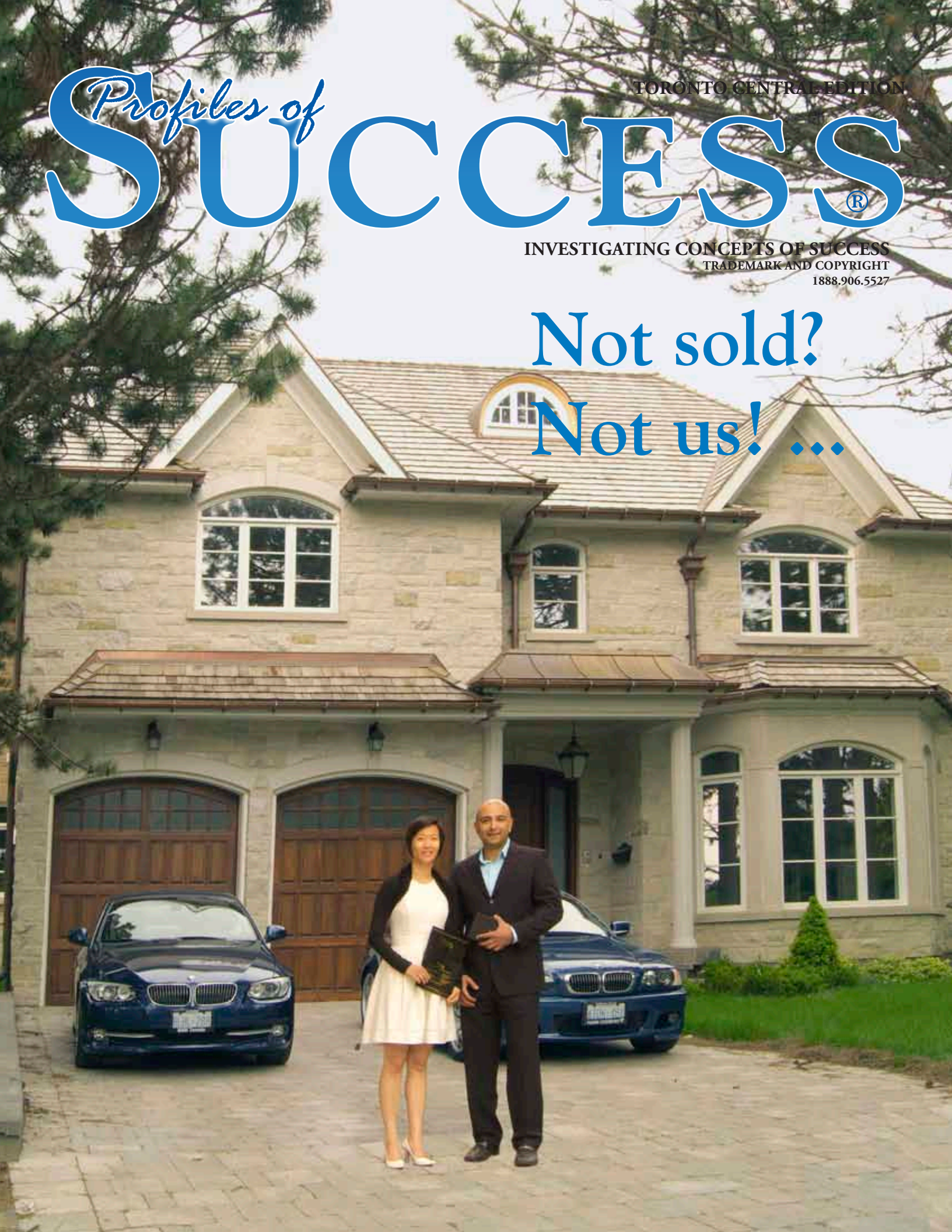


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Not sold?
Not us! ...



Not sold? Not us! ...

Dynamic real estate duo adds value

By Kathryn Richardson



so strong that Sunny and Kathleen foresee expanding their business opportunities in that part of the world. No matter where clients are coming from or moving to,

Life in a city like Toronto and its surrounding areas is constantly changing. The real estate market also shifts as new areas are built and people move to adapt to changing family needs.

A professional Realtor knows how to adjust to the needs of clients both old and new. Sunny Sharma is one of those Realtors. Smart, savvy and energetic, he uses his two decades of real estate experience, plus his entrepreneurial spirit honed through ten years of sales experience in the telecom industry, to adapt to new realities. When he realized his client demographic was changing, he chose a partner who would increase the value offered to clients. Kathleen Xie is an equally strong Realtor who speaks fluent Cantonese and Mandarin and has strong Asian connections. Together, Sunny and Kathleen specialize in serving the burgeoning Asian and South Asian markets. Both are brokers with over 30 years of experience between them, they rank in the top one percent of the Toronto real estate board.

“My partnership with Kathleen is a

merger of two successful, effective Realtors,” Sunny explains. “Our combined experience and skills in both buying and selling bring results; we sell a minimum of one home every week, based on our performance to date. No one is more accountable than the leaders of an organization and with Kathleen and myself, our clients get two formidable leaders.” Sunny and Kathleen serve clients in all areas of Toronto, but focus on North York, Scarborough and York Region, including Markham, Richmond Hill, Newmarket, Aurora, and Whitchurch Stouffville. Fifty percent of their sales are with Asian clients. Through connections in China, they are in touch with a vibrant and growing market of interested buyers who want information about Canada, including the housing market. Their connections are

the comprehensive knowledge and extensive experience of this modern real estate dynamic duo ensure clients receive superior service, expertise and value when selling and relocating. They sell 90% of their listings, often for more than the asking price, sometimes by as much as 15%. “Kathleen and I have achieved a 99% average of the sellers’ listing prices,” Sunny says. “That’s like getting an A on a report card!” They have developed a reputation for selling homes that did not sell through the owner’s efforts. Sometimes they’ll make a price adjustment, but other times it’s a matter of moving furniture, changing the listing time to a different time of the year, and using electronic media to promote the property. They will educate you in how you should prepare your home for sale and even advise you in

your renovations – all so that you get the best deal. Their new tagline – Not sold? Not us! – demonstrates their dedication to selling homes at their current pace of a home a week.

Sunny has applied his telecom sales and training background to his real estate business, becoming a trainer, mentor and team leader with Century 21. His telecom experience also explains his strong commitment to the use of technology and the Internet. His website www.century21.ca/sunny.sharma is one of the leading websites in the Century 21 system. He also finds innovative ways to give his clients more Internet space. Through his interactive website, www.yourrealestateteam.ca, clients are consistently impressed by the feedback they receive, within 24 hours of a showing, from the agents and potential buyers who have viewed their home.

“I go out of my way to give my clients as much Internet exposure as possible,” Sunny says. “Each buyer has a customized web page, listing results of market searches. The website gives detailed information on all listings, including directions to the property and colour photographs. Each web page is secure and only accessible to the specific client.”

Sellers also have a customized page detailing all upcoming showings, local market prices, and recent sales, and similar houses in their area. Sunny and Kathleen even use barcodes to market their listed properties. By scanning the barcode with handheld electronic devices, interested prospective buyers can look up information and be taken directly to the website

to see descriptions. Posts on Facebook and Twitter allow people to share property information through their own social media networks.

“The Internet gives technology-savvy clients up-to-the-minute

what they need,” she says. “A teacher has to make sense to get her point across, and I have used my experience over and over again in my real estate career.”

Sunny also markets new homes for builders, for both condominiums



results,” says Sunny. “Most people now look for information about real estate through the Internet. So it’s a simple rule - the more exposure you have, the quicker you’ll sell, or find a place to buy.” For those not as comfortable with the Internet, Sunny also markets a seller’s home through newspaper ads. Sellers and prospective buyers are provided with updated information, either by mail, email, or personal delivery.

But no website, large or small, can take the place of a top real estate salesperson. Sunny and Kathleen offer results-oriented service structured to meet the needs of individual clients. Kathleen’s background as a teacher in China has helped her be organized, direct, and able to explain the intricacies of real estate transactions. “I understand what people want and

and new home subdivisions. By working with high quality builders who are working on new developments, he can help his clients find great value and better choice in their new homes while avoiding lineups. “First choice has its privileges,” he says. “We get VIP rights to most new housing and condo projects, which saves our clients thousands of dollars and also gives them special access.” One of the many outstanding value-added services that Sunny provides is the use of a moving van. “Buy or sell through me; use my moving van for free - for life!” Courtesy of Sunny, thousands of dollars can be saved. “I want to provide my clients with the best service possible and, if a client uses my van to move to their new home, then that’s one less cost for them.” His clients have nothing but

praise. “Sunny sold our home in just a couple of days and during a multiple offer situation he made sure we got the house we wanted,” says one client. “I would highly recommend Sunny to others who are looking for the perfect agent to represent them.” Another satisfied client says, “We bought our first house with Sunny Sharma and it turned out to be the perfect starter house for us and a great investment. As hard it was to leave our first home it was time to move up. We had mixed feelings about moving and Sunny understood how we felt and helped us feel comfortable about making the upgrade. He was able to sell our home for top value within a couple of weeks just as he had mentioned.”

Sunny has built strong ties to the community he serves. A familiar face at community fundraising events, he participates in the

Easter Seals 24-hour Relay, and contributes to the food and clothing drives as well as the Rouge Valley Hospital. Sunny believes it is important to give back to the community. “How can you be worthy of success if you don’t give back to your community?” he asks. “I have the opportunity to give to others in need, and I take it.” Dedicated and hard-working, Sunny and Kathleen combine schedules to offer almost round-the-clock service to clients. But their families also play an important part in their success. Their goals are to continue to grow both personally and professionally to support their children. Sunny has three beautiful daughters and Kathleen has one daughter. Real estate decisions represent some of the most important decisions in a lifetime. With involvement in over 1000 transactions to date, Sunny and

Kathleen offer a unique advantage of experience in sales, training and education and real estate, plus the ability to work with an increasingly multicultural city. “We consistently strive for excellence in all of our commitments to our clients,” they both confirm.

This dynamic duo has the leadership and drive to give added value and satisfactory experience to people involved in real estate transactions, whether they are new to the experience, new to the country, or savvy investors.

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