



E D A B D O U

WORDS

WE LIVE BY



Ed Abdou and His Team are a comprehensive real estate team offering a range of services including buying, selling, leasing, expert advice, and overall home care.

We are dedicated to empowering our clients with up-to-date market insights and exceptional service. Our goal is to instill lifelong value and personal development throughout the home buying and selling journey. We prioritize relationships over transactions, believing that the first deal marks the beginning of a lasting connection. We commit to maintaining this relationship through consistent communication and ongoing support.



LET'S CHAT

- 01 Why Us (Ed Abdou & Team)
- 02 What is Currently Happening in the Market?
- 03 What is Our Marketing Plan For Your Home?
- 04 What is Your Property Worth?
- 05 How Much Do We Charge?
- 06 Meet The Team
- 07 Our Success Stories
- 08 Our Next Steps



01

WHY US

THE ED ABDOU TEAM

We are full time & full service REALTORS®.
Only 1 in every 3 REALTORS® work full time.



OUR TRACK RECORD

- We outsell the average REALTOR® 45/1
- 2018 Diamond Club Award Top 10 REALTOR®
- Top 3% in Office/Canada



ED ABDOU & HIS TEAM
55 TRANSACTIONS PER YEAR



THE AVERAGE AGENT
3 TRANSACTIONS PER YEAR



“From start to finish Ed and his team provided our family exceptional service.

Ed was always available to answer any questions and provided excellent guidance. I would highly recommend Ed and his team.”

Michele Braun



5 VALUES WE LIVE BY:

INTEGRITY

With over 26 years of real estate expertise and trust define every transaction, ensuring client satisfaction.

RESPECT

Prioritizes respect in every interaction, honoring the needs and wishes of clients.

HONESTY

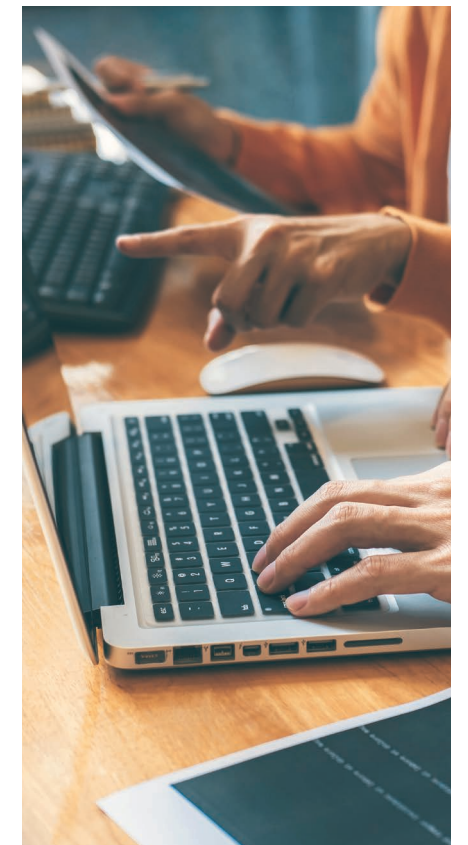
The guiding principle that drives every decision and interaction for a real estate agent, ensuring transparency and trust with clients and colleagues.

INNOVATION

Embraces innovation to continually enhance the client experience and adapt to evolving market dynamics.

CUSTOMER FOCUS

Unwavering dedication to Client-Centric ensures every client's needs are understood, prioritized, and met with excellence.

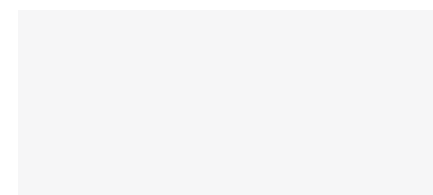


ED ABDU

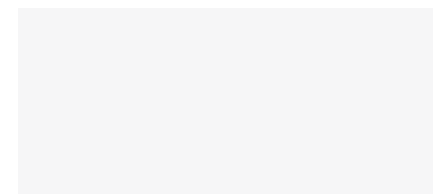
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02 IN THE MARKET

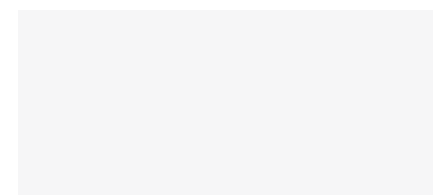
■ TERMS AND DEFINITIONS



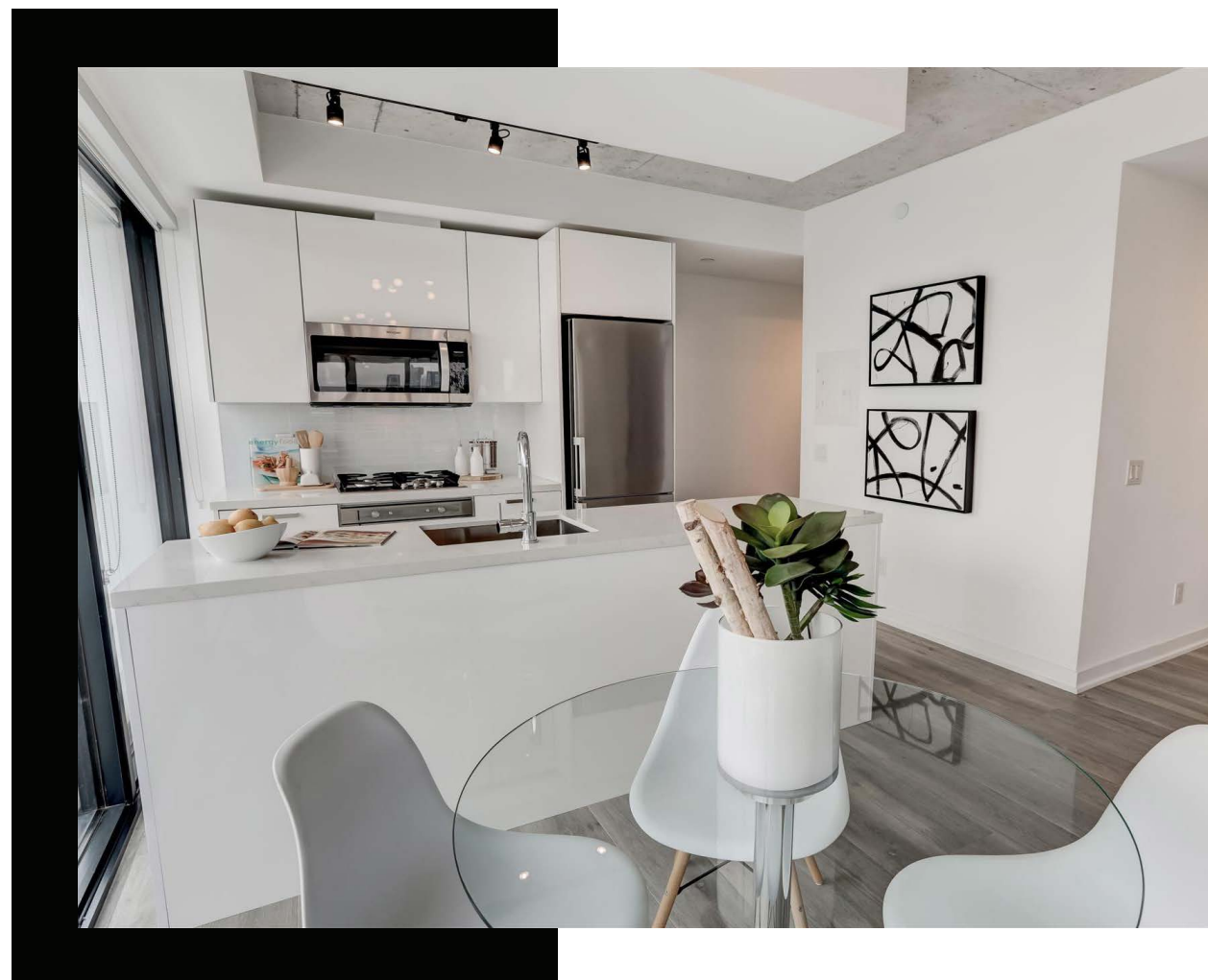
ACTIVE LISTINGS



RECENT SALES



MONTHS OF INVENTORY



ACTIVE LISTINGS

Properties currently available on today's market

SALES/SOLD/CLOSED

Properties that have already sold and are no longer available

MONTHS OF INVENTORY

A measure of absorption (Ex. If people stopped listing homes today, it would take this many months for everything to be sold)

LIST PRICE VS. SALE PRICE

The listing price is what the property is currently listed for and the sale price is the price, at which, the property was purchased

DAYS ON MARKET (DOM)

The number of days a listing/property was available on the market before it is sold

MARKET TREND

Perceived tendency of the real estate market to move in a particular direction over a certain period of time

SELLERS MARKET = 1-3

BALANCED MARKET = 4-6

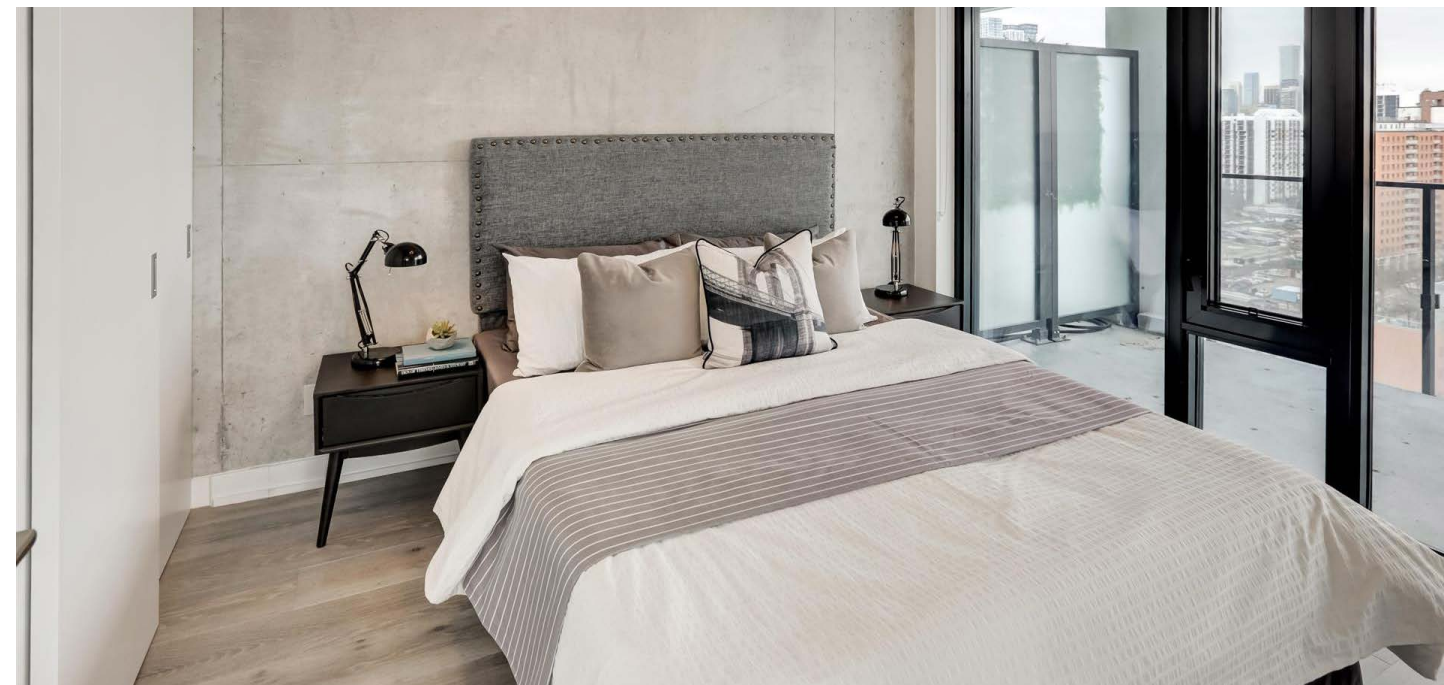
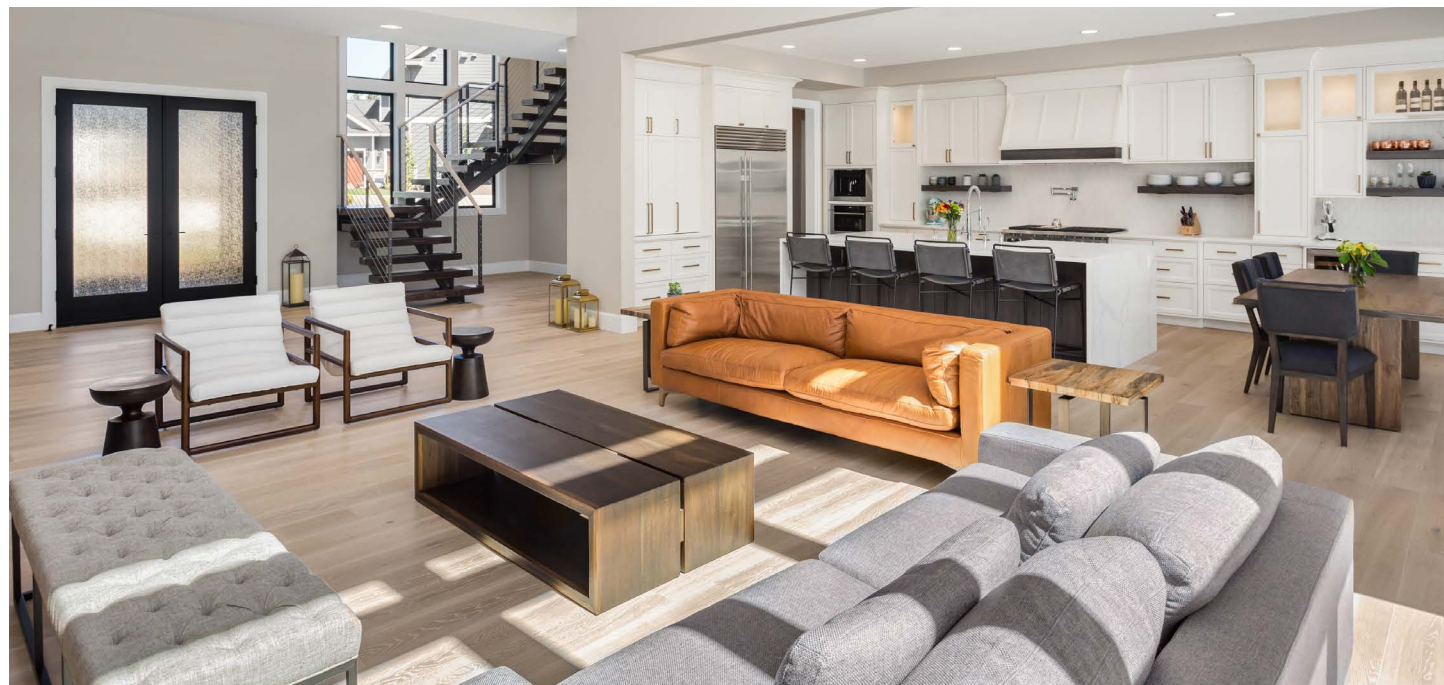
BUYERS MARKET = 6+



03 MARKETING

FOR YOUR HOME

■ WHY WE STAGE



It helps your listing stand out from the thousands currently on the market

It helps buyers view the home objectively



It shortens the time your property will be on market.
Less Time = Less Stress!

Staging is the most important element for getting the most amount for your home

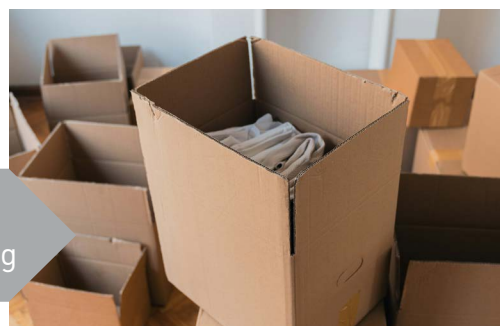


■ STAGING STEPS

01 Home Staging Consultation



02 De-Cluttering, Packing & Storing



03 The Staging Day



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■ PRE-LISTING PREPARATION

Whether a house or condo, we take care of everything!
Status Certificates & Home Inspections ordered by Ed Abdou
and His Team before the listing date.



HOME

INSPECTION ORDERED



CONDO

STATUS CERTIFICATE ORDERED

■ TARGET MARKETING STRATEGY

When you hire Ed Abdou, you work directly with Ed Abdou.
Your experience isn't handed off to anyone else. That personal
attention makes all the difference.

A silver laptop and a tablet are shown on a dark surface. The laptop screen displays the Harvey Kalles Real Estate website, featuring a large photo of a modern living room and the text "Your Experience". The tablet screen displays a profile for Edward Abdou, a Sales Representative, with a photo and text about his experience. The website header includes the Harvey Kalles logo and social media icons.

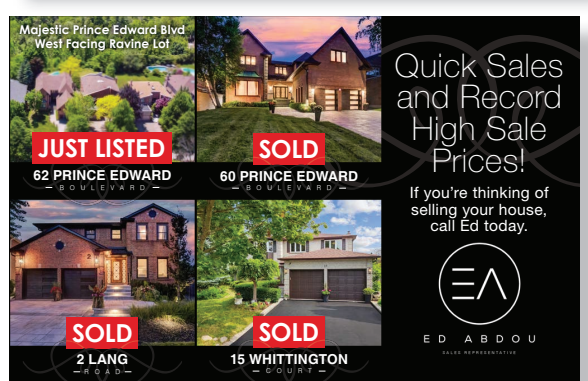
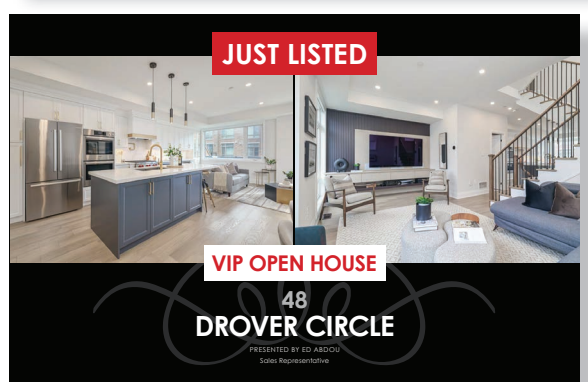
/EdAbdouRealEstateServices /EdSellsThe6ix @EdSellsThe6ix

■ SOCIAL MEDIA REELS

- **Boost Visibility:** Reels expand your reach, showcasing listings to a wider audience quickly.
- **More Engaging:** Reels highlight key home features in a dynamic, attention-grabbing way.
- **Build Trust:** Share your expertise and personality to strengthen client relationships.



■ PRINTED MARKETING



■ PHOTOGRAPHY & FLOOR PLANS

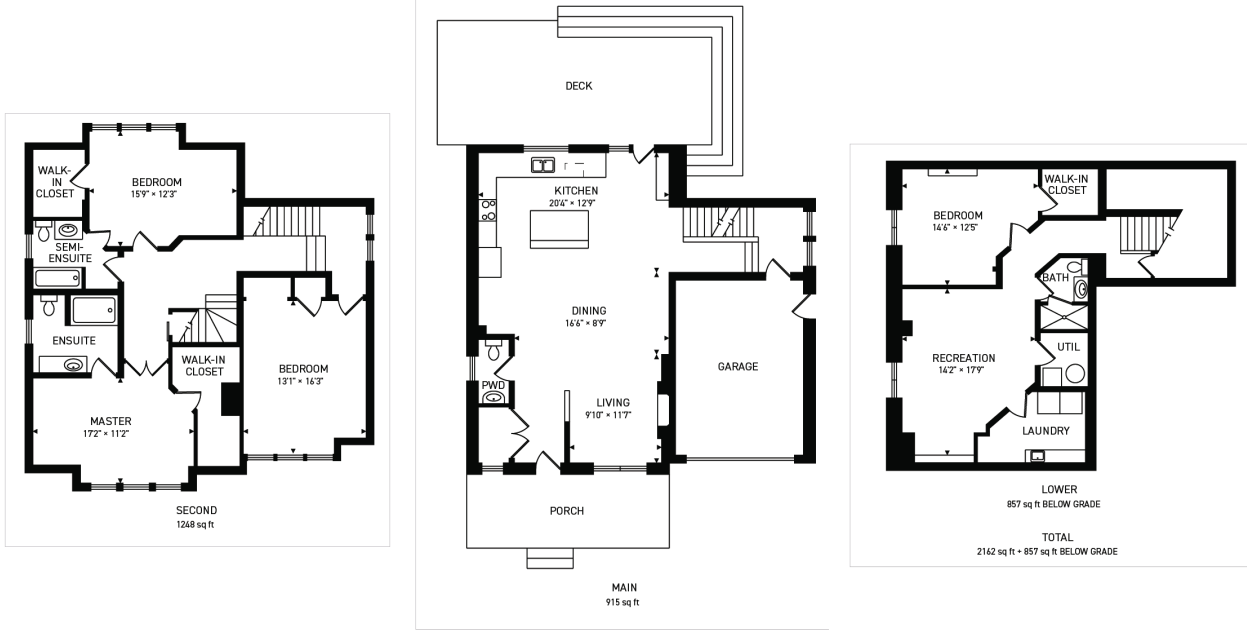
1. PROFESSIONAL PHOTOGRAPHY

A full set of magazine worthy photography, delivered in MLS and print size.



2. FLOOR PLANS

Professionally drafted, with room labels, dimensions, and areas.



3. PROFESSIONAL PROPERTY VIDEO

- Professional property videos are targeted to buyers in your area
- Highlight the most attractive features of your property
- On average our property videos get between 1500-2000 views reaching more potential buyers



4. CARSON DUNLOP HOME INSPECTION

Carson Dunlop is a Consulting Engineering firm that has performed over 150,000 home inspections in the GTA since 1978.

With over 40 years of experience, you can count on them for the information you need, when you need it.

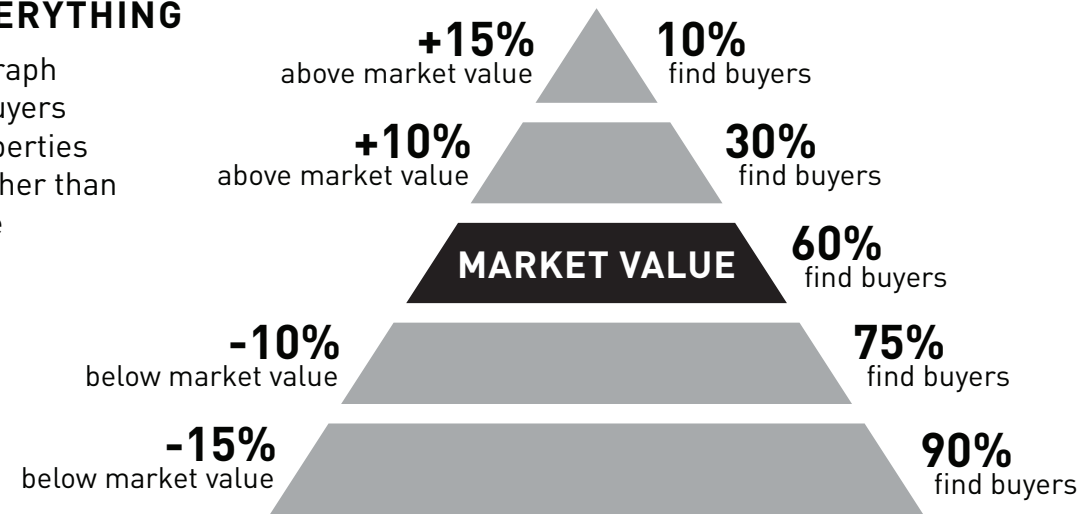


04

WHAT YOUR PROPERTY IS WORTH

PRICING IS EVERYTHING

As the pyramidal graph illustrates, more buyers purchase their properties at market value rather than above market value



PRICE VS. TIMING

Timing is extremely important in the real estate market. The following graph illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning





05

HOW MUCH WE CHARGE

SMART MARKETING

- ✓ Pre-Listing Prep
- ✓ Listing Co-ordinator
- ✓ Target Market Strategy
- ✓ Professional Photography
- ✓ Feature Sheets & Flyers
- ✓ Professional Home Inspection
- ✓ Status Certificate Ordered

2.5%

*Most Popular

STAGING PACKAGE

- ✓ Pre-Listing Prep
- ✓ Listing Co-ordinator
- ✓ Target Market Strategy
- ✓ Professional Photography
- ✓ Aerial Photography
- ✓ The Moving Genie - Credit For Professional Packing
- ✓ Feature Sheets & Flyers
- ✓ Full Staging
- ✓ Professional Floor Plan
- ✓ Professional Home Inspection
- ✓ Packing Supply Bundle
- ✓ Social Media Reels



3%

ALL INCLUSIVE PACKAGE

- ✓ Pre-Listing Prep
- ✓ Listing Co-ordinator
- ✓ Target Market Strategy
- ✓ Professional Photography
- ✓ Aerial Photography
- ✓ Professional Marketing Video/ Tour
- ✓ The Moving Genie - Credit For Professional Packing
- ✓ Feature Sheets & Flyers
- ✓ Full Staging
- ✓ Professional Floor Plan
- ✓ Professional Home Inspection
- ✓ Packing Supply Bundle
- ✓ Social Media Reels
- ✓ Lawyer Fees*
- ✓ Painting*

3.5%

***up to \$3500**
(\$2000 for Painting & \$1500 for Lawyers)

PAID TO CO-OPERATING BROKERAGE

■ OKAY, BUT DOES IT WORK?

YES, IT WORKS!

TEAM PERFORMANCE

	% LISTED VS. SOLD	% OF LIST PRICE	AVG. DAYS ON MARKET	NUMBER OF HOMES SOLD
AVERAGE AGENT	62%	97%	37	3
ED ABDOU TEAM	98%	102%	7	56
DIFFERENCE	36%	5%	30 DAYS FASTER	53 MORE

WE SET THE MARKET!



■ ED ABDOU TEAM GUARANTEE



ANYTIME CANCELLATION

Cancel your Listing Agreement and/or your Buyer Agreement anytime with no questions asked.*



NO HIDDEN COMMISSION FEES OR PENALTIES

Never pay commission fees or penalties upon early cancellation.



WORRY FREE COMMITMENT

Put your mind at ease while we work together to fulfill your Real Estate goals. (If the Ed Abdou Team covers the staging costs, you are required to keep your property on the market for 90 days.)

*Conditions apply.



06

MEET THE TEAM



ED ABDU
TEAM LEADER | SALES REPRESENTATIVE



MADISON BUCHANAN
SALESPERSON



JOSEPH KIRIAQUS
SALESPERSON



ROSE SCHIAVONE
CLIENT CARE | MARKETING

Ed Abdou is not your average REALTOR® and his proven success rates speak for themselves. Ed Abdou's sellers achieve on average at least 2% more for their home (translating to thousands of dollars to their bottom line) , sell faster than the board average, plus 100% of the listings he takes on are selling, as compared to just 47% of listings actually selling on the Toronto board.

Make no mistake. Ed works hard and has throughout his 26-year award-winning career to ensure these types of results for his clients. Consistently surpassing client expectations with a laser sharp focus on every detail, no matter how small, clients continue to refer and come back to Ed time and time again for all their real estate needs.

Ed takes the time to ensure his clients are well informed about the entire process and providing this superior knowledge has established his outstanding reputation as a trusted and well-respected expert in the industry.

From his honesty and excellent insight to his top-notch negotiating skills and services that extend beyond the sale, Ed provides a strong support system through the entire journey. If you're looking for someone to invest in you and your unique needs as a seller today, someone who will exceed your expectations, and who will never consider average an option, then Ed Abdou is your go-to agent of choice.

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07 OUR SUCCESS STORIES

Simply put, Ed is THE best in the business! I've been working with Ed for over a decade and will continue to work with him for many years to come. His extensive industry and market knowledge are second to none. And his attention to detail and client service make Ed an absolute pleasure to work with. There's no one else I would recommend to anyone buying or selling a property. His dedication to his clients is unmatched, and he goes far beyond the extra mile to make the entire process both stress-free, and very enjoyable. An incredible real estate professional, and an even better gentleman!

John Assaad



Choosing Ed Abdou as our real estate agent is the best decision we have ever made. He and his team are one of the best teams in Toronto. Ed displayed his strong professional insight of the real estate market and profound experience in this sector. What impressed us most is that he has a strong ability to beat other agents to achieve the best results for his clients. He sold our property in 3 weeks at a much higher price than other agents. We would like to express our sincere thanks to Ed and his team!

William H Zhang



Ed is an amazing partner to have on your team! He goes out of his way to provide the best customer experience you can ask for when dealing with real-estate matters. He is very professional and applies his extensive real estate experience to ensure all parties involved are extremely happy in the end.

Mike Paspal



I have worked with real estate agents in several countries...Ed is by far the best I have ever met. Not knowing Toronto very well, Ed understood perfectly what I was looking for and his unique expertise, his perfect knowledge of Toronto allowed me to find the rare pearl in one of the best neighbourhoods of Toronto. Ed is excellent advice, fast and always available. Today I consider Ed as a friend and I recommend him to anyone who wants to be accompanied...by the best! Thank you Ed

Thierry Pepin



Having Ed as a real estate agent was the best decision that I made. His knowledge, expertise, and willingness to go above and beyond for his clients is remarkable. From the initial consult to the last day of owning the home he kept me informed and offered many suggestions, which in turn got us multiple offers for our house. Ed is my only recommendation when you are looking for an agent.

Michelle



Ed is an absolute gentleman in helping us sell our condo (within 4 days!) and find our dream home. He is very professional, patient, knowledgeable and experienced in the real estate market. I'm very satisfied with the whole procedure Ed has in place. He made everything beyond easy. Without a doubt, I wouldn't hesitate to recommend his services!

Patrick Magar



Ed and his team was able to assist us through the quick preparation sale of my parents' home. Even though the market was in a less than optimal time for sellers, Ed saw a temporary change and advised us to go to market earlier, resulting in an over-asking sale with a quick closing. Ed and his team made what could have been a difficult time smooth and easy for us. Thank you Ed and your fabulous team!

Tina Braun



07 OUR SUCCESS STORIES CONTINUED...

There are not enough words to describe how fantastic it was to work with Ed on selling our beautiful home, but we do have to name some. From the minute we met Ed, we had a great feeling that he was the one to work with. His expertise, advice, and calmness made us feel that we were the only ones he was working with, even though he had a busy schedule. We never for a moment felt pushed to make rash decisions and he guided us well. He was reachable and available at all times, coming to our home often to help. There was no such word as “no”. Ed did not push us, but helped us to make great decisions. Even though the house sold, he has kept in touch with us, which is appreciated.

We have and will continue to highly recommend Ed to anyone that may be in the market.

For those of you looking for a Real Estate Agent, look no further than Ed Abdou. You will never have any regrets. Thank you Ed for all your hard work.

Paul & Linda



I needed some advice about a property that I own. Ed had done a presentation to a group of us, a few years back, and I remembered that he provided lots of helpful advice to us, so I called him up. He came to the house, and I was pleasantly surprised, when he courteously put on some shoe covers, prior to walking throughout the house. As we did a walk-through, I asked him questions about what upgrades could be done; whether or not it was a good time to sell; how's the market doing over-all; would it be a good idea to rent out the house, etc. He took his time in responding to all my questions, and was thoughtful about his responses. I didn't feel like he was rushing through our appointment. And I was appreciative of the fact that he did not try and persuade me to do one thing or another, with the property. Overall, I was extremely pleased with Ed's in-depth knowledge, as well as his professional and respectful manner. I will definitely be contacting Ed, in the future, for my upcoming real estate needs. Thanks again, Ed! It was a real pleasure dealing with you.

Amira Khalil



I had an exceptional experience working with Ed Abdou to sell my condo in Toronto. From the initial consultation to the final sale, he demonstrated professionalism, expertise, and a deep understanding of the local market. Ed provided excellent advice on how to prepare and stage my condo, which helped attract serious buyers right from the start.

What really impressed me was Eds' white glove service. Ed took care of everything and made excellent recommendations on how to prepare my condo. Throughout the process, Ed kept me updated, was always available to answer my questions, and made sure everything went smoothly.

The condo sold quickly and for a price that exceeded my expectations, especially given the difficulties the condo market has faced over the last few years. I have no doubt my success was due to Ed's dedication and expertise. If you're looking to sell a property in Toronto, I highly recommend Ed Abdou. He truly made the process stress-free and successful. I couldn't be happier with the outcome!

Tasha M.



Ed Abdou is incredibly seasoned, connected and professional. Unlike some realtors, Ed listens to your objectives and only presents properties aligned with those objectives. He is patient yet acts with a sense of urgency. As a Toronto resident and business owner, he is richly Toronto informed. For us, Ed quarterbacked the purchase of the right home at the right price in the right location. We highly recommend Ed Abdou and his real estate team. Thank you Ed!

Ellen McGregor



Ed truly went above and beyond for me and my family! He offers a level and quality of service that is undeniably difficult to rival. He was very patient, honest, caring, and he worked incredibly well within the confines of what we were looking for. He found and secured a property beyond what I could have dreamt of, and I have so much to thank him for! Whether you are a first-time homebuyer or a real estate investor, Ed is your guy.

Rachel Brouwer





08 OUR NEXT STEPS

■ WHAT TO EXPECT

PRE-LISTING STEPS:

- We order Status/Insp, Stagers, Photographers - Don't worry, we've got it covered!
- You'll receive our Listing Homework email where you can describe your house in as much or as little detail as necessary.

PROPERTY IS ON THE MARKET:

- Showings typically run from 9am - 8pm
- When showings are booked you'll receive an automated email from our concierge service detailing the date and time of the appointment.
- Expect weekly updates from our Team regarding the status of showings for your property

AFTER SALE STEPS:

- The deal is firm!
- Lawyers will often reach out 2 weeks before the closing date
- Expect roughly two Buyer visits for the property before the closing

■ CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

■ CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

■ NOTES

■ NOTES



E D A B D O U