

Profiles of **Success**™

TORONTO CENTRAL EDITION



**Moving You
With Courtesy
and Respect**

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By: Heather Navarra

Just as you might seek advice from a lawyer or accountant, you can expect the same professional expertise from Sunny Sharma as your realtor. Sunny's attention to client needs consistently demonstrates an exceptional level of service combined with respect and kindness. "I always consider what will be in each client's best interests," notes Sunny. "It's important to me to ensure I provide the level of support clients would expect from any professional."

Following university and ten years in the telecom industry, Sunny obtained his real estate license in November 1990. Sunny joined Century 21 Leading Edge Realty five years ago (the #1 Century 21 firm in Canada by production in 2002 and 2003), where he quickly earned accolades as a top-producing agent. Century 21 Leading Edge has five offices in Toronto and York Region, and a strong referral network," notes Sunny.

Sunny's corporate background has helped him to develop business practices that produce exceptional results. Recognizing that people often move to a completely different area, Sunny specializes in relocating clients from one neighbourhood to another, a unique



The Sunny Sharma team provides clients with the high level of support they deserve.

service in an industry where many agents prefer to concentrate on a limited geographical area. Sunny's comprehensive knowledge and extensive experience ensure clients only need to deal with one realtor when selling and relocating, an important benefit. His proactive marketing benefits sellers by ensuring that advertising reaches potential buyers beyond the immediate neighbourhood.

One of the many outstanding value-added services that Sunny provides is the use of a moving van. "Buy or sell through me; use my moving van for free - for life!" Courtesy of Sunny, thousands of dollars can be saved. "I want to provide my clients with the best service possible and, if a client uses my van to move to their new home, then that's one less cost for them."

Sunny believes in educating his clients about how to prepare their home for sale, so that it shows well. He provides

renovation advice, and recommends services such as interior decorators. Sunny's strategic alliances of related services are available to his clients. "In recognition of their busy lives, this one-stop-shopping enables clients to

continue to focus on their daily agenda, while I focus on the tasks required to bring their real estate goals to fruition."

Clients are also invited to participate in educational seminars that include presentations from related strategic alliances, such as mortgage consultants, home inspectors and financial planners.

Sunny's background in communications ties into his strong commitment to the use of technology and the Internet. "Each buyer has a customized web page, listing results of market searches," advises Sunny. "Sellers also have a customized page detailing all upcoming showings, local market prices, and recent sales, and similar houses in their area" Through Sunny's interactive website, www.yourrealestateteam.ca, clients are consistently impressed by the feedback they receive, within 24 hours of a showing, from the agents and potential buyers who have viewed their home. "This important input is provided using

web pages that are secure and only accessible to the specific client,” notes Sunny.

“Utilizing the Internet provides clients who are proficient with technology with the latest information, immediately available,” says Sunny. The website also provides detailed information on all listings, including directions to the property and colour photographs.

For those not as comfortable with the Internet, Sunny also markets a seller’s home through newspaper ads. Sellers and prospective buyers are provided with updated information, either by mail, e-mail, or personal delivery.

Sunny’s satisfied clients represent a range of cultures and lifestyles; including first-time buyers, seniors, investors, urban dwellers, and those desiring a country property. They appreciate his courteous consideration and personal attention to their needs, and become repeat clients who are happy to provide referrals.

Sunny also markets new homes for builders, for both condominiums and new home subdivisions. Starter homes to multi-million dollar properties, residential, commercial or industrial, Sunny provides a full range of services - dealing with buyers, existing tenants, and many tasks normally thought to be outside a realtor’s scope. “A well-rounded approach is very beneficial to clients,” notes Sunny. “I aim to please, and go out of my way to assist where needed.” Sunny is currently working on a 52-home project north of Toronto.

Consistently providing his clients with the exceptional standard of service they



A dedicated parent, Sunny treasures the time he spends with his family.

deserve has put Sunny in the top two percent of agents in the Greater Toronto Area, and has earned him Century 21’s prestigious Centurion and Double Centurion awards.

In order to maintain his high standards of service as volumes grew, Sunny developed a team that includes two buyer agents, a Client Care Manager, and a business development manager. “I couldn’t handle the increasing business on my own,” says Sunny, “so I sought out the strengths of a team to supply the level of support that my clients deserve. I built my team based on the abilities and expertise that they bring to the team, and ultimately provide to our clients. We give 100 percent of our effort to every aspect of the real estate transaction, not only meeting our clients’ expectations, but exceeding them.” Sunny coordinates and oversees all aspects of each purchase or sale.

Sunny and his team provide an innovative and proactive model for success. “We commit to locating a

dream home ideally suited to your specifications,” says Sunny. The results? Thrilled customers who have achieved their goals with the help of Sunny’s guidance.

Sunny’s commitment to his team is reflected in his management style. “You’re only as good as your team,” advises Sunny, a quote taken from The 21 Irrefutable Laws of Leadership, a book written by John Maxwell. “The book has challenged me to improve my leadership skills,” notes Sunny, “to ensure my clients continue to receive the best possible service.” Sunny strongly believes that his team, with their proven track record, is one of the strengths that sets him apart. Sunny also believes in coaching and mentoring others. “Each week, I connect with ten successful real estate professionals from across Canada, and then offer that training to my team.” This provides exposure to the latest industry information. Sunny is also a member of the Markham Board of Trade.

Sunny Sharma has a passion for his career and the opportunity to serve his clients. He firmly believes that professional growth and success are synonymous with an individual’s level

Sunny would like to thank his clients for putting him in the Top 2% of agents in the GTA. He has averaged 99.49 % of the listing price for his sellers.

of personal growth. The Sharma family, Sunny, his wife Toni, and their two young daughters, live in Markham. "My children are my inspiration", says Sunny.

After living in Scarborough for eighteen years, and fourteen years in York Region, including nine years in Markham, Sunny has built strong ties to the community he serves. A familiar face at community fundraising events, Sunny not only lends a hand but also his "courtesy van". Sunny participates in the Easter Seals 24-hour Relay, and

contributes to the Multiple Sclerosis Foundation, Rouge Valley Hospital, and community groups such as the Perinatal Bereavement Services Ontario. Sunny strongly believes it is important to give back to the community. Any local charitable organization or worthy cause, whether client or not, is welcome to use the van, an extraordinary contribution to the community. Pastor Neville Mirtschin of the Lutheran Church of Saint Matthew wrote, "Sunny Sharma came to the congregation's rescue with an 18-foot cube van ... angels in a time of need."

Fun, energetic, and honest, Sunny's goals are to become #1 through his clients' successes, and to continue to grow both personally and professionally. So far this year, he is on track to exceed the exceptional results achieved in 2004, and to set new records.

Real estate decisions represent some of the most important decisions in a

*Sunny's Client Care Guarantee:
"We will use our unique expertise, and work to the best of our ability to provide efficient and effective real estate services. Our team will strive for excellence, commitment, and dedication to our clients."*

lifetime. "With honesty and integrity," confirms Sunny, "my team will share our knowledge and resourcefulness to provide dependable, caring results. We are sensitive to our clients' needs, and committed to their satisfaction." Sunny even provides a client care guarantee: "We will use our unique expertise, and work to the best of our ability to provide efficient and effective real estate services, end to end. We consistently strive for excellence, commitment, and dedication to our clients."

Not only is Sunny willing to go that extra mile to provide above-average service, his consideration shifts the focus to the client, a courtesy that his clients love.

Sunny Sharma
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Clients save money by using Sunny's moving van for free!