

ROYAL LEPAGE REAL ESTATE SERVICES IS ATTRACTING THE TOP AGENTS

WE OFFER SUPPORT, MARKETING,
AND SYSTEMS TO BUILD YOUR BUSINESS!

www.JoinTorontoPlatinumRealty.com



ROYAL LEPAGE

Luxury Offices | Royal LePage Real Estate Services
4025 Yonge St. Suite #103, Toronto ON M2P-2E3
Office: 416-487-4311 Ext 425 | Direct : 647-405-6878
www.TorontoPlatinumRealty.com

ABOUT US

We are a fast growing real estate firm comprised of premier real estate professionals in the Greater Toronto Area. Our highly skilled and multi-talented sales associates are specialists in luxury real estate services, offering a collection of properties from cozy single family residences, luxury estates, condos, land, new construction, commercial and investment properties.

OUR MISSION STATEMENT

It is the mission of Toronto Platinum Realty Team and its associates to provide the highest quality, innovative, and exceptional real estate service available anywhere in the Greater Toronto area.

Our clients' needs always come first. We will strive to always provide value far in excess of our clients' expectations.

Our goal is mutual respect and long term relationships that are beneficial to all parties. Our operation is a great place to work and do business. We are positive, helpful, and enthusiastic at all times – always focusing on solutions, not challenges. We take care of business first and foremost, but have fun and enjoy ourselves in the process.

We run a clean, organized, and efficient operation. We always adhere to the highest standards of integrity and ethical business practices.

We constantly strive to create, develop, as well as implement new ideas and strategies that will benefit our clients. We seek continuing education in all aspects of our business to increase the level of service we offer our clients.

CORE VALUES

- Honesty & Integrity at all times and in all situations.
- Continually improve our services to exceed our clients' expectations.
- Create and nurture a fun, exciting, creative, and productive work environment. Tirelessly pursue personal and team growth while reaching well-formulated goals.

MEET THE OWNERS



AHMAD SHALFOROSHZADEH

Co-Owner/Broker, Toronto Platinum Realty Team

Ahmad Shalforoshzadeh has over 30 years of sales, marketing and management experience and have extensive experience in the Greater Toronto Area, real estate markets as well as intimate local area knowledge. Ahmad Shalforoshzadeh started his real estate career with a local brokerage, where he was Rookie of the Year and a distinguished member of the “Platinum Club” and the “Hall Of Fame”, and was consistently ranked as one the top 5 agents within that brokerage. Their team works extensively to help buyers and sellers meet their real estate goals.

Ahmad has successfully closed more than \$100 Million in Residential Real Estate to date and attributes a large portion of those sales to his innovative efforts on the internet. “Lead Generation is absolutely critical to your future success, let me show you how to do it” After scoring as one of the top members in his Broker school class, Ahmad decided to move his team to Royal LePage Real Estate Services. With an extensive background and knowledge in the local Real Estate market and Toronto Real Estate Law, Ahmad is committed to making their company a complete success. As one of only 200 Accredited Platinum Real Estate Professional’s for the Craig Proctor coaching program, Ahmad has the knowledge and support you will need as an agent to grow your business the right way.



MEET THE OWNERS



EHSAN SHALFOROSHZADEH

Co-Owner/Marketing, Toronto Platinum Realty Team

Sam Shalforoshzadeh has over 18 years of sales, marketing and management experience and have extensive experience in the Greater Toronto Area, real estate markets as well as intimate local area knowledge. Sam Shalforoshzadeh started his sales and marketing career when he was only 18 years old in the auto industry. He decided to join Ahmad with his real estate career to start a family business, where he was able to help Ahmad to become the Rookie of the Year and a distinguished member of the “Platinum Club” and the “Hall Of Fame”, and was consistently ranked as one the top 5 agents within Royal LePage. Their team works extensively to help buyers and sellers meet their real estate goals.

Together, Sam and Ahmad’s team have successfully closed more than \$100 Million in Residential Real Estate to date and attributes a large portion of those sales to his extensive coaching and training and innovative efforts on the internet. “Lead Generation is absolutely critical to your future success, let them show you how to do it”. Together with Ahmad and Diana, they have been ranked as one the top 200 Accredited Platinum Real Estate Professionals and top producers within their office. With an extensive background and knowledge in the local Real Estate market and Toronto Real Estate Law, Sam is committed to making their company a complete success. As one of few Toronto area Coaches for the Craig Proctor coaching program, Sam has the knowledge and support you will need as a marketer and realtor to grow your business the right way.



TORONTO
PLATINUM
Realty Team

MEET THE OWNERS



DIANA SHALFOROSHZADEH

Co-Owner/Sales Representative, Toronto Platinum Realty Team

Diana Shalforoshzadeh has over 10 years of sales, marketing and management experience and have extensive experience in the Greater Toronto Area, real estate markets as well as intimate local area knowledge. Diana Shalforoshzadeh started her real estate career with a local Royal LePage brokerage, where she was a distinguished member of the company, and was consistently ranked as one the top 5 agents within her team. Their team works extensively to help buyers and sellers meet their real estate goals.

Together, with Ahmad and Sam, she has successfully closed more than \$100 Million in Residential Real Estate to date and attributes a large portion of those sales to his innovative efforts on the internet. “Lead Generation is absolutely critical to your future success, let them show you how to do it”. With an extensive background and knowledge in the local Real Estate market and Toronto Real Estate Law as well as management and training, Diana is committed to making their company a complete success.

TORONTO
PLATINUM
Realty Team

TORONTO PLATINUM REALTY TEAM

10 Benefits to You



#1 STRONG LEADERSHIP

Vision, support with problem solving, and leaders who are acting like leaders...that's who we are and what we provide to all of our agents.

#2 LEAD GENERATION

Agents need to prospect, but they want companies that are working to assist in generating leads for them as well. We generate over 600 leads every month and distribute them to agents or let our in house Lead scrubber set appointments for you.

#3 NAME BRAND AWARENESS

Companies with a strong presence in the market, locally and nationally, will always have a variety of opportunities for the right agents to utilize. Name awareness is tied to market share. The best agents understand that the stronger the name/market share, the easier it is to compete for business. Nobody sells more real estate than Royal LePage Real Estate Services and Toronto Platinum Realty Team is one of their top producing teams.

#4 EDUCATION AND TRAINING

Top agents are looking to fine tune their skills. Many agents know they need to get back to the basics and all of the agents realize the value of staying current in an ever changing real estate industry. Top agents also understand the value of securing specialized training or securing certain designations for areas of specialization. Such areas might include: Luxury market training, working with seniors, working the condo market, and one of the newest on the scene is becoming a global agent. Royal LePage Real Estate Services University offers designation and training 24 hours a day, 7 days a week.

#5 POSITIVE ATTITUDE AND HEALTHY OFFICE ENVIRONMENT

Top agents want a positive work environment with competent and positive peers. It is easy to see that the offices with the best production have brokers with a great attitude. Work with Royal LePage Real Estate Services agents and office staff that will elevate your business.

TORONTO PLATINUM REALTY TEAM

10 Benefits to You

#6 MASTERMIND GROUPS AND NETWORKING

Many of the best agents enjoy connecting with other successful agents. Their needs and approach to the real estate business is different from rookie agents. We are here to help support our agents to share ideas and brainstorm any challenges that the market may bring.

#7 MARKETING SUPPORT AND TOOLS

Marketing is the #1 thing that our agents need to do to stay in touch with their sphere and past customers. Toronto Platinum Realty Team offers unparalleled marketing support and tools to help agents grow their business!

#8 CLIENT AND DATA MANAGEMENT TOOLS

On the topic of marketing to their database, most agents are not very organized when it comes to managing their data and client info. We offer an easy to use CRM tool that allows you to input their data, send out marketing, and locate client data quickly. From the most basic to the most robust, we have special deals with numerous vendors to get you what you need.

#9 COACHING AND ACCOUNTABILITY

We see many companies implementing very successful coaching programs, with some great results but NONE better than Royal LePage Real Estate Services and Toronto Platinum Realty Team. Sam Shalforoshzadeh is a coach with Craig Proctor coaching and many of his coaching member make well over \$200K per year in GCI...you could be next!

#10 ADMINISTRATIVE SUPPORT

Agents are working harder, but most are not working smarter. We can help you behind the scenes. What can we take off your plate, and give you more balance in your life? See what our agents are saying about us.



LUXURY OFFICE SPACE

ROYAL LEPAGE ON YONGE



Yonge & York Mills is the Royal LePage Real Estate Services Ltd.'s flagship office. Royal LePage has had a presence on Yonge Street since 1970. As a corporately owned and managed office, we offer only the highest level of service, diligence and professionalism. Our Yonge & York Mills office is one of thirteen corporately owned Royal LePage Real Estate Services Ltd. offices, each strategically located across the GTA and 905 regions. Our listings are promoted throughout our network and provide our clients' properties with maximum exposure. Our marketing and communication systems take advantage of the latest trends in technology.

The sales professionals at the Yonge & York Mills office are committed, seasoned, and invested in both our community and the industry. They represent a wealth of experience and in-depth knowledge of Toronto's most established neighbourhoods.



Careers @ Yonge & York Mills Our strategic location makes us an excellent choice for those who require the flexibility of dealing with business sources across the city and reaching up to the north. For the modern practitioner, the geographical boundaries that used to drive a REALTOR's client base are disappearing. Yonge Street is an instantly recognizable and coveted address. Located at the corner of Yonge and York Mills, we offer both subway and GO Transit access and benefit from foot traffic exposure. With over 10,000 square feet of space, we have both private and semi-private offices along with general resource areas that are available. Our meeting rooms and reception area elegantly reflect our clientele. Our administrative staff are experienced, cross trained, pleasant and reliable. Day or evening, this is a team that recognizes that front line support including offer preparation, broker loading and in-house marketing and design, is extremely important. Desks are outfitted with up-to-date equipment and software and of course we also have the option of a wireless network for those who prefer to work from laptops.

- Strategic store front
- Public transit, indoor parking, foot traffic
- Active in the community
- On site mortgage and legal counsel
- Professional peer group
- Committed management
- Consistent, informative meetings
- Office space options
- Up to date technology
- Friendly, trained staff providing full service



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PRIME OFFICE LOCATION



Central Toronto Branch has consistently been among the most productive in both the national Royal LePage network and the Toronto Real Estate Board. Located in the bustling Yonge & St. Clair neighbourhood for more than a decade, the office is conveniently situated among some of Toronto's most prestigious neighbourhoods including Forest Hill, South Hill, The Annex, Casa Loma, Deer Park, Summerhill, Rosedale and Moore Park. The Central Toronto branch has achieved a dominant presence across central Toronto, from Harbourfront to the 401, and from Dufferin to Bayview and points beyond.

Royal LePage Real Estate Services Inc., Brokerage
55 St. Clair Avenue West
Toronto, ON M4V 2Y7



The Bloor West Village Branch has been a part of Bloor West Village for over 35 years, and has the highest sales of any brokerage in the area*. A popular family neighbourhood in Toronto's vibrant west end, Bloor West Village is known for its quiet, leafy streets, great heritage homes and easy proximity to wonderful shopping, dining and recreation. Many homes are within walking distance of the subway, so downtown is accessible in minutes.

Royal LePage Real Estate Services Inc., Brokerage
2320 Bloor Street West
Toronto, M6S 1P2



The Kingsway Branch When Albert LePage founded A.E. LePage in 1913, his mission was to provide every client with outstanding, knowledgeable service. The Kingsway team is known for that commitment to service and for experienced Realtors with tremendous depth of knowledge in all ranges of properties. At the Kingsway branch, we specialize in areas including the Kingsway, Sunnylea, Norseman Heights, Mimico, Longbranch, as well as newer developments along Lakeshore, Waterfront and other popular neighbourhoods in the west end and across the GTA.

Royal LePage Real Estate Services Inc., Brokerage
3031 Bloor Street West
Toronto, M8X 1C5

PRIME OFFICE LOCATION

The Mississauga Lakeshore Branch: Albert LePage founded A.E. LePage in 1913 with a focus on providing clients with the best possible service. A hundred years later, service is still the most important part of who we are as a company - and the biggest reason behind our success as a branch. At Royal LePage Real Estate Services Ltd., we are 100% committed to providing knowledgeable, dependable, friendly service to every single client, with every transaction and touch point.

Royal LePage Real Estate Services Inc., Brokerage
 1654 Lakeshore Road West
 Mississauga, L5J 1J3



The Downtown Oakville Branch Situated in the heart of historic Oakville, we are right in the town's charming downtown, nestled in amongst great shops and restaurants, and just a couple of blocks up from the lake. The office is located in beautiful Maple House, which dates back to 1875 and has been a real estate office (first A.E. LePage, then Royal LePage Real Estate Services Ltd.) since 1952. The building's distinctive historic aura has attracted a unique roster of real estate professionals who are committed to building an exceptional future for their clients. Rooted in tradition yet always looking ahead, our agents demonstrate a deep commitment to the clients and communities they serve.

Royal LePage Real Estate Services Inc., Brokerage
 Downtown Oakville Branch
 326 Lakeshore Road East
 Oakville, L6J 1J6



The Glen Abbey Branch named for the world-renowned golf course located nearby, Royal LePage Real Estate Services Ltd. Glen Abbey Branch serves Oakville, Mississauga, Burlington and beyond. We're conveniently located on North Service Road, just off the QEW at Dorval. From condos and townhomes to fine properties and luxury estates, our team of leading real estate professionals has the skills and the knowledge to help you find the perfect home and/or sell your property at the right price and the right time. We'll provide you with informed and attentive service and top-level marketing expertise every step of the way.

Royal LePage Real Estate Services Inc., Brokerage
 Glen Abbey Branch
 251 North Service Road West
 Oakville, L6M 3E7



PRIME OFFICE LOCATION

The Port Credit Branch has everything going for it. It's right on the lake, has a wonderful small-town feel, and a close-knit community. Most importantly, the Port Credit Branch has housing stock with everything from heritage riverfront properties to new condos steps from the water. If you're looking for an established community in the suburban GTA, Port Credit has it all.

Royal LePage Real Estate Services Inc., Brokerage
Port Credit Branch
6-114 Lakeshore Road West
Mississauga L5G 1E4



From entry-level condos and towns to multi-million dollar estates, the **Oak Park** area has quickly grown into a unique, diverse community where it's easy for everyone to feel at home. Development is moving fast; the area north of Dundas is slated for hundreds of new homes, retail spaces and office buildings are going up in record numbers. In 2015, the new Oakville hospital will be opening its doors. The new regional health centre promises to be one of Ontario's premiere health care facilities and will attract large numbers of health professionals to the area.

Royal LePage Real Estate Services Inc., Brokerage
Oak Park Branch
105-231 Oak Park Boulevard
Oakville, L6H 7S8



The Mississauga Lakeshore Branch: Albert LePage founded A.E. LePage in 1913 with a focus on providing clients with the best possible service. A hundred years later, service is still the most important part of who we are as a company - and the biggest reason behind our success as a branch. At Royal LePage Real Estate Services Ltd., we are 100% committed to providing knowledgeable, dependable, friendly service to every single client, with every transaction and touch point.

Royal LePage Real Estate Services Inc., Brokerage
The Mississauga Lakeshore Branch
1654 Lakeshore Road West
Mississauga, L5J 1J3



JOIN OUR VIP ENVIRONMENT

ATMOSPHERE.

It matters where you work and who you surround yourself with. At Royal LePage Real Estate Services, you will gain a complete agent success system, and have the support of other top agents behind you.

STATE OF THE ART OFFICE SYSTEMS.

Backagent online and email communications, self sign-up for calendar, reserved conference rooms, and have easy access to forms, logos, and more. DocuSign, and Authentisign system.

A CULTURE THAT FOSTERS SUCCESS.

Brokers and Agents are here to support you and we give you lots of tools to help you to succeed and grow your business.

LUXURY CONFERENCE ROOMS.

All of our offices are equipped with all the high tech computers and tools you need and are beautifully decorated to wow your clients.

STATE OF THE ART COMPUTERS.

Only the newest and the best with all the bells and whistles for our agents!

BIRTHDAY LUNCHES.

Who cares about your birthday?... We do! And we love to celebrate! We acknowledge all birthdays quarterly including a birthday lunch for everyone!

COMPANY HAPPY HOURS.

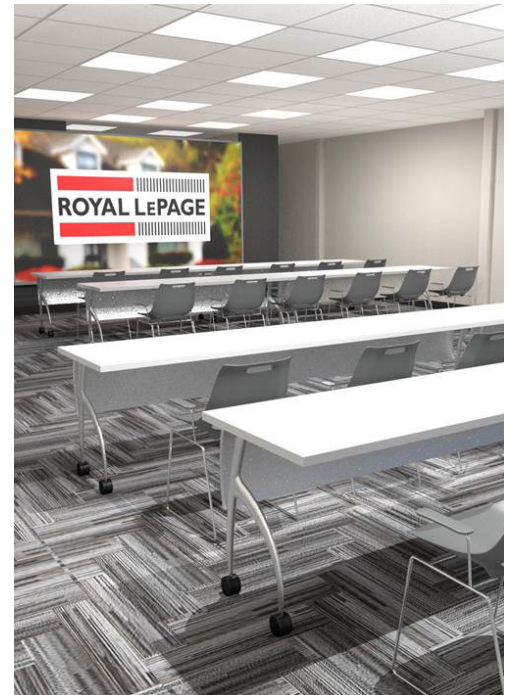
Can't have all work and no play! We take the time to get together, relax, and unwind from our busy careers and enjoy some time with our peers. This is a great time to network, swap stories and have a little fun!

MONTHLY OFFICE MEETINGS AND AWARDS.

We have regular monthly office meetings held in our state of the art training conference room. We cover important topics going on in today's ever changing market, connect with one another and see what new tools our strategic alliance partners have to offer. Proudly, we like to recognize our hard working top producing agents.

WEEKLY OFFICE SALES MEETINGS.

We like to stay on top our game in the real estate world and keep you updated so you are always informed. Also go over all new listings and buyers and presentations training.



EXPERIENCE OUR VIP AGENT SUPPORT

PRIVATE LABEL HOME WARRANTY.

Coming soon... an in-house RESRX Home Warranty, as an option for your clients, that will remind the agents to follow up with their clients and better serve them.

CREATING LISTING AND CLOSING FILES IN SURECLOSE.

When our agents get new files all they do is send a new file form with their documents via email to admin@torontoplatinumrealty.com, and our support team will set up your new files in CINC and CTE for you (or you can upload your own documents). Once set up you will have access to your files online and be giving a checklist of items received & needed upon completion. It's that easy!

ON-CALL BROKER SUPPORT.

Your broker is always available to you for all of your questions and concerns. Schedule a personal meeting, or give a call anytime, we are here for you.

REAL ESTATE ATTORNEY RELATIONSHIP.

Royal LePage Real Estate Services has real estate attorneys available if needed to keep all of us above board!

RISK MANAGEMENT OFFICE MEETINGS.

We like to stay on top of the legal issues in the real estate world and keep you updated so you are always informed.

IN-HOUSE BOOKKEEPING.

If it's accounting & bookkeeping you need, we got it! CTE and Broker Wolf can help you stay organized. Get recordkeeping, budgeting, organization systems, and more.

APPOINTMENT SETTER/ISS.

Get Inside Sales Support. Who wouldn't love someone to set appointments for them? We do so we have someone available for you too!

TRANSACTION COORDINATOR.

Wish you could just get the deals and let someone else handle it from there to close, so you can keep working on more business? Let one of our experienced professional transaction coordinators handle your deal for you. Add them on your list of team members & make you look like a star!



IMPLEMENT OUR VIP AGENT MARKETING

CIRCLEPIX.

Put your listings on the Real Media & One Plus Marketing does the rest! It creates a lead generating Property Site, a Listing Video on YouTube, a mobile platform and a custom recorded 24-information line with texting capabilities, and so much more! If you were to sign up on your own you'd be pulling out your wallet! As an agent on Toronto Platinum Realty Team at Royal LePage Real Estate Services, we provide this benefit to you!

PRIME LOCATION.

Royal LePage Real Estate Services has 13 prime locations available to all agents! We welcome walk-ins and that's new business for those who sign-up for floor duty!

LISTING PRESENTATION.

Royal LePage Real Estate Services and Toronto Platinum Realty Team offer only the best in listing presentation materials, from handouts to customized ipad presentations, you are sure to win over your new sellers! Completely custom, upscale Listing and Buyer presentations available to you at no extra cost.

BUYER MATERIALS.

Royal LePage Real Estate Services and Toronto Platinum Realty Team offer tons of materials to impress even the pickiest home buyer. You can't go wrong with our tools! Royal LePage Real Estate Services spends millions of dollars on advertising campaigns targeted to buyers making them feel comfortable with our services and experience.

SELLER PACKAGES.

Our seller packages are the "BOMB"! Or at least that's what we like to call them because they are fully loaded with all the high end materials that will knock your client's socks off! Seller Pre-Sell "Shock and Awe" package.

EDITORIAL ADS.

Let our proven ads work for you!

CLASSIFIED AD TEMPLATES.

Seasoned over time from years of Craig Proctor, our classified ad templates are sure to get you more leads!

POSTCARD TEMPLATES.

Want to get a quality mailer out to all of your sphere of influence or is there a neighborhood you want to go after? Use our quick and easy templates to make it happen with the 'RIGHT' message, Call to action and unique selling propositions.

ELECTRONIC MARKETING TEMPLATES.

Maybe email is more your style? Customizable templates are ready at your disposal!

CUSTOMIZED WEBSITE.

Toronto Platinum Realty Team offers you your own version of our grand lead capturing website, with an about you page that's all about you! You can create and point your own domain address to it and watch the leads come in!



DISCOVER VIP MARKETING RESOURCES

180-STEP LISTING ACTION PLAN.

We want you to succeed so we have an action plan to keep you on track!

ROYAL LEPAGE DESIGN CENTER.

Royal LePage offers a free online marketing portal where you can find hundreds of marketing tools to personalize and print with a few easy steps. Find templates for flyers, postcards, personal brochures, and more. Plus, you can order the printing directly from the site for high quality pieces.

MOBILE APPS AND PROPRIETARY SOFTWARE.

Toronto Platinum Realty Team stays on top of technology to help agents succeed in business. We do what we can to adapt and grow with technology.

FSBO AND EXCLUSIVE CAMPAIGN.

Going after Expireds or For Sale By Owners? We have a campaign for you that works!

ROYAL LEPAGE PREMIER MARKET SHARE.

Royal LePage Real Estate Services has attained Premier Market Presence across Ontario and is growing in market share in regions around the country. Greater Toronto is no different. Royal LePage Real Estate Services agents average the most sales in volume per year than other brokerages. We are the #1 brokerage in the GTA.

ROYALLEPAGE.CA AND TORONTOPLATINUMREALTY.COM

RoyalLePage.ca and TorontoPlatinumRealty.com receive millions of visitors per month and sends out leads to agents who sign up with their lead program.

FREE CUSTOMIZABLE WEBSITE.

Toronto Platinum Realty Team provides a professional customizable website for you which you can make your own. Built on a strong platform with lead follow up, contact management and search capabilities.

ROYAL LEPAGE GLOBAL NETWORK.

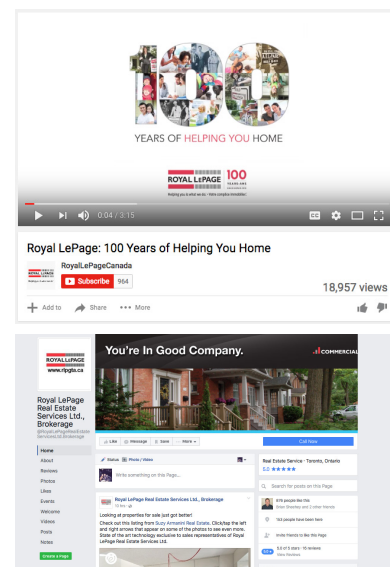
Royal LePage has over 600 brokerage offices coast to coast, in Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland, Labrador, Nova Scotia, Ontario Prince Edward Island, Quebec and Saskatchewan. Our Canadian locations include Toronto, Ottawa, Vancouver, Calgary, Edmonton, Quebec City and Montreal, as well as smaller communities.

ROYAL LEPAGE SOCIAL MEDIA.

Royal LePage International and Toronto Platinum Realty Team has a great YouTube channel with great videos you can use for your own marketing to establish you as an expert. Join their Facebook page for more resources that you can use for your own social media. Royal LePage Real Estate Services and Toronto Platinum Realty Team optimizes our own online advertising and social media as well.

LUXURY BRANDING.

Enjoy the turnkey, luxury treatment for you and your luxury properties. The Carriage Trade luxury property marketing program offers you a wealth of new and evolved marketing, promotional and training resources to elevate your distinguished service. Your luxury listings are prequalified by price and automatically published to carriagetradeproperties.ca as well as royallepage.ca with no further action required from you. You will receive an email notification that your property has been published to the website (with the option to remove it).



DISCOVER VIP MARKETING RESOURCES

MASTERMIND MEETINGS.

We have what we like to call Mastermind meetings to work on tools and training to help you succeed in getting more leads and convert more leads to sales!

CRAIG PROCTOR WEBINARS.

Ahmad Shalforoshzadeh is a long time Craig Proctor member and Spokesperson for their systems. Ahmad gives you access to “Behind the Scenes” info and webinars to get some tried and true tips and tricks from the experts making millions per year!

LEAD PROGRAM.

We have invested in websites and SEO in order to capture leads. Our lead follow-up specialist will weed through them and send you only good leads if you choose to sign up to receive them. She will also set you up with APPOINTMENTS. Who wouldn't want between 20-30 good leads per month?

COACHING ON LEAD CONVERSION.

We want you to be successful in converting those leads into deals and have proven systems we can coach you on that really work!

ONE ON ONE COACHING FOR LEAD GENERATION SYSTEMS.

We will show you how the lead management system works so you can manage all of your leads and learn strategic ways to follow up and convert those leads to appointments and sales.

TRAINING ON BUYER AND SELLER PRESENTATIONS.

We will show you how the lead management system works so you can manage all of your leads and learn strategic ways to follow up and convert those leads to appointments and sales.

TRAINING ON BEST ADS THAT WORK IN THIS MARKET.

Print advertising can be expensive especially if the phone never rings from it! We have proven many ads that work from the Craig Proctor system that should get that phone ringing!

ACCOUNTABILITY COACHING (IF NEEDED).

Need someone to keep you on track? We all get so busy that some things just get put to the side. We start spinning our wheels and not getting to our destination. “Too busy working in our business than on our business”. We can help you set goals and keep focused.

CRM PROGRAM.

Client Retention Management Programs are a must! When your client is ready to sell their home again or need any real estate information, you should be the one they call! Are you keeping in touch with your past clients? Let our systems help you.

BUYERS IN WAITING LIST.

Toronto Platinum Realty Team runs effective ads that generates hundreds of leads a month. Our program captures over 16,700 buyers and sellers in our database so we can cross-reference our new listings with these potential buyers.

GOOGLE PAY-PER-CLICK TRAINING. We can help show you how to get quality leads from google.

ROYAL LEPAGE UNIVERSITY TRAINING.

Have access to the best trainers and designation courses online - 24/7!



LET US HELP YOU...



Sell More Houses.



Earn More Money!



Be part of a great company culture while growing your successful real estate business.



OUR VIP GUARANTEE



You will make \$25,000 more in the next 12 months than you did in the previous 12 months (Guaranteed in writing) or we'll pay you the difference!*



Get leads, training and support to grow your very own independent high six or even seven figure real estate business (in no time flat).

For more information, go to www.25KGuarantee.com

WE PROVIDE REAL VALUE TO HELP YOUR BUSINESS GROW



As you can see, our VIP agent tools give you real value for your business. We can help you as much or as little as you want. Our goal is to support you and be here when you need us. As you can see, we offer plenty of business building tools for you to help you with your business. All of these benefits are here for you when you join Toronto Platinum Realty Team. The majority of them are absolutely FREE for you to use.

BUSINESS BUILDING

Whether you are new to the industry, a seasoned agent, or team member, we can help fine tune your skills to help your business grow. (\$19,140 value)

- Coaching on lead conversion
- One on one coaching on lead generation systems
- Training on Buyer and Seller presentations
- Training on best ads that work in this market
- Accountability coaching (if needed)

VIP MARKETING TOOLS (\$11,200 VALUE)

- Leads!!! Pre-scrubbed, qualified leads (valued at \$3,500 + Commission)
- Fully customized Listing presentation (\$450 value)
- Fully customized Buyer presentation (\$450 value)
- Buyer (pre-sell) packages (\$150 value)
- Seller (pre-sell) packages (\$150 value)
- Editorial ads that get “come list me” calls (\$50 value)
- Classified ad templates (\$50 value)
- Postcard templates (\$250 value)
- All electronic marketing templates (\$300 value)
- Free customized website (\$1500 value)
- Free customized CRM program (\$2,000 value)
- Buyers in waiting list (\$200 value)
- Google pay-per-click training (\$700 value)
- Customized 180-step listing action (\$300 value)
- Royal LePage Design Center & One Plus (\$500 value)
- Mobile apps and proprietary software (\$250 value)
- FSBO campaign (\$500 value)
- Exclusive campaign (\$500 value)

THE ROYAL LEPAGE ADVANTAGE

Royal LePage agents will spend more than a billion dollars to promote themselves and their listings. Along the way, every one of those dollars will promote the Royal LePage brand.

PREMIUM MARKET SHARE

Royal LePage has consistently earned premier market share in Greater Toronto Area. Thousands of top producing agents have established a powerful Royal LePage reputation for you.

#1
 Royal LePage Real Estate Services Ltd. continues to be the **Brokerage in the GTA**

15 offices with combined sales volume = **\$5,800,000,000**

29% more than our next biggest competitor

Sales Volume

Royal LePage Real Estate Services Ltd. has 15 offices serving local neighbourhoods in the GTA. The combined sales volume of our REALTORS® was **\$5.8 Billion in 2014**, almost **29% more** than our next biggest competitor.

Our size and neighbourhood focus helps Sellers obtain more exposure to potential buyers for their home and helps Buyers make the best decisions concerning their home purchase.



■ Royal LePage Real Estate Services Ltd., Brokerage
 ■ Brokerage #2 ■ Brokerage #3 ■ Brokerage #4 ■ Brokerage #5

1 Royal LePage as being *Royal LePage Real Estate Services Ltd.
 2 Based on combined 2014 dollar sales volume of homes and sold from the TREB MLS.

Royal LePage Real Estate Services Ltd., Brokerage
You're In Good Company

DECEMBER 2015 By The Numbers

<p>INDUSTRY LEADERSHIP</p> <p>#1</p> <p>in ONTARIO* and in more than 98* markets nationwide</p>	<p>INCREDIBLE REACH</p> <p>3M visitors/month</p> <p>royallepage.ca</p>	<p>UNSTOPPABLE Momentum and Growth</p> <p>MORE THAN 16,000 REALTORS®</p> <p>We've doubled the size of the company and tripled revenue since 2002</p>	<p>BOOKFIELD: A strong, stable parent company over \$225B of assets under management.</p>	<p>POWERFUL LEADS & REFERRALS CHANNELS</p> <p>MORE THAN 100,000 LEADS each year from digital channels</p> <p>Referral relationships with top U.S. and international real estate companies</p>
<p>THE VOICE OF CANADIAN REAL ESTATE</p> <p>1B media impressions (2014)</p>	<p>ALMOST 122.5% MORE impressions than the closest competitor</p>	<p>3x REVENUE 2x SIZE</p>	<p>A STRONG HERITAGE OVER 100 YEARS. A track record of success</p>	<p>MOST INFLUENTIAL #1 in Canadian residential real estate</p>
<p>Canada's Real Estate Company</p> <p>100% CANADIAN</p>	<p>CONNECTING YOU WITH MORE CANADIANS</p>	<p>7 SOCIAL MEDIA channels</p>	<p>ALMOST 10,500 in Followers OVER 14,000 Followers OVER 10,000 Likes</p>	<p>A CULTURE OF GIVING BACK MORE THAN \$20M BARRER through the Royal LePage Foundation</p>
<p>\$40B in transactional \$ volume (2014)</p>		<p>B: Billion M: Million</p> <p>*Based on agent count. Based on market share and/or agent count. Phil Soper, Royal LePage President & CEO, named Most Influential Canadian in 2014 Swanepool Power 200. Information valid as of December 2015</p>		

#1



Royal LePage Real Estate Services Ltd. continues to be the
Brokerage in the GTA

13 offices
 with combined
 sales volume =

\$7,400,000,000

37%
 more than
 our next
 biggest
 competitor

Sales Volume

Royal LePage Real Estate Services Ltd. has 13 offices serving local neighbourhoods in the GTA. The combined sales volume of our REALTORS® was **\$7.4 Billion in 2015**, almost **37% more** than our next biggest competitor.

Our size and neighbourhood focus helps Sellers obtain more exposure to potential buyers for their home and helps Buyers make the best decisions concerning their home purchase.



■ Royal LePage Real Estate Services Ltd. Brokerage
 ■ Brokerage #2 ■ Brokerage #3 ■ Brokerage #4 ■ Brokerage #5

1 Royal LePage as being "Royal LePage Real Estate Services Ltd."
 2 Based on combined 2015 dollar sales volume of homes sold from the TREB and OMDREB MLS.



Royal LePage Real Estate Services Ltd., Brokerage
You're In Good Company



ROYAL LEPAGE UNIVERSITY TRAINING

Royal LePage University on Demand, easy access to professional training with more than 1,000 business building videos, designation programs, 100-day Boot Camp to jump start your business, 3 day workshops, live online webinars, and more! Get Free, unlimited access to the Number #1 educational program in the real estate industry. As a Royal LePage Agent and Toronto Platinum Realty Team member, you'll have just that.

TORONTOPLATINUMREALTY.COM

TorontoPlatinumRealty.com website had millions of visitors in the past 4 years making it one of the top real estate websites*.

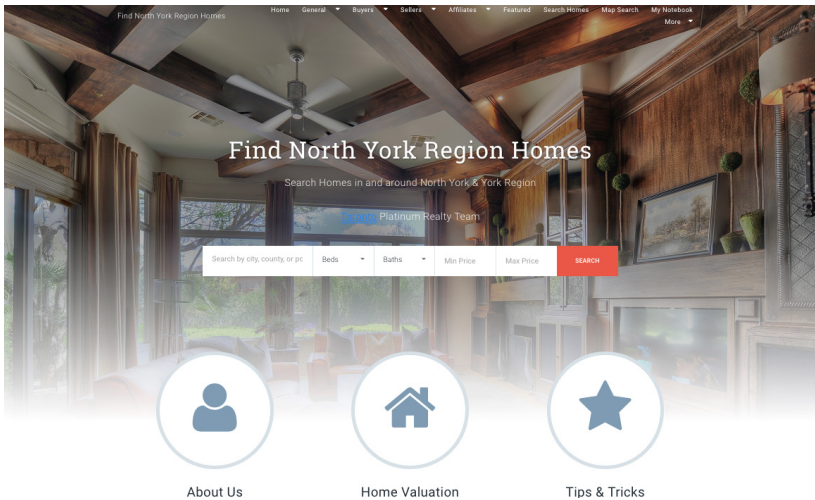
Our Lead Program and lead management system that is tied directly to our CINC platform is a powerful system offering useful tools to turn property seekers into clients.

- Visibility - Reach consumers worldwide as they search for properties.
- Timeliness - Receive pending lead notifications via text messaging on cell phones and accept directly from your SmartPhone.
- Control - Manage a client from initial contact to a closed transaction online.
- Leads - Capture and incubate hot, warm and cold leads with automatic emails and follow up systems.



For Example

In 2015, our agents received over 300 leads looking to move in 2-5 months



GET A FREE CUSTOMIZABLE AGENT WEBSITE

Say goodbye to your ongoing monthly website fee with your personal website courtesy of Toronto Platinum Realty Team!

- Different templates available
- Add custom pages
- Add custom banner
- Ties into your CRM account for easy access to leads

ROYAL LEPAGE GLOBAL NETWORK

Join one of the highest producing brokerage in Canada and tap into the world's most effect referral network.

Toronto Platinum Realty Team attracts buyers and sellers from all over the world. Now you can work with agents in other countries to receive and send referrals to increase your bottom line.



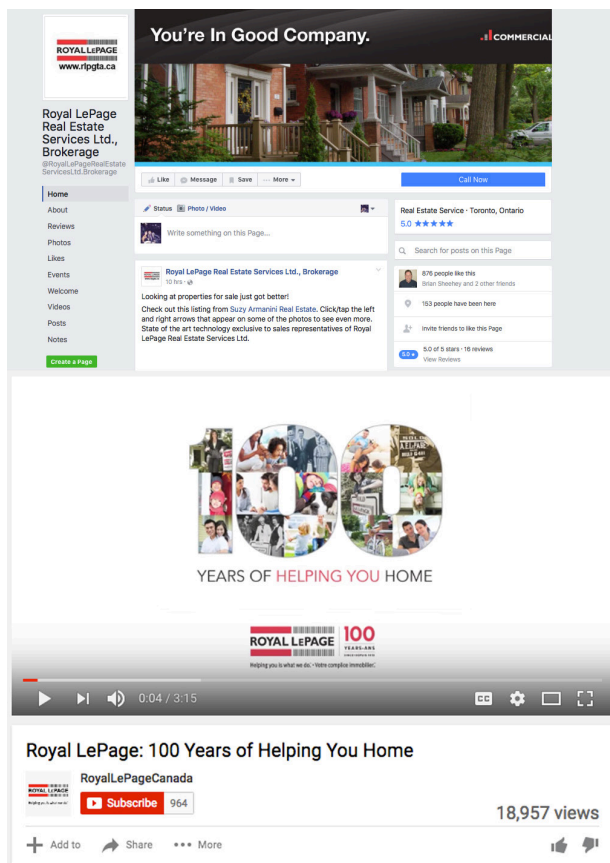
ROYAL LEPAGE DESIGN CENTER



Royal LePage Real Estate Services offers access to our DesignCenter which is an online marketing platform where you can create professional flyers, brochures, ads, and more.

Find Free Design Templates FAST! Create your marketing with your information. Find hundreds of templates to choose from, then send directly to the printer from the site:

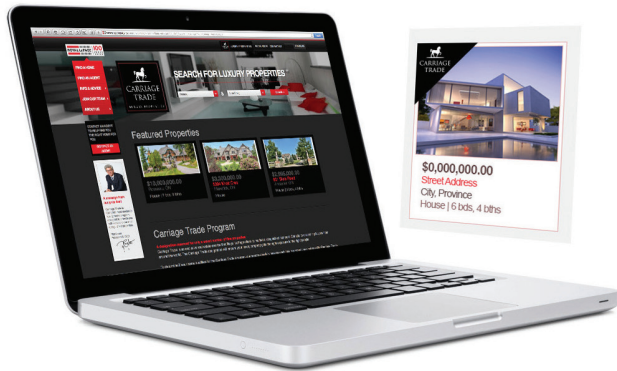
- Advertisements
- Newsletters
- Flyers
- Brochures
- eCards and ePostcards
- Newspapers
- Postcards
- Virtual Tours & Web Commercials



ROYAL LEPAGE ON SOCIAL MEDIA

Royal LePage Real Estate Services can help you build your social media brand. With the Royal LePage Real Estate Services YouTube Channel, you can share helpful video resources to your prospects and clients. Royal LePage Real Estate Services will also help teach you how to optimize your presence on YouTube with their How-To Resources found on Royal LePage Network.





ROYAL LEPAGE ON SOCIAL MEDIA

Specialized Brand Materials

- Flyers & Postcards
- Stationary & Cards
- Signs
- Magazine
- Website



Specials Advertising Rates in

- Luxury Magazines:
- LuxuryRealEstate.com
- DuPont Registry
- Royal LePage Carriage Trade Luxury Properties

Earn the CLHMS Designation

Through our Satellite Network
(Certified Luxury Home Marketing Specialist)
The average Royal LePage earnings with agents who have the CLHMS designation is \$199,987.



Discover a New Level of Luxury in Real Estate
Discover Toronto Platinum Realty Team

ROYAL LEPAGE GIVES BACK

According to the 2008 Cone Cause Evolution Study, 85 percent of consumers say that they have a more positive image of a product or company when it supports a cause they care about. And nearly 80 percent would switch to a brand that supports a charity.

Whether you support a cause that Royal LePage has adopted network wide or one that's closer to your heart, you can expand your success by reaching out.

Join Royal LePage agents who have raised millions of dollars for the Shelter Foundation.

At Royal LePage, we believe in giving back to our communities. There are plenty of opportunities to help whether donating a portion of each commission, to simply raising awareness to our clients.



PUT THE POWER OF TORONTO PLATINUM REALTY TEAM BEHIND YOU WHEN YOU LIST!

There is a strength in numbers. When you go on a listing appointment, you not only offer your own personal real estate experience and knowledge, but you bring our entire team's experience with you.

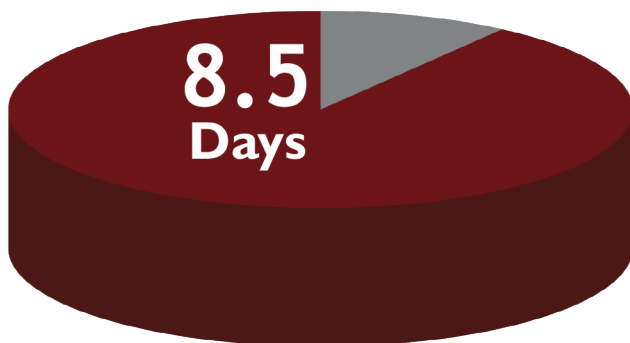
The Toronto Platinum Realty Team at Royal LePage Real Estate Services share with each other and strive to help each other grow. We realize that when you succeed, we succeed. You are not alone, show your potential clients that when they hire you, they hire all of us and what that means to them!

These results are from our training and proven systems we teach all of our agents...

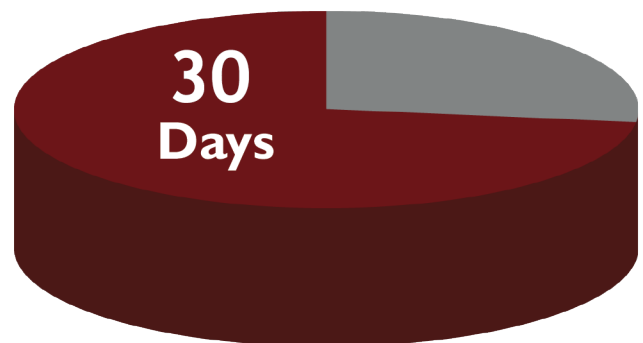
TORONTO PLATINUM REALTY TEAM SELL CLIENT HOMES FASTER!

Average Days on Market

Toronto Platinum Realty Team



Average Agent



Info from Toronto MLS Jan 2015 to Jan 2016

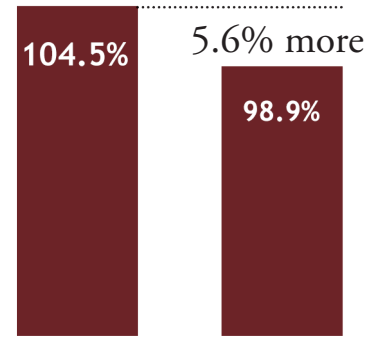
Toronto Platinum Realty Team Agents Sell their Listings
Almost 4 Times Faster than the Average Agent

These results are from our training and proven systems we teach all of our agents...

TORONTO PLATINUM REALTY TEAM SELL CLIENT HOMES FOR MORE MONEY!

**5.6% of asking price on an average York Region home –
\$44,385.00 More Money in Sellers Pockets!
Based on a median York Region
Price of \$792,592**

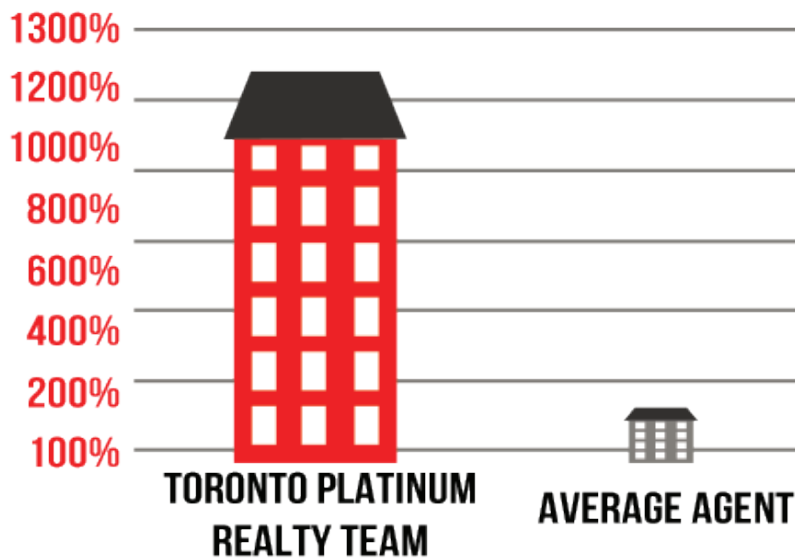
Percentage of asking price to selling price



TPRT Agent Average Agent

Info from Toronto MLS Jan 2015 to Jan 2016

TORONTO PLATINUM REALTY TEAM SELL MORE HOMES



12 TIMES MORE HOMES SOLD!

Info from Toronto MLS Jan 2015 to Jan 2016

HOW DO YOU CHOOSE A BROKERAGE?

The Relationship Between an Agent & Broker/Owner should be like that of an Employer (Agent) and Employee (Broker) NOT the other way around.

- When an Agent decides to hire a Brokerage, they have a pre-determined set of questions – a set criteria – they will use to judge the Brokers they interview
- They know in advance what they are looking for
- They use reason and logic
- They want to hire somebody to do a very important job for them

MAKE AN INFORMED DECISION

You need to know in advance:

- The kind of Broker you want
- The things that are most important to you
- The important questions to ask



THE 4 MISTAKES TO AVOID WHEN CHOOSING A BROKERAGE

- Choosing the Broker who promises the highest commission split even if the split seems to be unrealistic
- Choosing the Broker who promises to save you money by paying for signs, cards or marketing.
- Choosing the “nicest” Broker
- Choosing a Broker who works all by themselves, because you think they will provide you more personal attention and an over abundant of “qualified Leads”

WHY CHOOSE TORONTO PLATINUM REALTY TEAM?

We Offer You:

- Unparalleled Support
- Coaching
- Real Lead Generation
- Marketing
- Ongoing Training
- Broker Support
- Technology
- Great Location

*Total Value of
\$30,340!*



More than Any Other Local Brokerage...BAR NONE!

WHAT DO OUR AGENTS SAY?

“I can honestly say that in all my years of Real estate, I have NEVER worked for a more helping, caring, smart Broker that really wants to see me succeed. Ahmad is a guy who will bend over backwards and share everything to make sure you are getting what you need to succeed. I can't imagine working for another Broker or company other than Toronto Platinum Real Team”

Hessam Maghsoudi

“If I were only to have been exposed to Ahmad sooner, I could have been further along in my career. Ahmad will take time to discuss any issue or concern, contract negotiation, marketing campaign, lead training program and whatever else I need to be successful and make a ton of money. Lets face it, we all want to earn a very nice income and Ahmad's lead program will do that for me...”

Christa Lazar

“In the past year I have had my share of challenges in this market. Without a doubt Ahmad Shalforoshzadeh is the absolute best Broker/Team Leader you will ever find. From the training, coaching, lead conversion, and just plain support, my business wouldn't be where it is today without his help, support, coaching, culture, and healthy environment”

Mahvash Moloughi

LEAD GENERATION SYSTEMS

Each one of our agents gets their very own lead generation system which includes a front end website and backend follow up dashboard: see examples below.

The dashboard displays a list of agents and their associated leads. The statistics panel on the right shows the following data:

Category	Value
TOTAL LEADS	16,677
NEW THIS MONTH	578
NEW LAST MONTH	875
NEW SINCE LAST LOGIN	0
UNWORKED	2
HIGH QUALITY LEADS	1088
AVERAGE RESPONSE TIME (MINS)	0

The line chart below the statistics shows the lead status from January 1, 2015, to December 31, 2015. The chart indicates that 100% of leads are currently 'In Progress'.

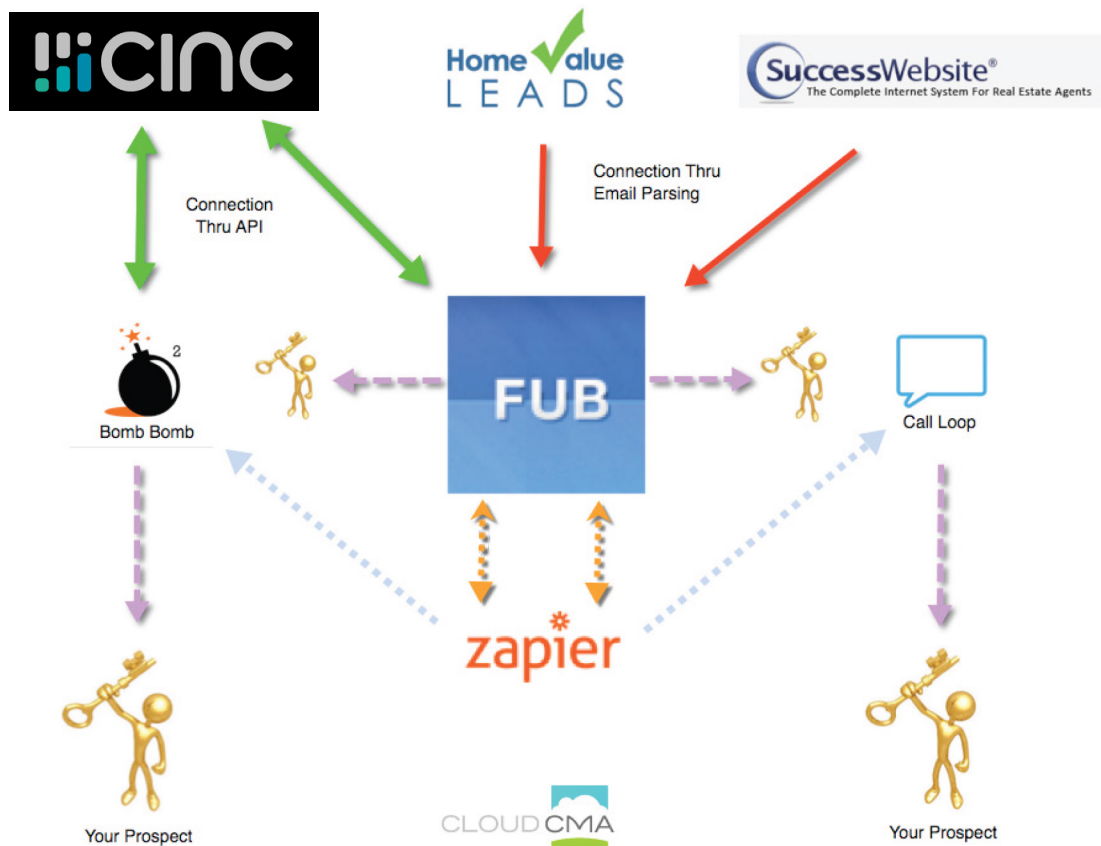
If you look closely you will notice that we currently have **16,677** home buyers or sellers looking in our area AND **1088** are high quality home buyers that need a home ASAP.

Our marketing systems attract buyers and sellers. Guaranteed.

Our Marketing Means More Business To You.

TORONTO PLATINUM REALTY TEAM SUCCESS PACKAGE

Now offering a success package that includes over **10 proven marketing systems** and materials that can be personalized with your information - all included at **NO monthly fee.**



*Some Conditions Apply

JOINTORONTOPLATINUMREALTY.COM

Need more information about joining Toronto Platinum Realty Team? Visit our website to watch videos and read more about our exclusive programs.




ROYAL LePAGE

“I guarantee that you will make at least \$25,000 more over the next 12 months than you did the last 12 months or I’ll pay you the difference.”



VIDEO



About Royal LePage Real Estate Services

We specialize in Luxury Real Estate for Greater Toronto Area. We offer a diverse collection of properties from cozy single family residences in welcoming neighborhoods like Richmond Hill to ultra real estates in the Greater Toronto.



Career at Toronto Platinum Realty Team

1. Strong Leadership
2. Lead Generation
3. Name Brand Awareness
4. Education/Training
5. Positive office attitude and healthy environment
6. Mastermind groups and networking opportunities
7. Marketing support or tools
8. Client management tools
9. Coaching and accountability
10. Administrative support



Millionaire Agent Workshop

Local Millionaire Real Estate Agent with an Overflow of Serious Prospects... Takes you inside his business and shows you his ads, response mechanisms, follow up programs and everything he does to be successful.



“I guarantee that you will make at least \$25,000 more over the next 12 months than you did the last 12 months or I’ll pay you the difference.”
- Ahmad Shalforoshzadeh

CONNECT WITH US ONLINE



TorontoPlatinumRealty



Toronto Platinum Realty Team



Luxury Offices | Royal LePage Real Estate Services
4025 Yonge St. Suite #103, Toronto ON M2P-2E3
Office: 416-487-4311 Ext 425 | Direct : 647-405-6878
www.TorontoPlatinumRealty.com