



**REAL  
ESTATE**

*Buy and sell with ease.*

**ERIK ERWIN**

CHESTNUT PARK WEST

*Seller's Package*



## ABOUT ERIK

From the outset of my career in real estate, I have made a personal commitment to each client: I will not rest in my efforts to serve your best interests until the deal is done, the house is closed, and you're happy and at peace in your new home. Throughout the transaction and beyond, I will make myself available to address any and all questions, and to make sure that your mind is at ease with the most important investment you're ever likely to make.

Honesty, integrity and loyalty to my clients are my watchwords; and with 75%+ of my annual business coming from repeat and referral clients, I believe that this approach has served my clients well.

I can assure you that my experience, knowledge and integrity will not only help you attain more for your home in a shorter amount of time, but also make it a fun and memorable experience. I'm here to make your move as easy as possible by implementing the use of technology and proven historic practices to remove the stress from the transaction so you can buy and sell real estate with ease.

## REAL ESTATE STORY

Being a third generation Realtor, I've been immersed in the world of Real Estate from the very beginning. My grandmother was a Realtor and my mother is currently a Realtor, too. These women have been mentors of mine well before I also joined the industry, and have served as leading lights and an inspiration since. While I was finishing my diploma in Business Marketing at Conestoga College, I worked in administration at a major Real Estate office in Kitchener. A few short months after starting, I was recruited by a commercial Realtor for an executive assistant position where I learned the ins and outs of commercial Real Estate; specifically, office leasing and development. As I grew to learn more about the business, I realized my deep passion for the industry and for service-oriented business. In 2014 I completed my Real Estate courses, received my license and made the transition to residential real estate where I could provide a more personalized approach to Real Estate. Upon this solid foundation of knowledge and experience I have continued to out-perform the competition with award winning service in the industry both locally and internationally.

## THE DIFFERENCE

I serve my clients better by applying many of the newest technologies available to the real estate industry and by adhering to tried and true old-fashioned values and best practices. No matter how the Internet has changed our lives and my profession, this business still comes down to personal savvy and negotiation skills. The selling process can be exciting, but that excitement often comes with a lot of stress. I apply myself every day to out-perform my competition. I sell homes for a higher price and in a shorter period of time - taking the stress away from my clients and having some fun in the process. I fully stand by my personal motto of "Buy and Sell with Ease".

# THE ERIK ERWIN DIFFERENCE

**Serve clients using the most innovative tech without forgetting proven old fashioned values**

**Professionalism**

**Outperform the competition**

**Sell in fewer days at a better price**



# MEMORABLE MARKETING

On top of a wide reaching online exposure across multiple websites and our campaigns being blasted to all the people in our database, we have an aggressive print marketing campaign that includes brochures, flyers, postcards and direct mail. This ensures that your listing gets in front of qualified buyers in the area and the Realtors who represent them.



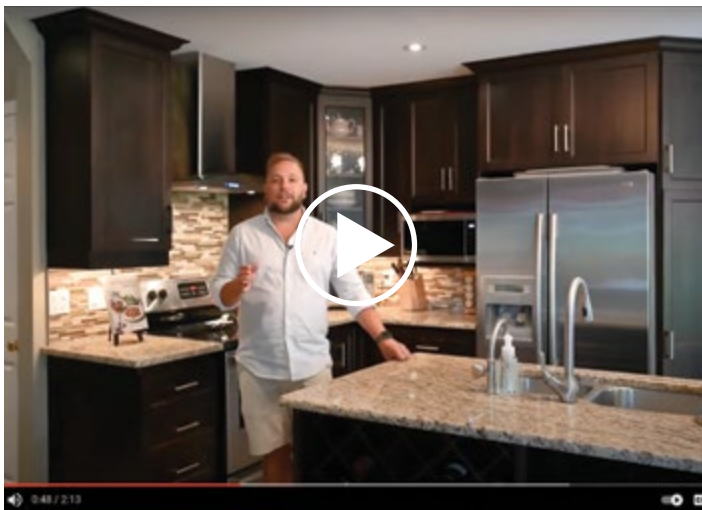
## DEDICATED WEBSITE

In addition to extensive social media exposure, a custom dedicated URL for your property will be available online. This website includes imagery, walkthroughs and an easy one-click incentive for scheduling viewings.



## SIGNAGE

A boldly professional yard sign plus optional directional signs installed around the neighbourhood.



## PHOTOGRAPHY/VIDEO

Selling your home is like being in a high stakes beauty contest - we'll take the steps to make sure your home ends up with the crown! Professional photography, video and editing is completed for each and every listing to increase exposure.



## 3D VIRTUAL TOURS

In the digital age, access to buyers in different locations is a must have for all listings. The glass-house virtual tour creates a 3 dimensional floor plan of your home. These immersive renderings dramatically increase the visual quality of your home and gives buyers an interactive way of experiencing your home. Special details can be outlined in this 3D tour where imbedded video can outline specifics that may be overlooked.



## PHOTOGRAPHY/VIDEOGRAPHY

I proudly provide each and every one of my listings with complementary professional photography. I will ensure that all the right steps are taken to show off the very best of your home. I cannot emphasize enough how much of an impact professional photos have upon potential buyers. My primary goal is to get prospective buyers through the front door, and this becomes a whole lot easier when your property is looking its best.

## 24/7 AVAILABILITY

I promise to always be available when you need me to answer any questions and keep you informed. I pride myself on communication especially in this fast paced industry.

## COMPLIMENTARY STAGING

In order to ensure that your home is going to show its best when it hits the market, I provide a complimentary home staging consultation to all of my listing clients prior to kicking off the sales process.

## SHOWING CONCIERGE

Life goes on, even when you're selling your home. We use a centralized and streamlined showing service to maximize the accessibility and ease while minimizing disruptions. With 24 hour scheduling, quick and easy mobile approval along with agent activity tracking, it's a smart and effective way to stay connected and informed.



## 2022 STATISTICS

### TRUSTED BY INVESTORS

In 2022, 30% of my deals were investments in rental properties. My knowledge of this profitable market sector is expanding the portfolio of investors all around Waterloo Region.

### \$16.7 MILLION IN SALES IN 2022

Since a toddler, I've been immersed in the real estate business. I've seen the changes in the industry and have overcome it all.

### AVERAGE HOME SALES

Erik Sells 24 homes per year compared to 3 for the average Kitchener-Waterloo REALTOR®

### A QUICKER CLOSING

On average other realtors in KW are selling their listings in 14 days. I sell my listings in 8 days, making the listing period shorter and easier on my sellers.

## A SELECT FEW NOTABLE 2022 SALES



\$1,215,000

### 390 MARGARET Avenue, Kitchener

This beautiful family home with rearward views across Breithaupt Park came with an awesome year-old 560 square foot accessory dwelling with its own two car driveway.



\$1,170,000

### 794 ROBERT FERRIE Drive, Kitchener

A beautifully landscaped four-bedroom home in West Kitchener's established neighbourhood of Doon South, known for its direct and easy access to the 401.



\$1,080,000

### 208 FOREST HILL Drive, Kitchener

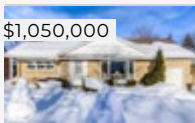
This comprehensively renovated bungalow lies on the quiet side of Forest Hill Drive. Spreading trees line a mature street that's home this expansive 62-foot lot..



\$900,000

### 333 PASTERNAK Trail, Waterloo

This wonderful family home is situated in East Waterloo's University Downs – an area renowned for its high quality schools, friendly neighbours and bountiful parks.



\$1,050,000

### 140 MELROSE Avenue, Kitchener

This handsome and impeccably manicured bungalow sits on a quiet side street in Kitchener's ultra-desirable East Ward – an easy walk to excellent schools, parks, the Aud.



\$1,050,000

### 85 CAMEO Drive, Kitchener

An extremely rare urban offering nestled in a cottage-like setting! Surrounded by mature trees and sitting on an ultra-deep near half-acre lot is 85 Cameo Drive.



\$980,000

### 88 RUSKVIEW Road, Kitchener

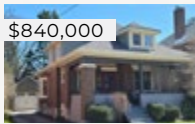
Welcome to 88 Ruskview - a completely renovated home from top to bottom - in the sought out and desirable neighbourhood of Forest Hills!



\$945,000

### 150 SHADOW WOOD Court, Waterloo

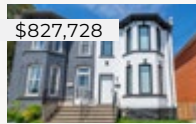
Plenty of space, great schools, walkable to parks and amenities, a quiet location and just a couple of minutes from the expressway.



\$840,000

### 16 LYDIA Street, Kitchener

You've found the perfect live/work space for young professionals in the desirable and friendly Central Frederick neighbourhood, circa 1928.



\$827,728

### 183 CAROLINE Street N, Hamilton

Modern meets Victorian in this beautifully revitalized century home tucked in a cul-de-sac like no other in Hamilton. Just a short walk to Waterfront Go station if you're commuting.



\$765,000

### 174 MERNER Avenue, Kitchener

Welcome to 174 Merner in Kitchener's desirable East Ward. On the main floor you will find not 1, but 2 living rooms, a dining room and an office!



\$741,000

### 536 PENNY Lane, Waterloo

Welcome to Westvale - a wonderful family neighbourhood, easily walkable to schools and to the multitude of amenities located across from The Boardwalk shopping district.



REAL ESTATE

### WHAT THEY SAY ABOUT ERIK

*"Working with Erik is a dream, I have sold 2 properties with Erik. Both times he exceeded my expectations with his digital media work and the time and energy he invested into getting me the best deal. I have recommended him to friends and family and will continue to do so."*

- Connor Ocleston

## DAYS ON MARKET

8 Days vs 14 days

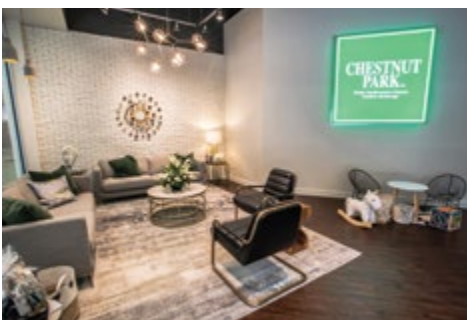
*Erik sells your home in 8 days (on average)*

*The average KW agent sells it in 14 days. Who do you want selling your home?*



## CHESTNUT PARK WEST

Sitting squarely in the centre of the action in the Shops at Waterloo Town Square, this is Chestnut Park West's original and flagship office. This clean, contemporary and stylishly designed office space is purposefully built to provide a boutique real estate experience to our clients, while simultaneously offering a progressively-minded and functional work space for our Brokers and Sales Representatives. Relax on our exclusive adjacent 'patio space', complete with bistro seating and green Chestnut Park canopies; or grab a hot cup of coffee and discuss the market in our chic lounge area. You'll immediately feel right at home in this comfortable, modern space.



# LISTING TIMELINE



# CREDENTIALS

**ratemyagent**

#9 Rated Kitchener  
Real Estate Agent (2022)



Consistant  
top producer



30 under 30  
out of 89,000 agents (2017)



Five stars on Google  
with 40+ Reviews



Interviewed by CTV news



Large following  
on Social Media



**Top 5 REALTOR® at Chestnut Park West**  
2021 Summit Society winner  
for units and GCI



## WHAT THEY SAY ABOUT ERIK

*"Erik was awesome to deal with. We recently completed our third transaction with him and we will definitely use him again and highly recommend him. Erik helped us purchase our second (dream home) in a multiple offer situation. He provided us with guidance on what it would take to get the house while making us feel at ease. The sale of our home was the most impressive of all! Erik marketed our house in all the appropriate channels and avenues. As a result we sold our home in two days with multiple offers and significantly above our asking price!*

*Erik is a responsive excellent agent! I would recommend his services to anyone looking to buy or sell!"*

- Jesse Dugard

*"He was very clear since the beginning, describing how he works and what he would have done if he had to work with my house. The decision was easy. He came up with a strategic plan that never changed and that, eventually, led to better results than expected. I put my house for sale in a period when the market was changing, and he never promised me anything beyond what he thought we could get. Erik surrounds himself with a wide range of professionals, and that teamwork really paid off. While the house was for sale, he was constantly in contact with me, and dealt with all my concerns very patiently. He organized one of the first open houses post-Covid restrictions, and it was a success. When we came to reviewing the offers, he exceeded all my expectations. His negotiations abilities are really outstanding. In life, you can never know if anyone could have done anything better, but I do know for sure that if my house got sold this well, above any of my expectations, it was only because of the Erik Erwin-factor."*

- Matteo Ponzano

# Thank You

for considering me to assist you with your real estate needs.

Selling a home can be exciting, but there can be many unknowns that can make it an extremely stressful event.

Let me help you Buy and Sell with Ease.



**Erik Erwin**  
Sales Representative

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[www.EERealEstate.ca](http://www.EERealEstate.ca)



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**CHESTNUT  
PARK**

REALTY SOUTHWESTERN  
ONTARIO LIMITED BROKERAGE