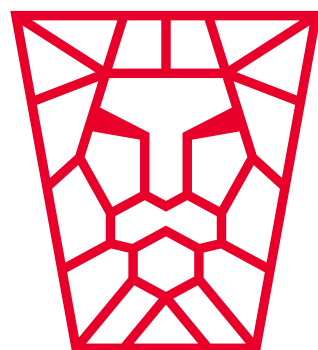




368 MAPLEWOOD CRES.

Keys to Success



LET OUR WORK

DO THE TALKING



CHALLENGE

In the face of soaring interest rates and inflation, selling a luxury custom new build home required a robust and innovative strategy. The challenge was clear: how to navigate a crumbling market to sell the luxury property at 368 Maplewood Cres., Milton, within a reasonable timeframe.



SOLUTION

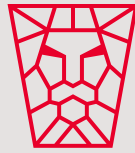
Keystone crafted a comprehensive strategy, The Premier Maison Collection, tailored to highlight the unique allure of Project Maplewood:

- ✓ **Premier Maison Collection:** A bespoke marketing package designed to showcase luxury properties.
- ✓ **Property Showcase Introduction:** Watch video for a first look at the property's elegance. 
- ✓ **Koffee with Keystone Feature:** The Luxe Living Edition spotlighted the property, enhancing its visibility. Watch video 
- ✓ **Innovative Engagement:** A "Coming Soon - Quiz & Tell Survey" to intrigue potential buyers with multiple-choice questions before revealing the property address.
- ✓ **Global Exposure:** Utilizing REALM Global to connect with top luxury agents and buyers.
- ✓ **Luxury Magazine Features:** Showcased in Haven Lifestyle Toronto for an affluent audience.
- ✓ **Exclusive Outdoor Advertising:** Featured on LED Outdoor Box and Outdoor Interactive Media for maximum visibility.
- ✓ **Luxury Staging and Private Events:** Hosting private, invite-only agent preview events to create buzz.
- ✓ **Social Media Collaboration:** Partnering with luxury featured accounts on Instagram for wider reach.
- ✓ **Custom Website and Copywriting:** A dedicated website with creative storytelling to engage potential buyers.

IMPACT

Project Maplewood was sold in just 10 weeks, defying the average of over a year for luxury homes in the current market. This success was achieved through strategic collaboration, education, and comprehensive information dissemination, ensuring informed decisions by buyers and culminating in a successful sale.





Inspired by Project Maplewood's success story?

Discover how FH Keystone can elevate the sale of your luxury property with our innovative and tailored strategies. Visit our website to explore our services or contact us directly to start your journey with a team that delivers results.

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