

Maxime Lafrenière



NOTHING COMPARES

sothebysrealty.ca

MLS® E5246864

WE BELIEVE THAT
EVERYONE DESERVES THE
EXTRAORDINARY, BECAUSE
LUXURY IS NOT ABOUT
PRICE POINT, IT'S ABOUT
AN EXPERIENCE. AND WHEN
IT COMES TO REAL ESTATE,
EXPERIENCE MATTERS.

[SOTHEBYSREALTY.CA](https://sothebysrealty.ca)



C: 514.651.8325
maxime.lafreniere@sothebysrealty.ca
www.sothebysrealty.ca

Maxime Lafrenière

RESIDENTIAL REAL ESTATE BROKER

Maxime Lafrenière is a distinguished real estate broker, renowned for his exceptional service and expertise in the Montreal market.

With years of experience in the construction industry, he possesses an unparalleled understanding of the structural and architectural elements of a property, making him a valuable asset to both buyers and sellers.

Maxime's multi-disciplinary approach allows him to cater to a wide range of clients, from prominent families to corporations, entrepreneurs, and an influx of international buyers. A skilled negotiator, his reputation for quality marketing plans has earned him a spot as one of the most successful real estate brokers in Montreal's most sought-after neighborhoods, and municipalities.

With nearly 1 billion in luxury home sales, Maxime's impressive portfolio assures clients that they are working with a seasoned professional who excels at solving the inevitable problems that arise during transactions.

His dedication to his clients' best interests is evident in his ability to remain calm and composed during stressful situations, guiding discerning clients through major and time-sensitive transactions with ease. Clients consistently comment that Maxime's skills, expertise, market knowledge, and diligence have been essential to the success of their transactions.

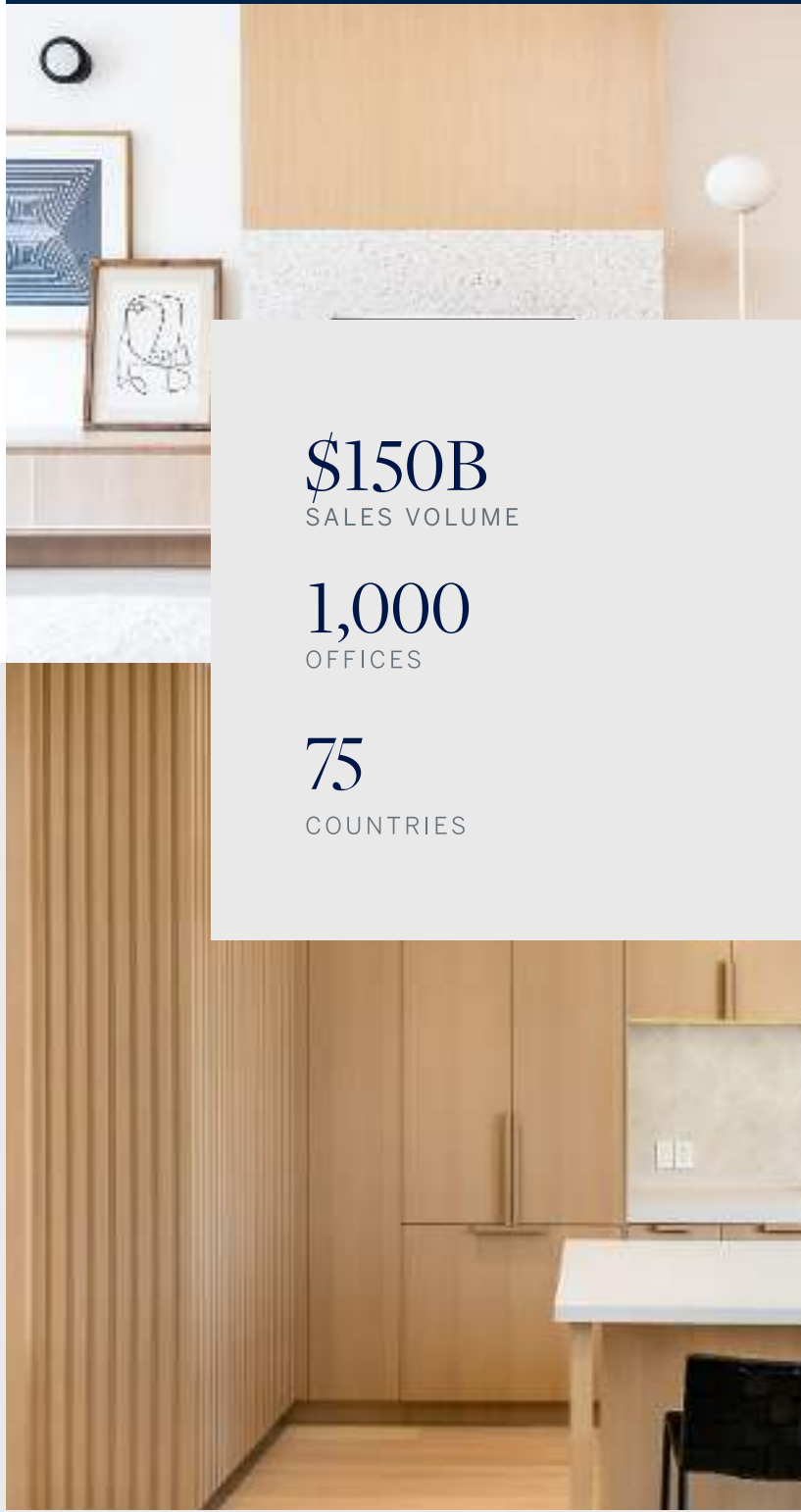
Highly respected in the brokerage community, Maxime recognizes the importance of maintaining relationships with his colleagues, collaborators, and the many people involved in executing a transaction.

His sharp thinking and human touch make working with him a pleasant experience, and he is always willing to go above and beyond to ensure his clients' satisfaction.

NOTHING COMPARES

sothebysrealty.caa

MLS® C5156756



\$150B
SALES VOLUME

1,000
OFFICES

75
COUNTRIES



Sotheby's
INTERNATIONAL REALTY

Québec



Move beyond your expectations.

Service that's as elevated as your standards. No other brand delivers a standard of service designed to elevate your property as one of its own. The expansive Sotheby's International Realty network achieved more than \$150 billion in global sales volume, reaching nearly every corner of the globe, with more than 1,000 offices in 75 countries. Our global marketing platform and distinguished brand positioning maximizes the potential return from the sale of your home.

NOTHING COMPARES

sothebysrealty.ca

MLS® 155478566



THROUGH DISTINCTIVE
BRAND POSITIONING,
MEDIA EXCLUSIVITY AND
TRAIL-BLAZING
TECHNOLOGY, WE ELEVATE
YOUR PROPERTY TO
MAXIMIZE THE RETURNS
FROM YOUR HOME'S SALE.



The Distinction of Sotheby's International Realty Canada

At Sotheby's International Realty Canada, our commitment is unwavering: we deliver exemplary marketing and service to every client, regardless of a home's neighbourhood or price range.

We understand that your home is a foundation for financial security and wealth, as well as a life well lived. Through distinctive brand positioning, media exclusivity and trail-blazing technology, we elevate your property to maximize the returns from your home's sale.

We have earned the distinction of being ranked the #1 most trusted brand in residential real estate today. More importantly, we are honoured to have earned the trust and repeat business of Canada's most discerning real estate clientele.

As you consider your next move, we look forward to learning about your home's unique story, and to maximizing its potential value with a marketing platform and network that is unrivalled.

* Lifestory Research, 2021 America's Most Trusted® Study

OUR LEGACY IS OUR CLIENTS' UNIQUE ADVANTAGE. EVERY HOME WE REPRESENT IS ELEVATED BY OUR DISTINGUISHED BRAND, AND GAINS ACCESS TO EXCLUSIVE MARKETING OPPORTUNITIES WITH SOTHEBY'S AUCTION HOUSE.





A Legacy of Excellence

Since 1744, Sotheby's has defined the art of marketing the world's most cherished valuables. Today, our brand platform elevates our clients' cherished homes.

Over the centuries, Sotheby's gained renown for uniting discerning purchasers with world-class works of art, and for marketing the world's most cherished possessions.

This legacy is our clients' unique advantage. Every home we represent is elevated by our distinguished brand, and gains access to exclusive marketing opportunities with Sotheby's auction house.

NOTHING COMPARES



1,000+

OFFICES

70+

COUNTRIES

22,500+

AGENTS



MLS® 875814 sothebysrealty.ca





Founding Leaders in Luxury Real Estate

Built on this tradition of excellence, Sotheby's International Realty launched in 1976 to market cherished homes and luxury real estate to qualified homebuyers worldwide.

Ranked the #1 most trusted brand in residential real estate today, our reputation reflects our commitment to exemplary service, and to expanding a global marketing network that lifts the visibility of our clients' homes.

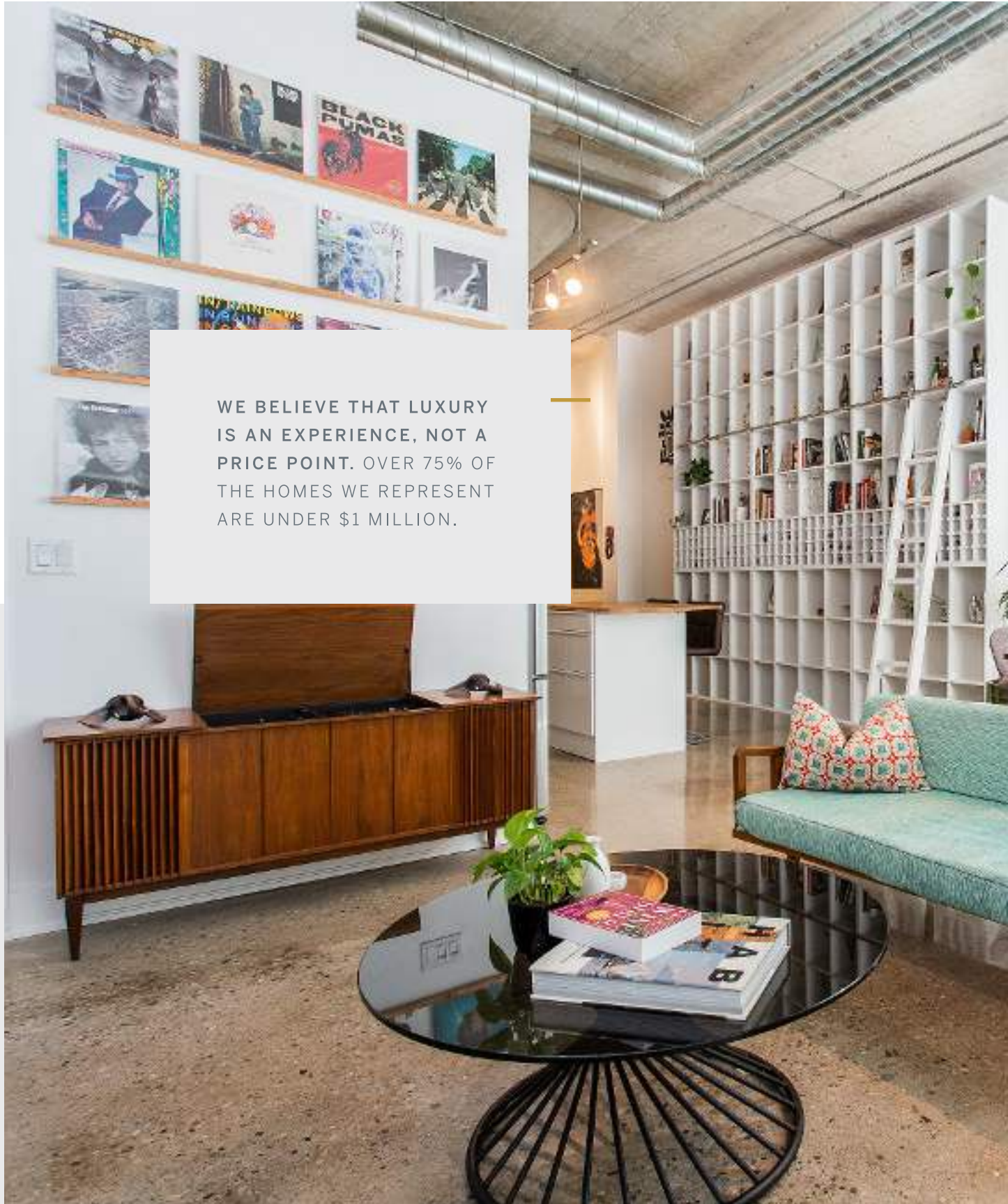
Sotheby's International Realty's exceptional investment in reaching qualified buyers locally, nationally and internationally ensures the maximum return on the homes we represent. Our network strength encompasses over 1,000 sales offices across 75 countries, digital media delivering over 1 billion annual online impressions, and partnerships with premier global media.

* Lifestory Research, 2021 America's Most Trusted® Study

NOTHING COMPARES

sothebysrealty.ca

MLS® 30733792



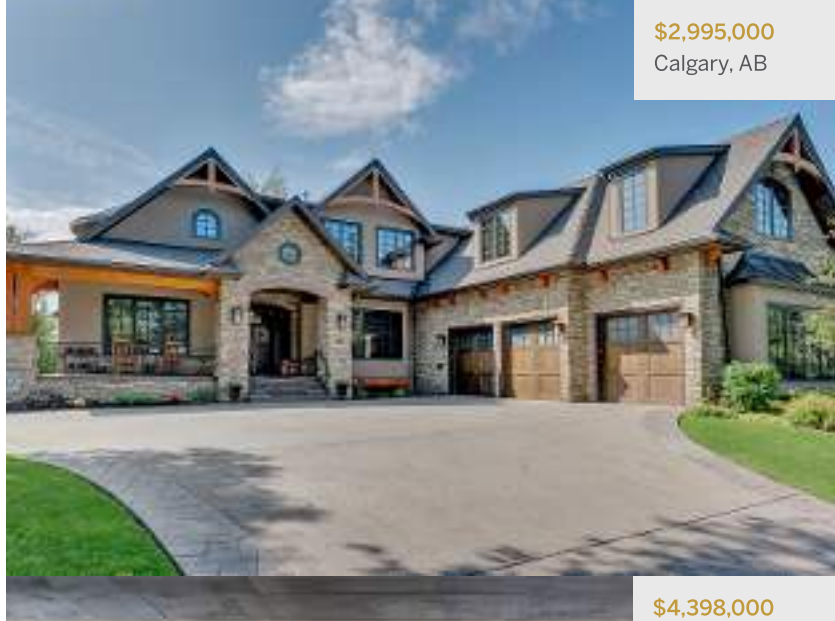
WE BELIEVE THAT LUXURY IS AN EXPERIENCE, NOT A PRICE POINT. OVER 75% OF THE HOMES WE REPRESENT ARE UNDER \$1 MILLION.



Canada's Premier Real Estate Brokerage

With over 30 offices nationwide, Sotheby's International Realty Canada represents the country's most significant architectural masterpieces, and extends top-tier service and marketing to homes across every price range.

Our real estate listings include houses, condos and townhomes in neighbourhoods nationwide, as well as the country's most extraordinary luxury estates and vacation homes for sale. We believe that luxury is an experience, not a price point. Over 75% of the homes we represent are under \$1 million.



\$2,995,000
Calgary, AB



\$4,398,000
Toronto, ON

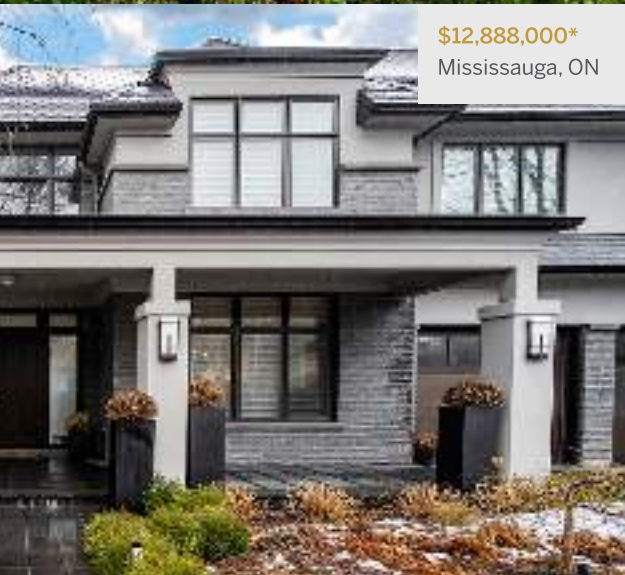


\$5,200,000
Vancouver, BC





\$20,000,000*
Montréal, QC



\$12,888,000*
Mississauga, ON

Significant Sales

Sotheby's International Realty Canada has represented some of the most extraordinary homes in the country, and our network has represented some of the most significant homes and clientele in the world. We have the depth of experience, and breadth of marketing and network reach, to showcase your home to elite global consumers.

Westmount Braeside (Broker for Sellers and Buyers)	\$13,500,000*
Westmount Ramezay (Sellers Broker)	\$8,995,000*
Westmount Aberdeen (Sellers Broker)	\$6,495,000*
Downtown Viger O (Broker for Sellers and Buyers)	\$6,332,000**
Westmount Bellevue (Sellers Broker)	\$5,498,000*
Mount Royal Morrison (Broker for Sellers and Buyers)	\$4,498,000*
Westmount Av. Cedar (Sellers Broker)	\$4,495,000*
Westmount Av. Aberdeen (Broker for Sellers and Buyers)	\$4,250,000*
Westmount St-Sulpice (Sellers Broker)	\$4,195,000*
Downtown Des Pins O (Broker for Sellers and Buyers)	\$3,950,000*
Westmount Roslyn (Broker for Sellers and Buyers)	\$3,595,000*
Westmount Av. Courcellette (Buyers Broker)	\$3,495,000*
Westmount Roslyn (Broker for Sellers and Buyers)	\$3,488,000*
Westmount Belmont (Buyers Broker)	\$3,300,000*
Westmount Adj Daulac (Broker for Sellers and Buyers)	\$3,298,000*
Mont-Royal Av Lazard (Buyers Broker)	\$3,295,000*
Westmount Av. Lexington (Broker for Sellers and Buyers)	\$3,195,000*
Westmount Le Boulevard (Broker for Sellers and Buyers)	\$3,188,000*
Mount Royal Av. Melbourne (Buyers Broker)	\$2,925,000*
Ville-Marie From the Mountain (Sellers Broker)	\$2,899,000*
Westmount Ave. Oakland (Broker for Sellers and Buyers)	\$2,898,000*
Mount Royal Av. Kenaston (Sellers Broker)	\$2,895,000*
Westmount Cedar Crescent (Broker for Sellers and Buyers)	\$2,695,000*
Outremont Av. Courcellette (Seller's Broker)	\$2,695,000*
Westmount Av. Redfern (Sellers Broker)	\$2,650,000*
Westmount Av. Westmount (Broker for Sellers and Buyers)	\$2,598,000*
Mont-Royal Av. Kindersley (Buyers broker)	\$2,595,000*
Westmount Lansdowne (Broker for Sellers and Buyers)	\$2,550,000*
Downtown St-Sulpice (Broker for Sellers and Buyers)	\$2,500,000*
Westmount Ramezay (Broker for Sellers and Buyers)	\$2,499,000*
Westmount Ste-Catherine O (Sellers Broker)	\$2,499,000*
Ville-Marie Av. Highland (Sellers Broker)	\$2,498,000*
Westmount Grosvenor (Broker for Sellers and Buyers)	\$2,495,000*
Westmount Av Lansdowne (Broker for Sellers and Buyers)	\$2,399,000*
Westmount Cote-Ste-Antoine (Broker for Sellers and Buyers)	\$2,398,000*
Westmount Av. Redfern apt. PH 605 (Sellers Broker)	\$2,349,000*
Westmount Redpath-Crescent (Buyers Broker)	\$2,348,000*
Westmount Redfern (Broker for Sellers and Buyers)	\$2,298,000*

*Asking price. **+GST/QST

NOTHING COMPARES



MLS® W5268264 sothebysrealty.ca

Sotheby's
INTERNATIONAL REALTY

Québec



Extraordinary Marketing for Your Home

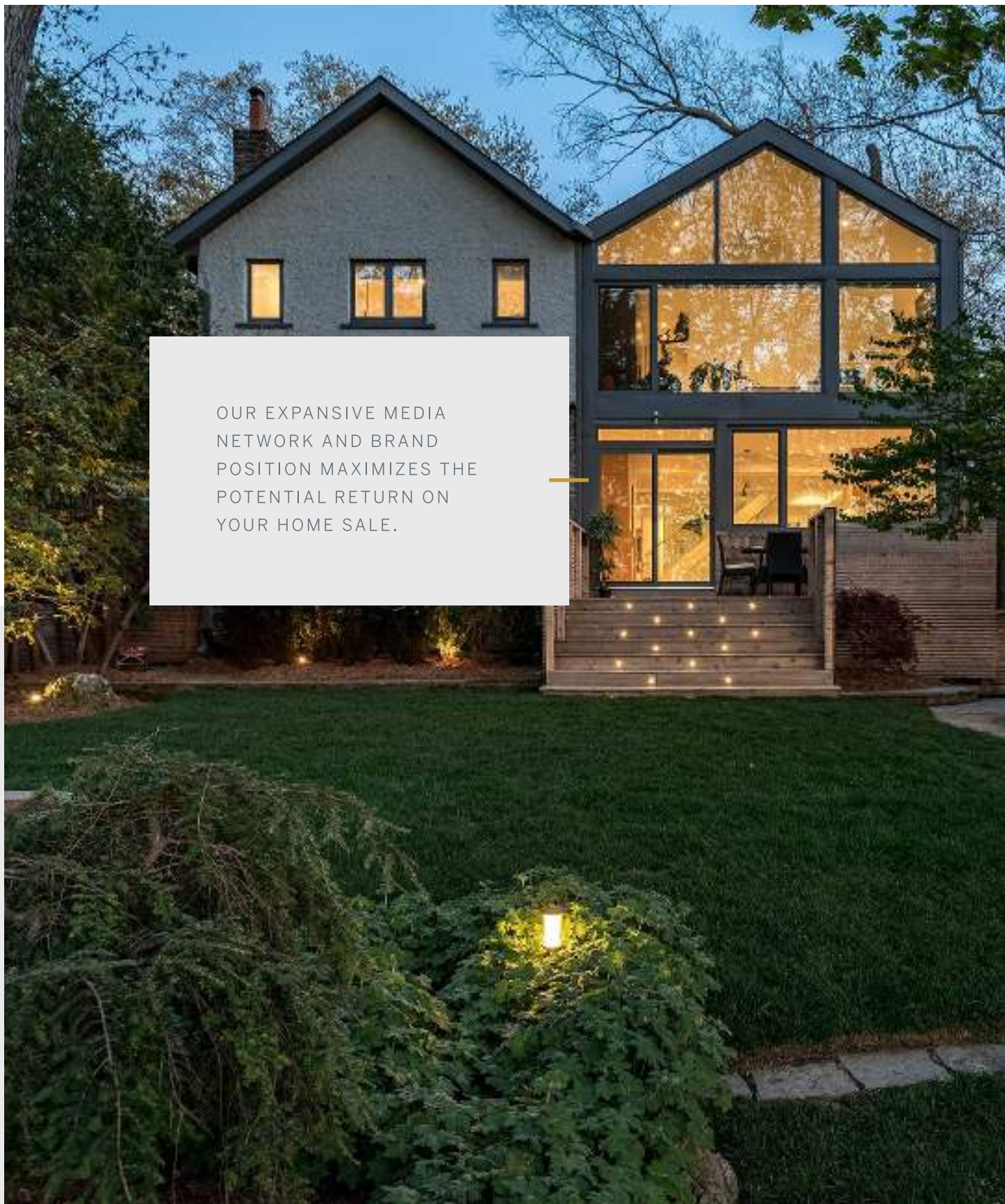
ONLY WITH SOTHEBY'S INTERNATIONAL REALTY

NOTHING COMPARES

sothebysrealty.ca

MLS® W5247515

OUR EXPANSIVE MEDIA NETWORK AND BRAND POSITION MAXIMIZES THE POTENTIAL RETURN ON YOUR HOME SALE.





Unlock Your Home's Value

When your home is represented by Sotheby's International Realty Canada, it benefits from worldwide recognition and the prestige of the Sotheby's brand, and gains access to an unmatched global marketing platform.

Our expansive media network and brand position maximizes the potential return on your home sale.

In a connected world and with nearly 100% of homebuyers previewing homes for sale online— your home's buyer could be across the street – or across the continent. Our real estate marketing platform reaches buyers locally and worldwide with over 1 billion annual online impressions and dozens of premier media outlets such as the New York Times, Wall Street Journal, Financial Times and Bloomberg, plus next generation channels such as Apple TV, Google and YouTube.

01

ANALYSIS & POSITIONING

- Pre-market networking
- Market analysis
- Test pricing

02

PRE-LAUNCH PREPARATION

- Pre-sale inspection
- Home staging
- Virtual home staging
- Appliances upgrades*
- Minor fixes*

03

IMAGERY

- Daytime photography
- Twilight photography
- Aerial footage
- Virtual tour (videography)
- Lifestyle video

05

LISTING LAUNCH

- Sothebysrealty.ca
- MLS
- Syndication to international websites

06

SIGNAGE

- Front door signage

07

EMAIL CAMPAIGN

- Property announcement
- Caravan invitation
- Company email
- Inclusions

09

DIGITAL CAMPAIGN

- Social media promotion
- Feature on Sotheby's channels
- Advertising

10

NETWORK & NEIGHBORHOOD OUTREACH

- Emails to realtors
- Neighborhood calls
- Listing update announcement

04

FLOORPLAN

Traditional floorplan (2D & 3D)
Virtual walkthrough

08

PRINT CAMPAIGN

Postcards
Brochures
Advertising
Public relations

Your Marketing Timeline

YOU ONLY GET ONE CHANCE AT A FIRST IMPRESSION

Successful marketing starts with carefully curated planning. Every step of our strategic sales process carried out by a highly skilled professional in the field and myself in order to target the right prospective clientele across the most effective channels through cohesive branding - all to elevate the style and unique character of your home.

NOTHING COMPARES



sothebysrealty.ca



White Glove Service

The real estate firm you choose to represent your property should be as exceptional as your next chapter is going to be - and that should start from day one.

COMPLIMENTARY PRE-SALE INSPECTION

A comprehensive evaluation of your property's condition conducted by a trusted specialist prior to listing it for sale, accompanied by a detailed inspection report that can be made available to potential buyers.

STRATEGIC HOME REPAIRS RECOMMANDATIONS

Trough my deep network of licensed contractors, this step offers you the opportunity to yield thousands of dollars in additional value to your home.

COMPLIMENTARY HOME STAGING

To elevate your transition from this one to your next, and to allow allow potential buyers to see your property as a home they can make truly their own.

NOTHING COMPARES



SOTHEBYSREALTY.COM

37M+
VISITS ANNUALLY

130M+
PAGEVIEWS ANNUALLY

52%
INTERNATIONAL WEB TRAFFIC
CANADA #2 RANKING

sothebysrealty.ca

MLS® A1092550





The Power of the Sotheby's International Realty Network

By marketing your property locally and worldwide, Sotheby's International Realty ensures unrivalled exposure to qualified buyers, maximizing the potential for qualified expressions of interest in your home.

SOTHEBYSREALTY.COM

Discover the power of Sotheby's International Realty's exclusive online marketing network. Every home represented by Sotheby's International Realty is showcased on sothebysrealty.com, the world's premier website for real estate and homes for sale attracting over 37 million visits and over 130 million pageviews annually.

We reach millions of qualified potential real estate buyers, who immerse themselves in our collection of properties, enhanced with 3D virtual reality tours, ultra high-definition videography and high resolution photography.

SOTHEBY'S INTERNATIONAL REALTY CASCADING WEBSITES

From sothebysrealty.ca and sothebysrealty.com, your property is distributed to more than 100 interconnected Sotheby's International Realty local websites around the world. This creates unique around-the-world exposure at a grassroots level.

NOTHING COMPARES



sothebysrealty.ca

MLS® E5246864



SOTHEBYSREALTY.CA

6.2M+
VISITS ANNUALLY

20M+
PAGEVIEWS ANNUALLY



Canada's Most Prestigious Real Estate Website

SOTHEBYSREALTY.CA

Featuring a state of the art location based and predictive search experience, sothebysrealty.ca draws over 20 million pageviews from uniquely qualified homebuyers annually, while generating thousands of qualified homebuyer leads for property listings.

Sothebysrealty.ca represents some of the most outstanding real estate properties across Canada. Each year, sothebysrealty.ca attracts more than 3.4 million national and international affluent buyers and sellers.

With more consumers than ever searching for real estate from mobile devices, sothebysrealty.ca is optimized and compatible with all devices. Our website renders all listings and property details, no matter the display size, providing visitors a seamless experience.

NOTHING COMPARES



THE WALL STREET JOURNAL



Bloomberg



FINANCIAL TIMES



sothebysrealty.ca

MLS® C5248576





Marketing Your Home in the World's Most Influential Media

Every home represented by Sotheby's International Realty, regardless of its price point, receives exposure on an unrivalled collection of the world's most authoritative media. Your home will be marketed to active homebuyers and real estate investors on:

WSJ.COM

The Wall Street Journal's digital network, receives 25 million monthly visitors to the U.S. edition, 3.1 million monthly visitors to Europe, and 4.8 million to Asia.

BLOOMBERG.COM

Bloomberg.com is the world's leading multi-platform media company for business and finance, and the online destination for high-net-worth individuals and business decision makers.

FINANCIALTIMES.COM

FinancialTimes.com is one of the world's leading business news organizations, and a destination for high-net-worth consumers seeking residential, vacation and investment real estate.

NOTHING COMPARES

sothebysrealty.ca

MLS® A1054137



 居外
Juwai.com

NIKKEI



PropGOLuxury.com





Showcasing Your Home in China and the Asia Pacific

To increase the potential of qualified bids for your property, our global marketing platform ensures that your home is searchable on the fastest-growing real estate portals in China and the Asia Pacific. Every Sotheby's International Realty property, regardless of price point, is presented on:

JUWAI.COM

Juwai.com is China's premier real estate portal with over 2 million monthly visitors, and more indexed pages than all other portals combined on Baidu, China's largest search engine. It is hosted on both sides of China's Internet firewall, ensuring that your property is visible both in and outside of China.

ASIA.NIKKEI.COM

Sotheby's International Realty is the first real estate brand to present property listings to readers of Nikkei Asian Review, the most influential news publication in Japan with a digital platform that reaches over 29 million monthly readers.

PROPGOLUXURY.COM

PropGOLuxury.com is the fastest-growing luxury real estate portal targeting high net worth property consumers in China and the Asia Pacific region.

 Video

NOTHING COMPARES

sothebysrealty.ca

MLS® R2565856



COUNTRY LIFE

H²⁴OUSE

REAL-Buzz
Global Real Estate Network





Your Property Marketing in Europe

Sotheby's International Realty markets every property listing to discerning European home buyers through some of the continent's most iconic media channels in order to increase exposure and potential expressions of interest. Your home is showcased on:

COUNTRYLIFE.CO.UK

The digital version of England's iconic Country Life magazine helps showcase your home to an affluent global audience looking to purchase premium real estate around the world.

HOUSE24.ILSOLE24ORE.COM

House24.ilssole24ore.com Italy's premier online property magazine is powered by the country's leading financial newspaper, IlSole24Ore.

REAL-BUZZ.COM

Real-Buzz.com is one of the largest global databases of homes for sale with first page Google rankings when buyers search for real estate using Spanish, Brazilian Portuguese, French, Italian, Russian, simplified Chinese and traditional Chinese.

NOTHING COMPARES



sothebysrealty.ca

MLS® R2580232



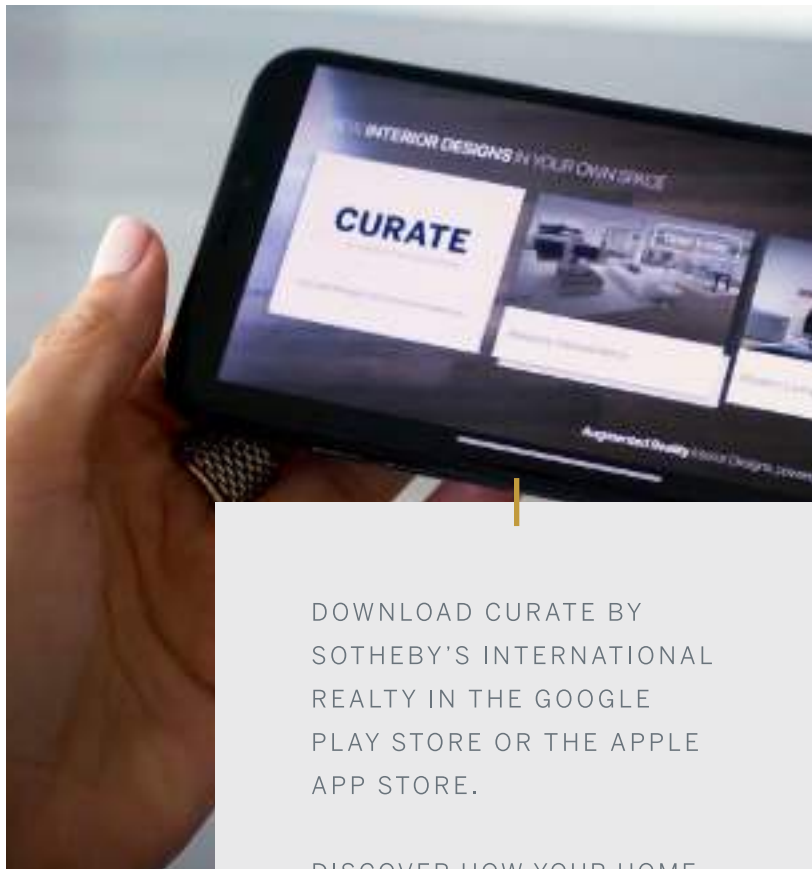
Sotheby's
INTERNATIONAL REALTY

Québec



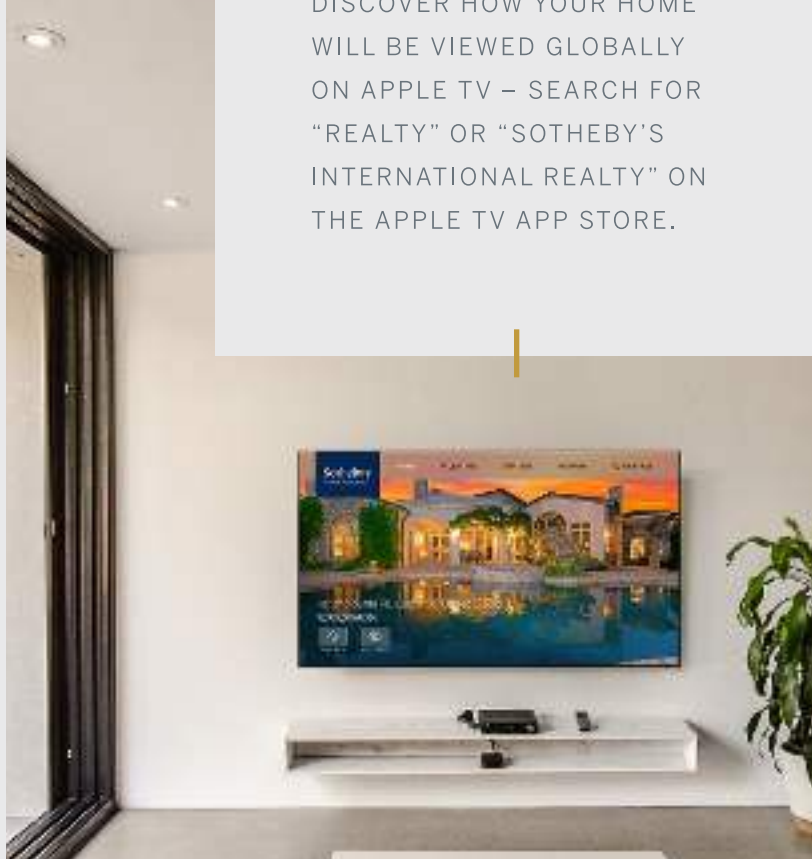
Showcasing Your Home Through Innovative Technology

ONLY WITH SOTHEBY'S INTERNATIONAL REALTY



DOWNLOAD CURATE BY
SOTHEBY'S INTERNATIONAL
REALTY IN THE GOOGLE
PLAY STORE OR THE APPLE
APP STORE.

DISCOVER HOW YOUR HOME
WILL BE VIEWED GLOBALLY
ON APPLE TV – SEARCH FOR
“REALTY” OR “SOTHEBY'S
INTERNATIONAL REALTY” ON
THE APPLE TV APP STORE.





Technology Reaching Today's Real Estate Consumer

Sotheby's has defined the art of marketing the world's most cherished valuables since its inception. Today, with nearly 100% of homebuyers previewing homes for sale online, we not only ensure exceptional marketing in traditional print marketing, but through videography, virtual/3D reality and immersive digital experiences to bring your home to life.

As the preferred real estate partner for leading technology companies such as Google, Sotheby's International Realty is a ground breaker in digital marketing innovation. We also give you privileged access to technology that showcases your home to influential, next-generation home buyers.

SOTHEBY'S INTERNATIONAL REALTY APPLE TV APP

Sotheby's International Realty is the first real estate brand to market properties on Apple TV. Every home represented by Sotheby's International Realty is searchable on the only real estate app on Apple TV that ensures an impeccable visual experience while exploring the world's most extraordinary properties.

Discover how your home will be viewed globally on Apple TV – search for "Realty" or "Sotheby's International Realty" on the Apple TV App Store.

CURATE AUGMENTED REALITY APP BY SOTHEBY'S INTERNATIONAL REALTY

Sotheby's International Realty is the first residential real estate brokerage to transform the home buying and selling experience with augmented reality. With the Curate app, potential homebuyers can visualize and redesign any room in your property as their own from a mobile or tablet device.

Download Curate by Sotheby's International Realty in the Google Play Store or the Apple App Store.

NOTHING COMPARES



MLS® E5246864

sothebysrealty.ca





Showcasing Your Home on Social Media

FACEBOOK AND INSTAGRAM ADVERTISING

Every property represented by Sotheby's International Realty Canada is advertised on Facebook, the world's reigning social media network with over 2.32 billion monthly active users, as well as Instagram, Canada's top real estate Instagram account*, with over 1 billion monthly active users, reaching a highly targeted segment of real estate consumers.

YOUTUBE

Sotheby's International Realty is the first and only real estate brand to have over 300,000 subscribers on its global YouTube channel, and to be amongst the elite 0.1% of channels on YouTube to have over 100,000 subscribers.

*Sotheby's International Realty Canada is the top residential real estate brokerage YouTube and Instagram channel in Canada.

NOTHING COMPARES

sothebysrealty.ca

OUR CLIENTS GAIN EXCLUSIVE ACCESS* TO A VAST ARRAY OF PREMIER INTERNATIONAL PRINT AND DIGITAL MEDIA OPTIONS UNAVAILABLE THROUGH OTHER REAL ESTATE BROKERAGE BRANDS

The New York Times **NIKKEI**

 **居外** FINANCIAL TIMES

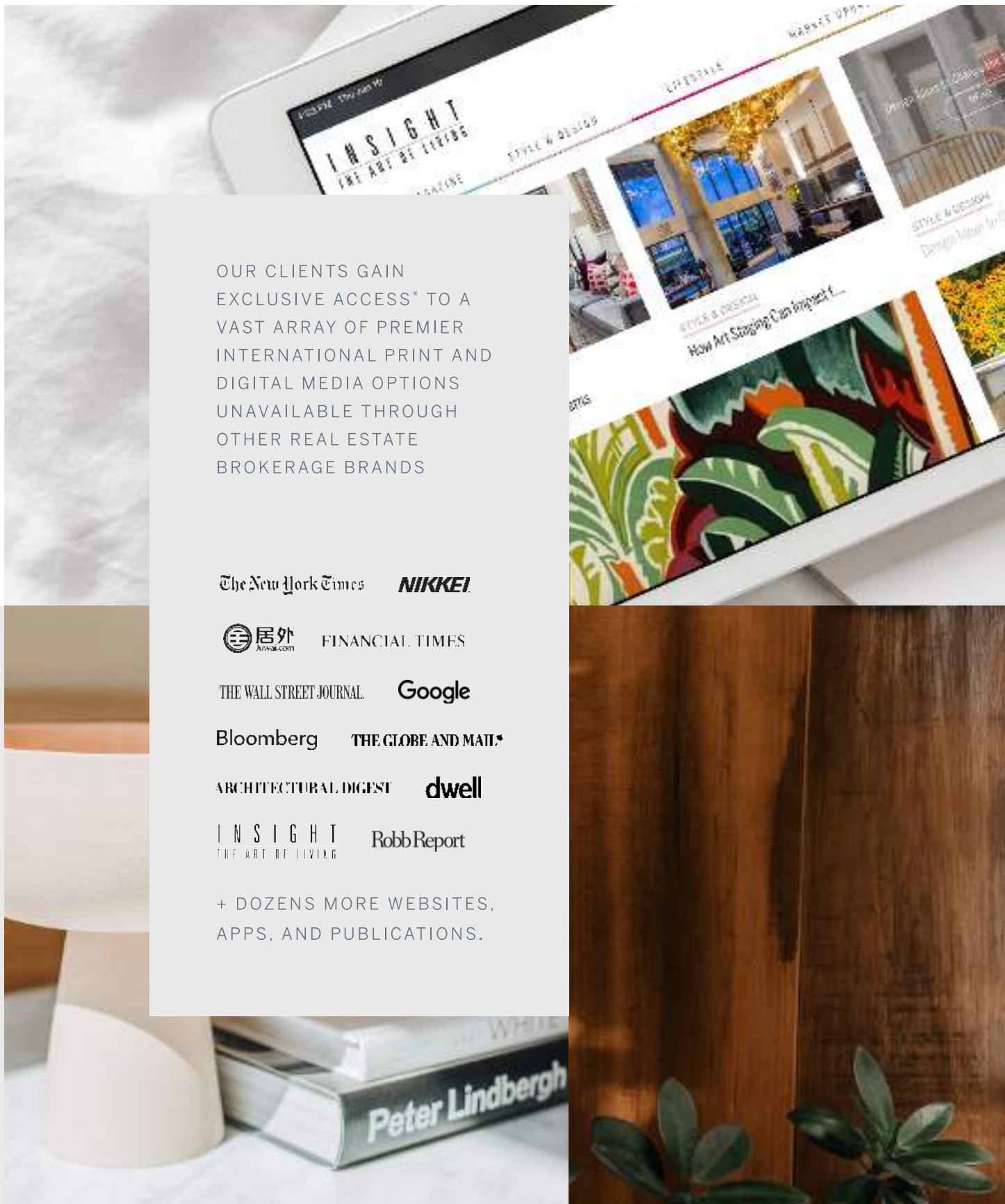
THE WALL STREET JOURNAL **Google**

Bloomberg **THE GLOBE AND MAIL***

ARCHITECTURAL DIGEST **dwell**

I N S I G H T Robb Report
THE ART OF LIVING

+ DOZENS MORE WEBSITES,
APPS, AND PUBLICATIONS.





Bespoke Marketing Options for Homes of Distinction*

To represent a luxury home of distinction requires specialized expertise and sophisticated marketing solutions to reach eligible homebuyers. As the brokerage of choice for elite clientele, Sotheby's International Realty offers exclusive access to advertising options at an additional investment to secure additional marketing exposure for appropriate properties.

CUSTOMIZED GLOBAL DIGITAL AND PRINT ADVERTISING OPTIONS

By leveraging the strength of the Sotheby's International Realty network, our clients gain exclusive access to a vast array of premier international print and digital media options unavailable through other real estate brokerage brands. Enquire if your property would benefit from ad placements in Wall Street Journal, New York Times, Bloomberg Markets, Financial Times, Robb Report, Condé Nast magazines and other top-tier publications.

CUSTOMIZED CANADIAN DIGITAL AND PRINT ADVERTISING OPTIONS

Our Canadian property advertising program offers opportunities for your home to be advertised in prominent national, regional and community media as well as Sotheby's International Realty Canada's exclusive magazine *Insight: The Art of Living*®. Connect with us to enquire if your home would benefit from exposure in these unique advertising opportunities.

SOTHEBY'S AUCTION HOUSE ADVERTISING AND EVENT MARKETING

Only Sotheby's International Realty clients receive elite access to opportunities to showcase extraordinary properties to Sotheby's auction house clientele. Consult with us to learn if your property would benefit from exposure in Sotheby's magazine, Sotheby's Preferred or Sotheby's auction events around the world.

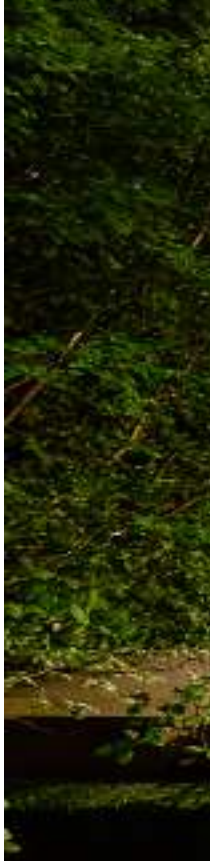
* An additional marketing investment may be required. Ask your advisor for details.



NOTHING COMPARES

sothebysrealty.ca

MLS® C5135503



LUXURYESTATE

BARRON'S

MANSION GLOBAL

MarketWatch

Property

JamesEdition





Luxury Marketing for Exceptional Homes

Through preferred partnerships with destination luxury websites, Sotheby's International Realty markets a curated collection of homes to elite high-net-worth real estate buyers worldwide on:

LUXURYESTATE.COM

LuxuryEstate.com, is the destination for European and global real estate consumers seeking vacation homes, country estates, luxury homes and investment properties for sale around the world. Sotheby's International Realty listings over 200,000 Euro (~\$290k CAD) appear on LuxuryEstate.com.

BARRONS.COM

Barron's is a business-focused website that provides the latest market activities and data to global investors. Sotheby's International Realty property listings over \$1 million USD (~\$1.32 million CAD) are featured on Barrons.com.

MANSIONGLOBAL.COM

MansionGlobal.com, presented by the Wall Street Journal, connects wealthy global buyers with extraordinary homes, while presenting insightful real estate content and market data. Sotheby's International Realty listings over \$1 million USD (~\$1.32 million CAD) are featured on MansionGlobal.com.

MARKETWATCH.COM

MarketWatch provides and connects affluent buyers and sellers with financial information, business news, market data, and real estate listings.

ZAOBOA.COM.SG

(Z-PROPERTY, A CHANNEL ON ZAOBAO.COM)

Zaoboa.com.sg is the flagship Chinese website of Singapore Press Holdings, reaching over 10 million monthly Chinese language visitors. Z-Property is Zaobao's real estate channel, with a focus on lifestyle, décor and high-end homes. Sotheby's International Realty property listings over \$1 million USD (~\$1.32 million CAD) are featured on Zaoboa.com.sg.

JAMESEDITION.COM

Sotheby's International Realty property listings are marketed on JamesEdition.com, a destination marketplace for luxury products, experiences and real estate. Every listing priced over \$700,000 CAD is marketed on JamesEdition.com.

MLS® 307333792

sothebysrealty.ca

NOTHING COMPARES





Announcing Your Home

We understand the unique value of your home and will develop a marketing plan that will provide the attention and exposure it deserves.

PROPERTY BROCHURES

One of our first initiatives will be to create a compelling professional marketing brochure printed on premium paper. By combining professional photography and attention-getting narrative details, your home's brochure will act as an essential tool to captivate potential buyers.

Your home's marketing brochure may also be submitted to our exclusive Global Distribution Program, where copies are distributed to hundreds of offices within our real estate network as well as Sotheby's Auction House locations globally. No other real estate company has the ability to provide this level of exposure.

DIRECT PRINT AND EMAIL MARKETING

We will create a customized direct mail campaign to bolster interest in targeted key areas within your local neighborhood and surrounding area.

NOTHING COMPARES



sothebysrealty.ca



MLS® W5247515

Sotheby's
INTERNATIONAL REALTY

Québec



Marketing Reports & Accountability

ONLY WITH SOTHEBY'S INTERNATIONAL REALTY

NOTHING COMPARES



WE COMMIT TO REGULAR
AND TRANSPARENT
COMMUNICATION WITH
EVERY CLIENT.

sothebysrealty.ca

MLS® 798762





Marketing Reports & Accountability

We commit to regular and transparent communication with every client. From the moment you list your home with Sotheby's International Realty Canada, you will receive regular updates on the results of your marketing – from the number of potential buyers who visit your open house, to the number of people who view your listings online.

FOLIO

With Folio™, a proprietary online client platform exclusive to Sotheby's International Realty Canada, you gain clear, transparent insight into the marketing and sales activities completed for your home. Login 24/7 to your personalized dashboard from any desktop, tablet or mobile device.

LISTTRAC

To measure results, Sotheby's International Realty also provides a detailed property view report including view and enquiry statistics for partner sites your home is showcased on.

SIMPLEMENT INCOMPARABLE

Surpassez vos attentes.



MLS® C5972428

sothebysrealty.ca

Sotheby's | Québec
INTERNATIONAL REALTY