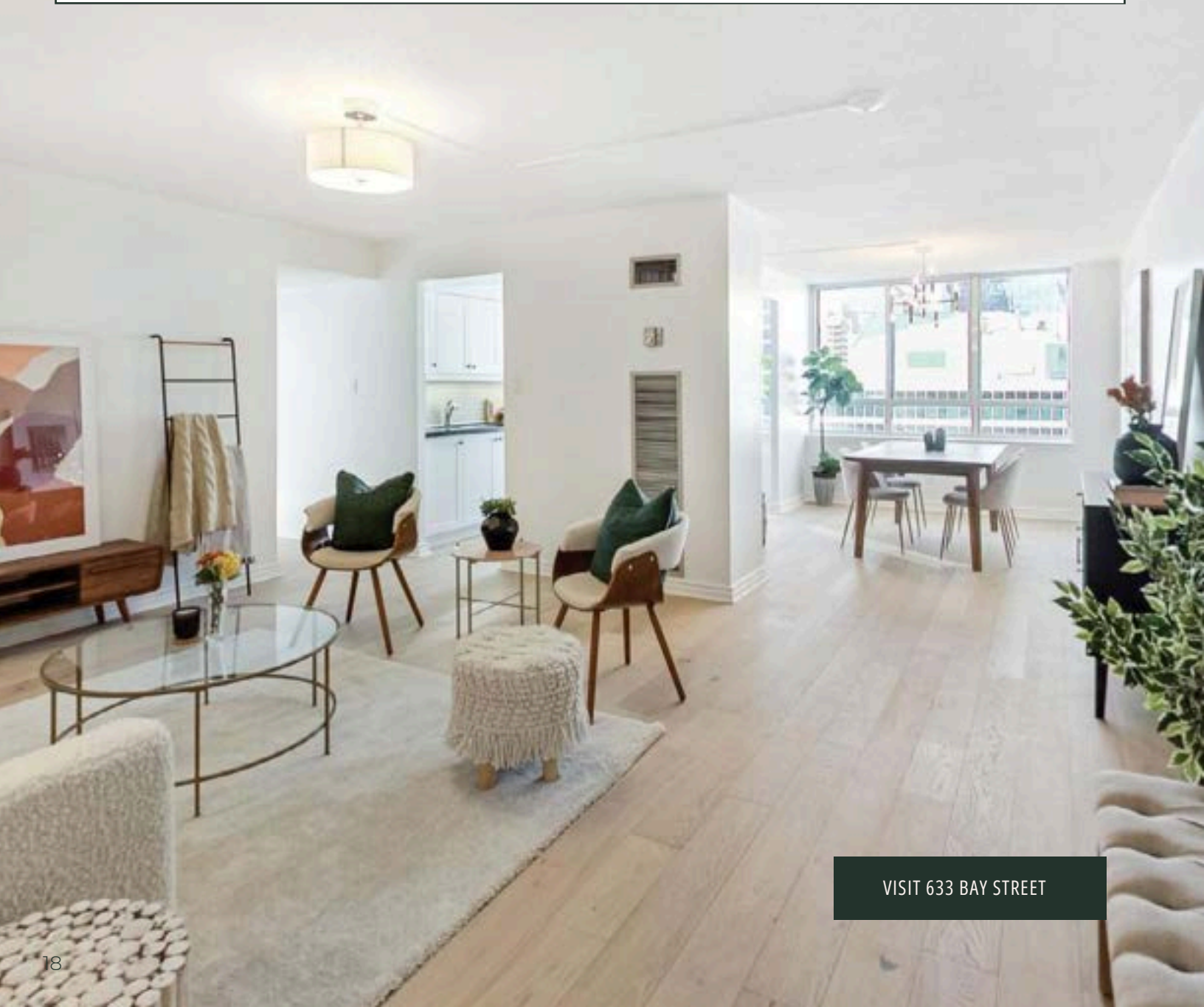
# OUR LISTINGS

A SELECTION OF THIS YEAR'S LISTINGS



# AN INVESTOR SUITE REIMAGINED

A family-sized investor suite in the heart of Downtown Toronto offered plenty of space and potential. This condo was reimagined, renovated, and staged. A quick transformation, handled from top to bottom by our full-service team. Suite 2616 was then sold for a record PSF in the building.



VISIT 633 BAY STREET



# 19 BROOKLYN AVE

# **AN IMPECCABLY RENOVATED DETACHED IN VIBRANT LESLIEVILLE**

This impressive three-story home is situated on one of Leslieville's most coveted streets and was one of the area's finest offerings in years. Extensively renovated and reimagined with a second-floor family room, no detail in this home went unnoticed. From beautifully landscaped gardens and private terraces to the stunning third-floor primary retreat, this home felt like a private oasis yet was just steps from vibrant Queen East. East-end buyers could also feel how special this home was, once listed, there was a constant stream of showings.

19 Brooklyn Avenue sold for \$270K above asking in just 7 days. We were honoured to be interviewed and selected to represent the sellers of one of the most prestigious listings in the neighbourhood.

VISIT 19 BROOKLYN AVE

# 592 COXWELL AVE



## A DANFORTH FAMILY HOME

Beautifully renovated and meticulously maintained, this Danforth family home met all of the needs of a modern family, including 3-bedrooms, a fenced-in private yard, rare 2-car laneway parking and a garage with plenty of storage.

Listed during a changing market, 592 Coxwell Avenue sold for 129% over asking and set a new price record for semi-detached homes on its street.

VISIT 592 COXWELL AVE



# 138 PRINCESS ST



## **A SOUGHT-AFTER FAMILY-SIZED SOFT-LOFT**

This family-sized loft is special, curated to perfection it offered ~1800sqft of spacious living and the pleasures of a full-sized home in the highly sought-after and much admired East Lofts.

Suite 908 was the most expensive unit to sell in the building and commanded a high price per square foot at \$87psf higher than the last luxury listing to sell.

VISIT 592 COXWELL AVE





# OUR WORK

## CUSTOMER SUCCESS STORIES FROM THE LAST YEAR.

Pierre's honesty and attention to detail are why I continue to value him as my realtor. He is knowledgeable, hardworking and customizes his services to meet my personal needs and situation. Information is clear and straightforward which is very helpful for decision-making during the real estate transaction process. Buying and selling with Pierre as my realtor is stress-free!

### MARCIA PATE

Pierre has been invaluable in helping us both buy and sell our home multiple times. What is unique about Pierre is that he has a vested interest in building a long-term relationship with you. Pierre delivers on all the other skills and services that you expect from a best-in-class real estate agent and we would highly recommend his services.

### VIC & NAZMIN GUPTA

Pierre is truly amazing and very knowledgeable about the Real Estate Market. He did exactly what he said he was going to do, and we had five offers to choose from. He surpassed our expectations and handled the inspection, the communication between our tenants through all the stages of listing and selling the property. The marketing of this property was the best I have experienced up to date compared to our previous transactions with other realtors. We definitely will deal with Pierre again, he has a great team!

### GIOVANNI DAMIANO

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PIERRE CARAPETIAN  
GROUP

KELLER WILLIAMS REFERRED URBAN  
PIERRE CARAPETIAN GROUP REALTY BROKERAGE

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