



**RE/MAX HALLMARK**  
**PIERRE CARAPETIAN GROUP**  
Realty Brokerage

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## LISTING WITH THE **PIERRE CARAPETIAN GROUP**

Pierre is passionate about using real estate to not only sell your home, but also to use it as a means of building wealth and ensure your financial independence. Pierre knows how to listen and understand your needs and concerns. He will create and execute a strategy tailored to your property to earn you top dollar.

Selling your property is not just about listing your property on MLS. You need a real estate agent who is an expert negotiator. 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.

With over 14 years experience, his personal success in real estate began when he was 18 and purchased his first home. By the age of 23, he had six investment properties in his portfolio. Now, as a professional real estate broker, he's built upon those excellent investment returns and has helped hundreds of clients make smart real estate decisions as well. Let Pierre guide you to the same real estate success.



Staging that out-sells.

Photography that out-shows.

Marketing that out-does.



**THAT'S WHAT HAPPENS WHEN  
YOU PARTNER WITH PIERRE**

#YourAgentMatters #SoDoesTheirTeam



# MARKETING STRATEGY

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.



SOLD FOR  
**\$281,000**  
OVER-ASKING

## OUR ONLINE PRESENCE



375,000



28,000



40,000



335,000

VIEWS EACH MONTH AND GROWING

Our growing social media network 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.

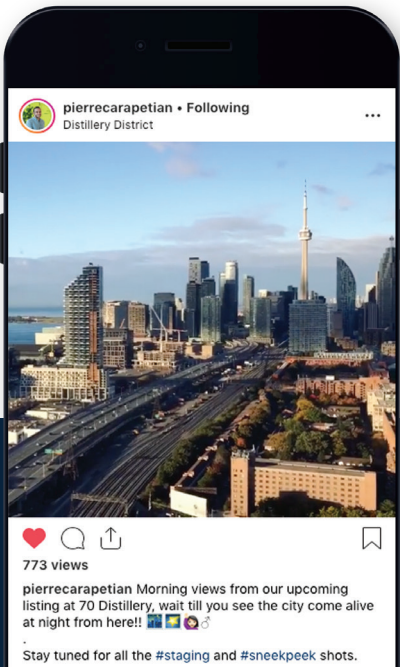


Better marketing means better results.

EARNED **25%**  
**MORE**  
THAN THE COMPETITION



SOLD FOR  
**\$32,000**  
OVER-ASKING  
IN ONE DAY



#YourAgentMatters



# STAGING YOUR HOME

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 stage a property for our client, we end up selling 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.



*Read our feature article  
at [TorontoLife.com](https://torontolife.com)*



ATTRACT  
BUYERS



ADD  
VALUE



SELL  
FASTER



# PRICING STRATEGY



“

*Our objective in every single transaction is to achieve the best possible outcome for you.*

# OUR FULL SERVICE TEAM



## 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 eventually. However, most of us can't afford to wait for a “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 with Pierre's experience in the industry, not only does he know how to strategize accordingly, he has sold virtually every facet of real estate from condos, income properties, pre-construction and commercial.

## EVERY PROPERTY IS DIFFERENT

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. Not every property is going to be a bidding war. 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.

In addition to a skilled pricing strategy, Pierre and his team create a marketing plan that suits your property. They make your listing accessible and attractive by creating custom marketing materials, using social media and a large marketing network as a way to ensure your property gets all of the right attention.

## TAILORED TO YOUR NEEDS

When you list with the Pierre Carapetian Group, 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.

From staging and cleaning services to a customized timeline of events so you're always up-to-date throughout the process. You'll have access to an easy-to-use online portal where all of your listing paperwork, photos, and documents will be stored.

We have an amazing network of professionals, from contractors and home inspectors to mortgage brokers and lawyers. We've got connections to help you!

Real estate is a long-term investment and we want to build a long-term relationship with you. So ask us: *what more can we do for you?*

 **TIMELINE OF EVENTS**

 **CLEANING SERVICES**

 **STAGING**

 **SUITE TOUCH-UPS**

 **CLIENT PORTAL**



# ALL HANDS ON DECK

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, Susannah, and sales agent, Rebecca are up first. They create a design plan for your home and stage it to impress.



Our marketing team, Allison and Jenny, go in next for a final fluff, ensuring everything is perfect prior to the photographer's arrival. Inside, they'll also get some inspiration for your listing's marketing campaign.



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.

#YourAgentMatters #SoDoesTheirTeam

# TESTIMONIALS

“

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*

”

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's honesty and attention to details 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*





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