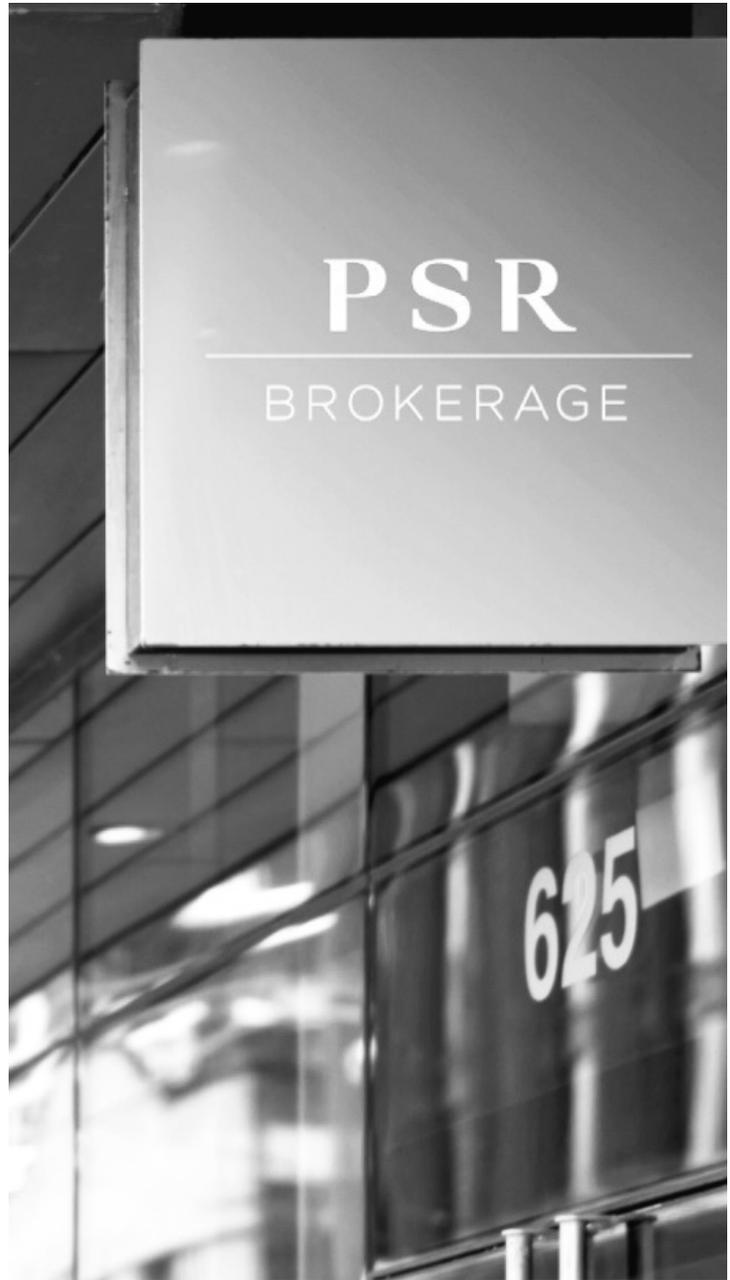




JORDAN GROSMAN  
— GROUP —

YOUR EXPERTS IN TORONTO  
LUXURY REAL ESTATE

WE  
SELL  
REAL  
ESTATE

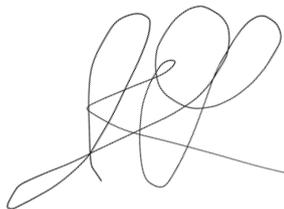


"PSR HAS THE PROVEN TEAM AND  
NETWORK TO CONSISTENTLY DELIVER  
AND EXCEED RESULTS."

PSR offers premium services throughout all facets of the real estate market. Our vast industry knowledge and unmatched customer service enhances our clientele experience and highlights our commitment to real estate.

Whether it's commercial or residential, buying or leasing, mortgages or portfolio management, PSR has the proven team and network to consistently deliver and exceed results while fostering long term relationships. Our success is an honest reflection of our clients' experience.

Welcome to PSR,

A handwritten signature in black ink, appearing to read 'JG', with a stylized, overlapping loop structure.

Jordan Grosman  
Partner

## MEET JORDAN



With more than 23 years of experience and having sold more than 1000 properties, Jordan has made quite an impressive name for himself among clients and fellow agents alike. His charisma, ambition, professionalism and phenomenal rapport with clients has catapulted him to his status as a top selling agent and now a partner at PSR Forest Hill. With the majority of Jordan's success in the past 15 years coming from referrals and personal relationships, his dedication and passion for selling real estate in Toronto is as strong today as ever. His networking and keen understanding of his clients individual needs, along with his results oriented approach to the negotiation process is precisely what distinguishes him from other realtors.

## MEET DORIAN



As one of Toronto's youngest brokers, Dorian Rodrigues brings a contemporary yet sophisticated approach to real estate.

Dorian works closely with clients and provides an unmatched work ethic with proven results. From listings to negotiating to closing, his dogged drive and expertise ensures the entire process is a positive one. He is a PSR Elite Award recipient, but his proudest achievement is forging the invaluable relationships with the people he represents to this day. His background in Business Commerce as well as interests in marketing, networking and architecture add a unique touch to his services.

# THE TEAM



JORDAN GROSZMAN  
*PSR Partner*



DORIAN RODRIGUES  
*Broker*



LINSEY CAVEZZA  
*Marketing Manager*



FANA MARKOU  
*Assistant*

*THE JORDAN GROSZMAN GROUP*

# THE JORDAN GROSMAN GROUP

- MORE THAN 1000+ PROPERTIES SOLD
- OVER \$1 BILLION+ IN SALES
- 30 YEARS EXPERIENCE
- BEST-IN-CLASS TORONTO LUXURY REAL ESTATE EXPERIENCE
- 24 HOUR VIP CALL ANSWERING SERVICE

The Jordan Grosman Group excudes passion and strives to deliver exceptional client experiences. By offering a complete suite of real estate services, our commitment ensures we meet every consumers' unique need. From sales and rentals, to new developments, we are market experts that guide you skillfully from the beginning to end of your real estate journey.

Accumulating over \$1 billion in sales, our impeccable track record proves that we represent the very best in the industry.

Today's consumer requires a trusted resource that can mitigate noise and effortlessly navigate the complex empire that the real estate market has built for itself.

***THE JORDAN GROSMAN GROUP: WE SELL REAL ESTATE.***

# **2021 YEAR IN REVIEW**

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**01**

Over \$170 million  
in closed deals

**05**

55 properties listed

**02**

105 deals written

**06**

60% double-ended  
deals

**03**

30 condo sales

**07**

7 days on the  
market average

**04**

62 single family  
home sales

**08**

99% sale to list  
price average







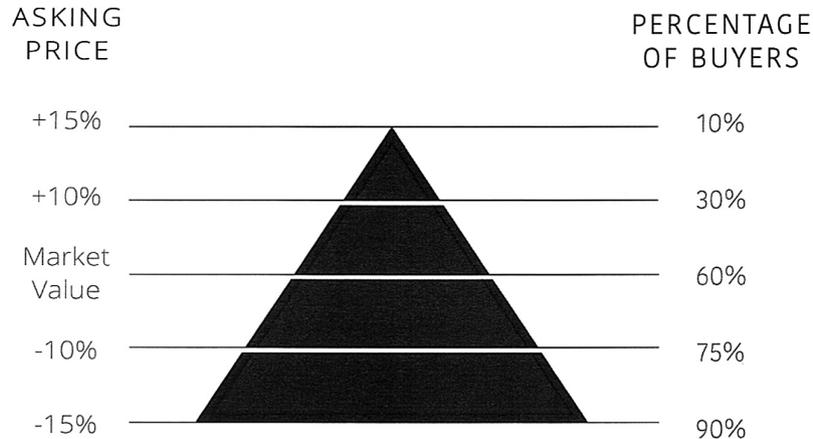
## GET THE PRICE YOU DESERVE

A tailored sales strategy unique to your home is what sets your space apart from its competitors. We pride ourselves on our ability to recognize the right approach and create a plan that targets and highlights your property's strengths to maximize its exposure and leverage its highest possible selling price.



# PRICING AND TIMING STRATEGIES

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## **OVERPRICING**

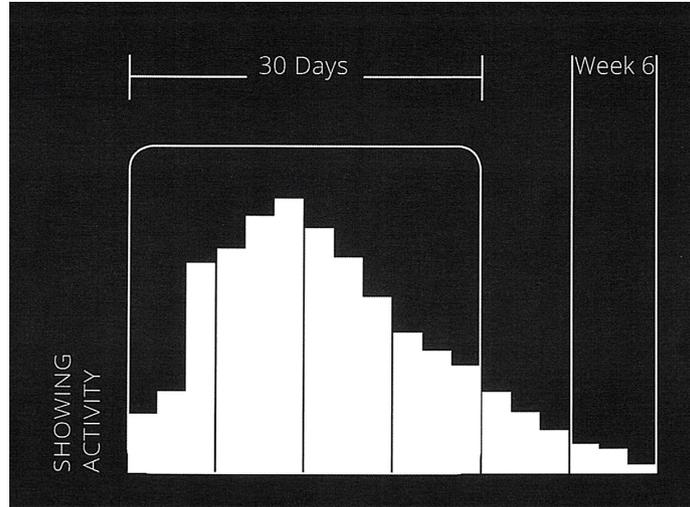
This strategy wagers that your home will attract that rare, love-struck buyer willing to spend beyond the guide of reason. And like all bets, it packs risk. Overpricing can turn your home into a market wallflower.

## **MARKET PRICING**

The approach most recommended by realtors and for good reason. This strategy exposes your property to buyers already looking in your price range. Which means the attention you'll get will likely be from serious buyers willing to make reasonable offers.

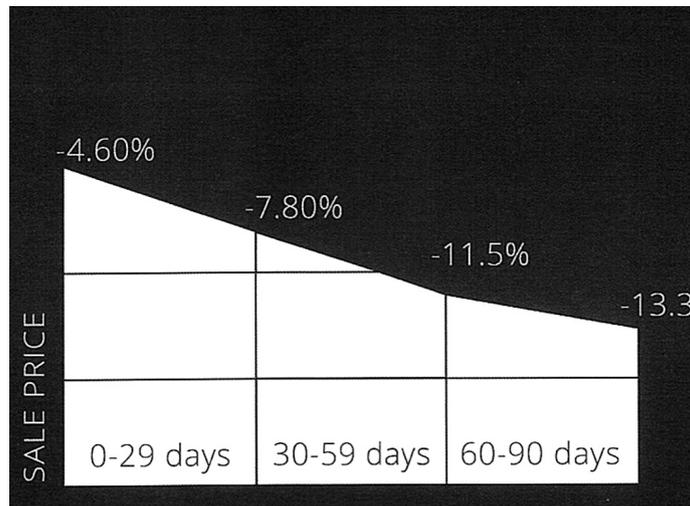
## **UNDERPRICING**

If you must sell fast, this is for you. And strangely enough, it's also for those seeking an above-market price. Here's the theory: A low ball price will attract enough buyers to ignite a bidding war that clouds their reason and rewards you with the jackpot!



**SHOWING ACTIVITY VS. TIMING**

The first 30 days are critical for maximixiing the number of showings.



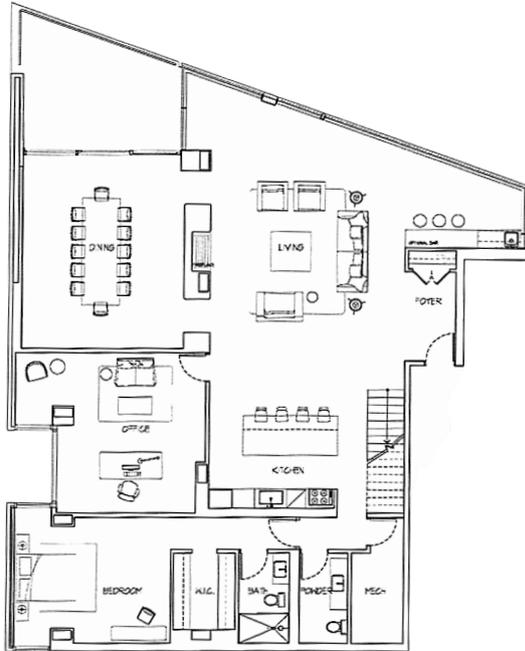
**SALE PRICE VS. INITIAL LISTING PRICES**

Every 30 days your property spends on the market, you're walking away with less money at the closing table.

## PREPARING YOUR PROPERTY

Preparation is key to getting your sale on the right foot from the beginning. The days before listing your property are crucial in getting the most potential buyers through your door in the early stages of the listing period.

We have a team of professionals to show your home in the best light. This includes, photography, floor plans, full-motion videos and staging.





## **HIGH IMPACT PHOTOGRAPHY & FULL MOTION VIDEO**

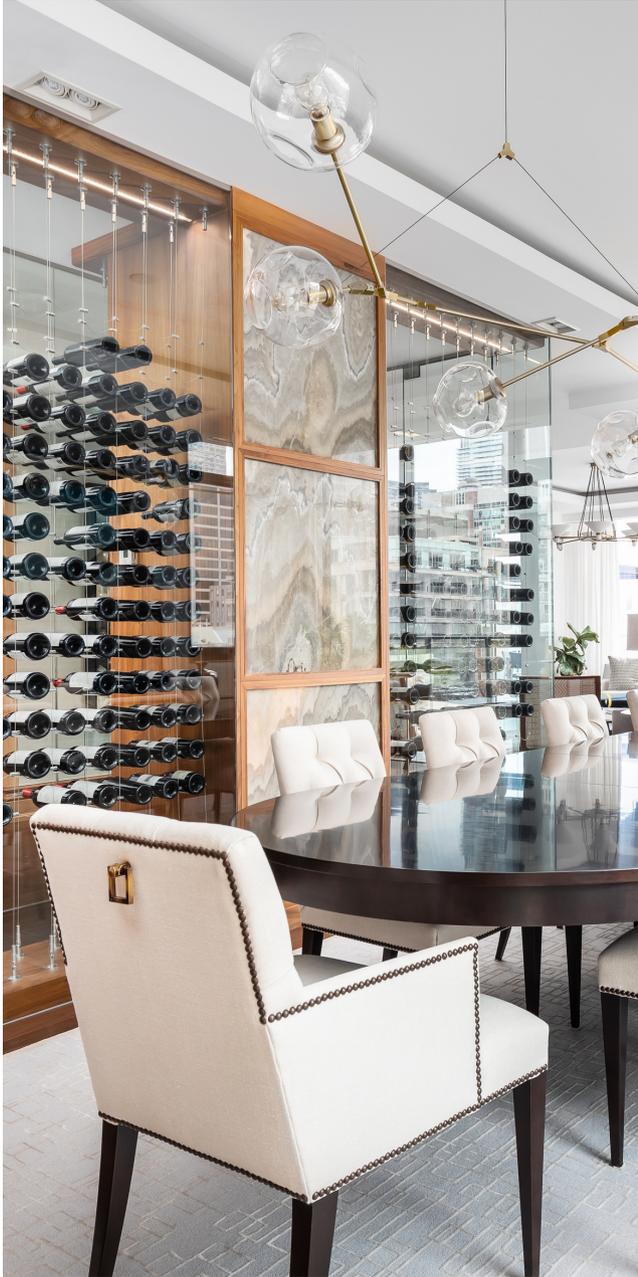
It is the first impression that gets the buyer through the door which is why we use only the best photographers to showcase your home. A stunning picture can be the difference between a buyer booking an appointment to see your house or skipping to the next one. A viewer's natural response to compelling video is to slip inside the experience. Potential buyers will imagine themselves hosting a dinner party or luxuriating in the sanctuary of the master bedroom. With this emotional connection, your home skips to the shortlist.

## **FLOOR PLANS**

Providing a floor plan when marketing your home will give potential home buyers an impressive and helpful way to better understand the design, size and layout of a home. Research shows that significantly more people will spend time looking at a listing if a floor plan is provided.







## OPTIONAL STAGING

First impressions are crucial, and with real estate more than 90% of first impressions are formed online. Staging is a proven strategy to get your home sold in the least amount of time for maximum return. In fact, a staged property can average a return of 340% of your investment.



# GLOBAL REACH

As the online world increasingly becomes the primary source for searches, it is more important than ever that a marketing strategy focuses on diverse visibility.

With the Jordan Grosman Group your property gets featured on multiple real estate sites and pages including:

- **Social Media:**

Instagram, LinkedIn, Facebook, Twitter

- **LuxuryRealEstate.com**



- **Juwai.com**

- **Homefinder.ca**

- **Zolo.ca**



- **Zillow.com**

- **Realtor.ca**



- **JordanGrosman.com**

- **DorianRodrigues.com**

- **PSRBrokerage.com** (5000+ visitors/month)

- **YouTube.com**

- **Toronto Storeys, BlogTO, Post City Online, Toronto Real Estate Board**

# MARKETING APPROACH

Making your property famous is our priority when listing your house. We spend over \$100,000/year on marketing and use various advertising channels to get tens of thousands of eyes looking at your property. Such as:

- **Targeted Google Ads**
- **Google Remarketing and Banner Ads**
- **Search Engine Optimization with Click Guru and Search Kings:**  
SEO is important as it allows purchasers who search in the area and/or by the price point to see your property at the top of their search. As well as, having your property appear on other websites they are on
- **Feature pages on JordanGrosman.com and DorianRodrigues.com**
- **Facebook and Instagram Promotion**
- **Exclusive realtor groups**
- **The Globe and Mail**
- **The National Post**
- **The Village Post**



Google Ads

Instagram

facebook



## BEAUTIFUL PRINT & DIGITAL MARKETING

Our print brochures feature compelling designs, rich narratives and vivid images to tell your home's story. Our digital marketing engages visitors with slide shows, virtual tours and dazzling video in an inviting, elegant package.

## TAPPING IN TO THE NEIGHBOURHOOD

Finding a buyer for your home can be as easy as looking in your own backyard. However, this is often overlooked. We ensure to get the most exposure for your property by prospecting your local neighbourhood by phone and in person, sending just listed flyers, hosting exclusive preview events and open houses.



## PERSONAL AND INDUSTRY NETWORK

With our extensive database of top realtors and clients of over 18,000, our mailing list reaches a vast number of potential buyers for your property. In addition, we get use of the PSR database which reaches more than 10,000 subscribers with every e-blast.

## BRAND VISIBILITY

With the Jordan Grosman Group and PSR brand behind your home, you are getting visibility that you just don't get with other brokerages. The Jordan Grosman Group has had several properties featured in the National Post, Toronto Life, The Globe and Mail and BlogTO.

NATIONAL  POST

THE GLOBE AND MAIL 

**blogTO**

# **NOTABLE SALES**



624 LONSDALE ROAD

sold for \$4,300,000



14 ROLYAT STREET

sold for \$2,825,000



61 HILLHOLM ROAD

sold for \$8,248,000



118 GIVINS STREET

sold for \$3,169,000



36 HAZELTON AVENUE | 4C

sold for \$3,200,000



362 RUSSELL HILL ROAD

sold for \$6,630,000



611 CASTLEFIELD AVENUE

sold for \$4,000,000



346 DAVENPORT ROAD | PH901

sold for \$5,000,000



25 SUMMERHILL AVENUE

sold for \$2,700,000

**EXCLUSIVE  
DEVELOPMENT PARTNERSHIPS**

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- The One Condos at 1 Bloor West
- 346 Davenport
- Wabash
- Thompson Residences
- Art Shoppe Lofts + Condos
- 277 Davenport
- Sherwood Park Modern Towns
- South Hill On Madison
- 150 Redpath
- Circa
- 12 Degrees
- The Hill Condominiums in the Upper Village
- Muskoka Bay Club
- Touchstone on Lake Muskoka
- Sixty Colborne
- 155 Redpath Condominiums at Yonge + Eglinton
- The Jaedon Mews
- Galleria on the Park

# **THE ONE CONDOS AT 1 BLOOR WEST**

Located at Yonge Street and Bloor Street West

The One Condos is a new condo development by Mizrahi Developments. This building will become the second tallest in Canada next to the CN tower!

The Jordan Grosman Group has successfully closed \$300,000,000 in sales for this remarkable 416 suite building.

The One Condos at 1 Bloor West will transform the corner of Yonge and Bloor and become a splendid addition to the sophistication that is Yorkville. This promises to be one of the most memorable, soon-to-be iconic and prominent residential super structures in Toronto.



ONE BLOOR

**WORK WITH US**



JORDAN GROSMAN  
GROUP

**PSR FOREST HILL**

325 Lonsdale Road

Toronto, Ontario

416.487.7874

**JORDAN GROSMAN**

416.723.9851

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**PSR**

BROKERAGE