



# TORONTO STOREYS

(<http://torontostoreys.com>)

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## Meet the agent: Toronto Storeys talks to Ophira Sutton

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Ophira Sutton(<http://www.ophirasutton.com/>) is the co-founder and co-owner of Sutton Group-Associates Realty Inc.(<https://associates.sutton.com/>), and is the go-to realtor if you're buying or selling in Toronto's Annex neighbourhood.

Having lived and worked there for over 15 years, she's extremely familiar with local schools, parks, community centres, and has long been a main sponsor of many community events including The Annex Tour of Homes and Gardens and The Annex Fall Fair.

A top producer since 1982, she has won countless real estate awards in recognition of her exemplary sales performance and dogged tenacity, so we asked her what it takes to be a top performer in this town and how homebuyers can cope in one of the city's most coveted neighbourhoods in what is currently Canada's hottest market (sorry Vancouver!)

### **What sets you apart from all the other realtors in town?**

I look at the market and try to analyze trends, rather than just respond to them. I also

spend a huge amount of my time and expertise preparing the property prior to putting it on the market. It's not just about getting it staged: I pay attention to every detail when I present my listings to the public.

**Any hot tips for homebuyers in this overheated market?**

Don't try to look for value in Toronto, as good value does not exist. Buy based on affordability only, so you make sure you can live in your house/condo for a long time.

**What is Toronto's most underrated neighbourhood?**

Still Weston Village, but not for long.

**Moment you're most proud of:**

When I manage to do a very difficult deal or when I manage to protect individuals that otherwise would have been taken advantage of.

**What's your secret to staying a top producer in this business?**

Always stay focused. Maintain high ethics and standards of work, and work very long hours, 24/7.

**How do you balance your personal and professional life?**

It is literally impossible in the market we have had in Toronto to balance this profession with your private life.