

LET US ROLL OUT THE RED CARPET FOR YOU...



# THE SELLER EXPERIENCE



**KEYSTONE**  
FOREST HILL REAL ESTATE BROKERAGE

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# OUR STORY



Keystone is a prominent extension of Forest Hill Real Estate established in 1986, with over 40 offices now within the GTA. Toronto's premier Luxury Real Estate Brokerage, our focus at Keystone is to offer our clients a Luxury Experience when buying, selling or investing in real property. We offer them a tailored top-tier experience by leveraging our strong networks, affiliations & expertise built over the years within the real estate industry.

We are a boutique brokerage located in the Halton region.

Our goal is to provide a bespoke real estate experience to our community & valued clients.

Keystone is an architectural term that means a central stone at the summit of an arch, locking the whole together. We believe that our purpose as a brokerage is to be the Keystone for our clients that entrust in us.

*True Leaders In Luxury*

*Our*

# MISSION



Our mission at KEYSTONE is to create an exceptional world-class real estate experience one family and one home at a time while helping our clients create generational wealth.

Our core **VALUES** that influence our culture

## COLLABORATION

Leverage group genius

## PASSION

Strong belief

## COMPETENCE

Knowledgeable and resourceful

## PERSISTANCE

Best Efforts

## CUTTING EDGE

Innovation and Influence

## PATIENCE

Mindful with our actions

## INTEGRITY

Proceed from truth

*True Leaders In Luxury*

# AWARDS *Real Affiliations*

the Canadian   
**READERS CHOICE AWARDS 2022**

**WINNERS**



## Awards

The Champion Readers  
 Choice Awards  
 2023 - Platinum  
 2022 - Platinum  
 2021 - Gold  
 2020 - Platinum  
 2019 - Platinum  
 Top Choice Award 2021-2022

## Affiliations

Certified Luxury Home  
 Marketing Specialist®

Guild recognition Institute for  
 Luxury Home Marketing

REALM Global - is a collection  
 of the most accomplished  
 real estate professionals ever  
 assembled.

## Community Involvement

Member of Board Of Directors  
 for the Milton Chamber of  
 Commerce

Milton District Hospital  
 Foundation

Downtown Milton Business  
 Improvement Association

## Sponsorships

Townsend Smith Foundation

101 Women Who Care Fund  
 Raiser

Brampton Girls Softball  
 Association

Caledon Hawks- Hockey  
 Team

Milton Springers Competitive  
 Team



# REALM™

POWERED BY HUMAN CONNECTION

The Founding Members of REALM are among the most accomplished real estate professionals ever assembled.

250+ Members  
1,250+ Listings  
60,000+ Clients  
\$4.5B in Property  
9 Countries

REALM is a collection of the most accomplished real estate professionals ever assembled. REALM members have exclusive access to real estate professionals who represent 100+ different brands around the globe.

REALM™ members are individually selected by world-class real estate professionals with many years of experience in the luxury industry. Each member is formally consulted and personally vetted through our executive team to confirm ethical standards, sales history, current inventory and other relevant membership requirements.

The REALM™ experience leverages the power of the global network to match qualified clients or buyers to services based on lifestyle and passion rather than criteria.

A curated luxury lifestyle digital content platform exclusive and encrypted database fueled by, private, professional, and advisory data records.



The future of luxury real estate has arrived, and as a founding member, I am now part of it. My membership in REALM has opened up a world of opportunities for you.

**\$28.9 Million**  
Average net worth of prospects in the Wealth-X database

**291,996**  
Clients represented by the members of the REALM network.

**\$2.5 Million**  
Average closed transaction of active REALM members.

**\$8.9 Billion**  
Amount of listings represented by REALM professionals.

AWARDS  
*Real Affiliations*

*Maest*

# TANYA FERNANDES



## Tanya Fernandes

Owner | Managing Partner | Broker®

Talk to Tanya, you will experience her enthusiasm & passion for real estate that she seamlessly integrates with her professional interior design skills, resonating through the homes she sells.

Tanya believes that her client experience is the Keystone of her success. Owner & Managing Partner at FHK - ask her how Keystone was born?

Tanya is an active member within the community, strongly aligned with the Milton Chamber of Commerce & believes in supporting local businesses. She sponsors children's local soccer, hockey & gymnastics teams as she endorses the importance of sport that has taught her to set goals, persevere & sharpen her competitive edge, essential skills for a successful deal maker! Her family is her fuel that keeps her charged, every morning when that alarm rings at 5AM.

Giving back to the community she lives in is a priority for Tanya, where she helps raise funds for the 101 Women Who Care supporting over 30 local charities.

*Keep your heels, head & standards high  
- Coco Chanel*

*Maest*

# OUR TEAM



Varsha Pasel

Team Partner | REALTOR®

Varsha is one of the most radiant personalities you will ever meet. She brings the same high energy levels and enthusiasm to her real estate business & her personal life. Her strong work ethic, attention to detail, coupled with a high-quality client experience stems from her time spent as a valuable member of the Ministry of the Attorney General. Varsha enjoys volunteering, staying active, creating lasting memories with her family, and friends.



Samina Amin

Team Partner | Broker®

Samina is one of the most stylish ladies you will meet, always on point with her trends, accompanied with a strong eye for detail that stems from her background in fine arts. She brings the same passion to real estate when selling homes and listening to her client's needs patiently, while executing with precision.



Warren Bennet Pereira

Head of Pre-Construction | Broker®

Warren has been a reputable broker in the real estate industry since 2013. His competence, commitment & candidness is what sets him apart from the crowd. He has a long list of raving clients that continue to engage his services time and again as he is committed to presenting them with the best deals in pre-construction & resale. Warren is fluent in English & Hindi & his background stems from Business Management.



*W Peet*

# OUR TEAM



Michael Langdon

Team Partner | REALTOR®

Mike is a resident of Halton Hills & also a proud father of 2 boys that play rep. hockey for Halton Hills Thunder Team. A coach, a team leader & a realtor, Mike is performance driven & that's when you know he will bring his A game to every real estate deal. His competence & confidence stems from his background as a Peel Regional Police officer for over 2 decades. He is passionate about helping families transition homes while assisting them with making educated & informed choices.



Thomas Houlihan

Team Partner | REALTOR®

Tom has been an avid real estate investor since 2015 & his passion for homes led him to get his real estate licence in 2019. A man that exudes integrity & honesty, he has served almost 2 decades as an officer with the Peel Regional Police. A Miltonian since 1991, Tom now is an Old Milton resident along with his German Shepard Bo.



Lauren Benevides

Administrative | Office Manager

Lauren is kind & one of a kind. Local & loved by all, her work ethic is strong as she takes pride in everything she does.

*W Peet*

# OUR TEAM



Kelly MioBertolo

Mortgage Consultant With Mortgage Alliance

Kelly has the expertise & a well-integrated network to assist in helping you secure the mortgage that's right for you. She works with over 60 lenders including all the major banks, to give you options that work in your best interest alongside the strategic counsel that you deserve! The mortgage pre-approval process is an essential step in the home buying process that needs to be addressed in the earlier stages so that you can confidently proceed when the right home or investment comes along.



Tara MacIntosh

Professional Writer

Tara is a professional writer with experience in advertising, sales, marketing, and real estate writing. She loves real estate and real estate investing and enjoys getting other people excited about it too! Tara would be thrilled to add style and personality to your real estate copy, making the perfect buyer fall in love at first sight. Tara loves to ski, travel, and explore the world we live in .....and then write about it.



Jennifer Semley Robert

Marketing Consulting

JSR Marketing Consulting is a full-service strategic marketing consulting agency. Using my 15+ years of marketing experience, let me live your brand with you! I work directly with clients to break down tough marketing problems and make your brand a category leader. I am proud to work with FHK Keystone on their strategic marketing initiatives.

# Our PROCESS



Click On The Image To  
View The Video

# 1

## BACKSTAGE

Once you have made the decision to work with us to sell your home, there are a series of steps taken to ensure no stone is left unturned and your safety is accounted for every step of the way.

This includes:

- A pre-list consultation
- Walk-through and recommendations (if required) that may increase the value of your home
- A guided pre-staging checklist
- Access to our trusted network of local professionals to assist with renovations, upgrades, storage services, cleaning and sanitization, paint services, and outdoor 'manicures' to name a few.

We offer to do all the heavy lifting as we know this process can be daunting. Your home deserves to be showcased. Our #fhksellerexperience ensures you are setting yourself up for success. And this is only #backstage!



Click On The Image To  
View The Video

# 2

## PRELAUNCH

Bring on the buzz! Good PR is the game and we come ready to play! It starts with our signs! We throw spotlight on your property while preparing for the market. Our signs come equipped with solar lights and while they ensure eyes are on your property day & night, we cast the net wider by:

- Reaching out to our list of preferred #qualifiedbuyers
- Connecting with trusted Real Estate professionals and strong network groups to garner interest
- #Comingsoon videos
- Social media announcements
- Postcards, flyers, digital ad campaigns

Call it a pre-launch, coming soon, sneak peek - it all has one goal: to create a #buzz We find this strategy works well to elevate the anticipation for the listing and generate maximum interest for your home.

Who doesn't love a little PR? Any guesses on what comes next?

# Our PROCESS



Click On The Image To  
View The Video

## 3

### RUNWAY READY

Prize is in the prep

We don't just stage homes, we style them.  
We create an experience for the Buyer where there is an emotional connect with the home

Right from their first steps in, every detail is thought out whether it's the visually pleasing curated spaces, the aromas being diffused, the features of the home being displayed or the overall flow

Getting our homes #runwayready is an art.  
We believe, walking through them should be an #experience



Click On The Image To  
View The Video

## 4

### PAPARAZZI

Strike a pose

This is where we create the razzle dazzle

Dynamic videography & photography, coupled with interactive 3D floor plans, custom websites, and a digital storybook of your neighbourhood, ensure your property stands out in the crowd

Having your home shine is important, YES. Ensuring all of the marketing is accessible in the palm of your hands is equally as important! #digitalera

We ensure your home is visible on all platforms as we believe it is important to capitalize on the capture

# Our PROCESS



Click On The Image To  
View The Video

## 5

### LAUNCH | LIST | LOUNGE

Ready for takeoff

We launch our listings through multiple creative digital platforms. Part of listing your home for sale involves answering important questions potential Buyers may have. Questions surrounding the neighbourhood, schools, parks, lifestyle, amenities, to name a few

Our custom digital story books integrate your home and it's features along with relevant neighbourhood details and is accessible at your fingertips via custom QR codes - Buyers questions answered on the spot

While we have your home listed you have VIP access to our FHK Lounge. Enjoy hi-speed internet, watch Netflix, listen to music and coffee is on us!!!



Click On The Image To  
View The Video

## 6

### SHOWROOM

Showcase to sold

Best foot forward is the only stride we know Showcasing your home to its full potential, is how we help you achieve the maximum value from the sale of your home, at the best terms possible

If you're thinking about selling your home, we invite you to have a conversation with us

Your home is much more than simply an asset. It's your kids future. It's your retirement plan. It's your gateway to building wealth. It's your leverage.

Make sure you're choosing the right representation

We invite you to experience the #fhkexperience.

# Marketing

## SHOW & TELL

### Neighbourhood Digital Storybooks

No matter how good a house might look from the inside, if the buyer doesn't know how great the surrounding neighbourhood is for their lifestyle, they might be less interested in your property. That's why in our storybook we make sure to have a section describing the local amenities of the neighbourhood.

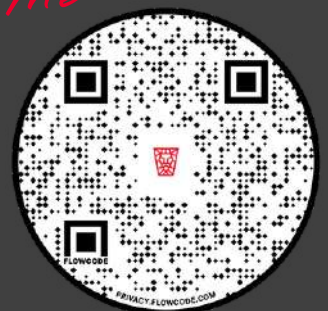


### Best In Class Staging

We know that selling a house is an emotional experience. It's where you raise your family, make memories and create lasting traditions. You want the next owner to appreciate all of the hard work and love that went into making it feel like a home for you. That's why we take great care in staging your home before it goes on the market so buyers can picture themselves living there too. The result is a beautiful space that feels warm, inviting and ready for new owners to call it their own.



Scan or  
Click Me



*Exclusive*

# GLOBAL PARTNERS

The Washington Post

- 104M monthly site visits
- 95M monthly visitors in the United States
- 29M monthly visitors internationally
- 483M page views domestically

THE  
WALL STREET  
JOURNAL

- 178.6M monthly page views
- 51.2M monthly site visits
- \$242,000 average household net worth

BARRON'S

- 29M monthly page views
- 7.2M monthly visits
- \$2.9M average household net worth



- 2.2M Chinese consumer visits per month
- 2.8M property listing

Robb Report

- 2.1M monthly site visits
- 3.2M monthly page views
- \$638,000 average household income
- \$3.1M average household net worth



- 11.3M monthly page views
- £206,000 average household income
- £1.3M average household net worth
- 51% bought homes outright

MANSION GLOBAL  
ONLY THE EXCEPTIONAL

- 6.5M monthly site views
- \$418,000 average household income
- 62% of readers outside of the US

PropGOLuxury.com  
Luxury Properties Worldwide

- 26.9M monthly page views
- 2.05M monthly site visits
- \$235,000 average household income
- \$2.80M average household net worth
- 51% own 2+ residences

MarketWatch

- 172M monthly page views
- 2.4M monthly unique visitors
- \$291,547 average household income
- \$2M+ average household net worth

629.4M COMBINED MONTHLY PAGE VIEWS

*Our*

# SUPPORT TEAM

Our friendly and supportive staff are here to guide you through your real estate transaction.

Knowledgeable in the most complex listings and agreements, our team excels in providing thoughtful, experienced and intuitive guidance, and we proactively mitigate risk.

Our team takes care of everything!



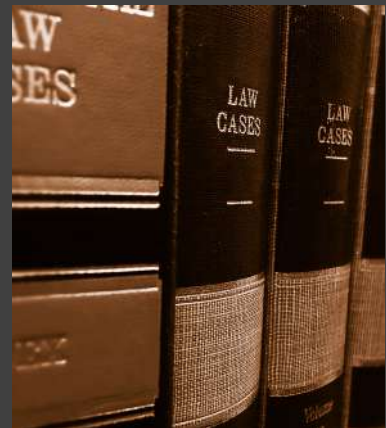
Preparing all off the necessary documents



Liaising with staging & design team, lawyers, cooperating agents, appraisers, inspectors, etc.



Handling all conditions/waivers



Ensuring transactions comply with legal requirements.





# *Commission* MENU

Our compensation is directly related to our competence and confidence to get you the best results possible.

Let's discuss which commission package will get you top dollar when selling your home!

The Prestige Maison Collection

*7%*

The Premier Maison Collection

*6%*

The Boutique Maison Collection

*5%*

The Bespoke Maison Collection

*exclusive*

\*These include buyer commissions as well

# TESTIMONIALS

## Deborah and Paul Valder

From the moment we met Tanya, we knew she was the agent for us. Tanya took time to get to know us, learn what our priorities and expectations were. Our house sold quickly and at record-breaking price in our category. A pleasure to work with and we highly recommend Tanya and her team at Forest Hill Keystone.



## Gordon and Joan Stevenson

Tanya displayed an outstanding knowledge of all the protocols involved in the sale of a home. From the initial visit to our condominium, the photography, the preparation of the paperwork to the actual listing, Tanya and her team were highly efficient and the time lines exceeded our expectations. Beyond this Tanya provided very necessary information concerning moving from our present home into our new condominium. Her input was invaluable and made us aware of the many issues which arise as the closing date is reached. She suggested many options available to address these issues with the best possible outcomes. Her experience as an interior designer results in knowledge and expertise above and beyond many Real Estate Brokerages. "Your home is your castle." It is very obvious that Tanya believes in this sentiment both personally and professionally.

# TESTIMONIALS

## Shannon Gwillam

We are very pleased with our experience selling our home with Tanya. Right from the start, she offered full-service support and guidance. She had amazing knowledge of our neighbourhood and the current market! We are very pleased with the outcome and would definitely use her again!



## Brian and Sarah Stanlake

When we made the decision to sell our home for something bigger, we knew that finding the right realtor would have the biggest impact to our experience and financial outcomes. Accordingly, we were not shy about interviewing local realtors and getting multiple perspectives on the market and sales strategies. We placed our trust in Tanya Fernandes because it was clear from the outset that she was telling us what we needed to hear, not what one would imagine we'd want to hear. Her humble confidence in her approach put us at ease through what is always a stressful transaction. As someone who has both bought and sold with Tanya I would not hesitate to recommend her. On the sale of our house, her staging, strategy, and eye for detail help us cut through competing listings and set a record for our neighborhood. On the purchase of our new home she patiently found us exactly what we were looking for, in the very neighborhood we wanted and got the deal done on our preferred terms. We couldn't have asked for or expected more. Completely satisfied.

# TESTIMONIALS

## Leah Stern Weiss

My journey started on January 21st when I signed up with my realtor Tanya Vakil Fernandes to represent me in the sale of my Condo. Many of you know that one of the most stressful life events is the sale of your home, however, Tanya created an awesome experience for me that provided only excitement and even many laughs! Tanya has proved to be one of the best choices I made in my life. She is a competent professional that demonstrates her care for her clients' needs. How does she do it? Very simple, she LISTENS and pays attention to what the client is sharing with her. Not for a minute did I feel any pressure to do something I am not comfortable with. On February 13th Tanya and her team took over my condo and "D'zigned" (staged) every room and corner. I came home from work and WOW I was in awe by what I saw! The place looked so beautiful; this is what you see in magazines. In fact, when my family saw the pics they fell in love with my "new look". And on the lol side, my 11-year-old grandson took great fancy to my newly "D'zigned" home and asked his Mom to hire Tanya to redesign their home. So, on Feb 15th we went live with MLS! Of course, with the great job Tanya did with the pics and 360 tours the amount of showings were crazy. I even did not mind to stay away and eat out every evening to accommodate the many showings. Guess what, on Feb 17th, barely three days on the market and the offers started to flow in. Tanya is the queen of realtors! My condo was sold at 51% above asking price!!!! Yes 51%!!! This journey may have reached the end but let me tell you that my journey with Tanya has just started. She will now help me with finding my new place to live and most of all she is a friend for life. If any of you are in a need of a realtor, I know that Tanya is the one for you! So, keep her in mind and feel free to contact me for more information (416 451-3359). I highly and most comfortably recommend her services! Tanya, I can't thank you enough for all your hard work and for making this experience so easy and flawless. You showed me that your heart was in this making this an easy and relaxed event for me. I am looking forward to be working with you on my next milestone.

"The strength of the team is  
each individual member.  
The strength of each member  
is the team."

~ Phil Jackson

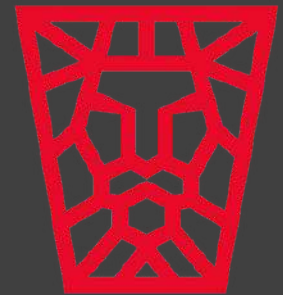


# TESTIMONIALS

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## Himani Parikh

Selling a home can be very stressful especially when the market is not very cooperative. However, we were able to transition smoothly because of the wonderful realtor we had opted for. It was the best decision we had made. Right from our first meeting, Tanya was very punctual, professional, and optimistic. Her enthusiasm was prominent. It was a pleasure to work with Tanya. Her foresight, in-depth knowledge of the market, and her staging skill helped us get more value for our home. Whenever we required assistance, she took the time off her busy schedule and assisted us. I highly recommend Tanya as your real estate agent.



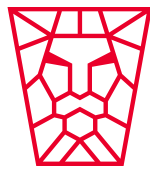
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## Mark Ouellette & Sandy Skradski-Ouellette

Working with Tanya was an amazing experience! She made the home buying process so remarkably painless, and my wife and I felt that she was with us in that process every step of the way. Tanya is a true professional, but during the process we never felt her to be clinical when working with us. Tanya cares. While we searched for our home she was truly concerned with our feelings, and her ability to stay attuned to our needs was uncanny. I have had other dealings with realtors in the past, and I have to say that working with Tanya was an entirely new experience. If I can sum up Tanya's professional approach in the simplest terms, I would have to say that Tanya simply wants to help. In an industry that can often feel disingenuous at the best of times, Tanya Fernandes is the opposite. She will take care of you, and I hope that other people that decide to work with her will find their perfect home, just as she helped us find ours! Thanks so much Tanya! We are deeply appreciative for all your hard work!

*"Owning a home  
is a keystone of wealth  
- both financial affluence  
and emotional security."*





LET US ROLL OUT THE RED CARPET FOR YOU...

