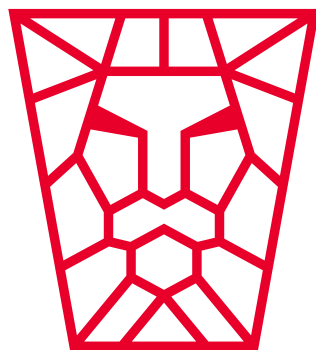




# 57 VICTORIA STREET

Keys to Success





**LET OUR WORK**

# DO THE TALKING

## CHALLENGE



57 Victoria St. Milton had lingered on the market for 297 days, a clear indication that traditional selling methods were not effective in this instance. The property needed a fresh and innovative approach to attract the right buyers and secure a successful sale.





# SOLUTION

Keystone employed a multifaceted strategy, The Premier Maison Collection, to reposition and revitalize the property's appeal:

- ✓ **Creative Content Strategy:** 'NO Guts NO Glory!' tagline to capture attention.
- ✓ **Vision Redesign:** Showcasing potential through professionally designed virtual renovations and large decorator design boards.
- ✓ **Exclusive Marketing Platforms:** Utilizing digital neighbourhood storybooks with QR codes in luxury home magazines, both digital and print.
- ✓ **Global Exposure:** Leveraging REALM Global for connecting with luxury buyers.
- ✓ **Luxury Magazine Features:** Showcased in Haven Lifestyle Toronto and Homes & Land GTA.
- ✓ **Innovative Open Houses:** Contractor open houses with on-the-spot quotes.
- ✓ **Influencer Engagement:** Walkthrough videos to enhance online presence. 
- ✓ **Detailed Pre-Inspection Reports:** Including video walkthroughs with home inspectors. 
- ✓ **Community Engagement:** Communication with the city regarding the property.
- ✓ **Lifestyle-Driven Content:** Neighborhood-specific drone footage and creative copywriting.

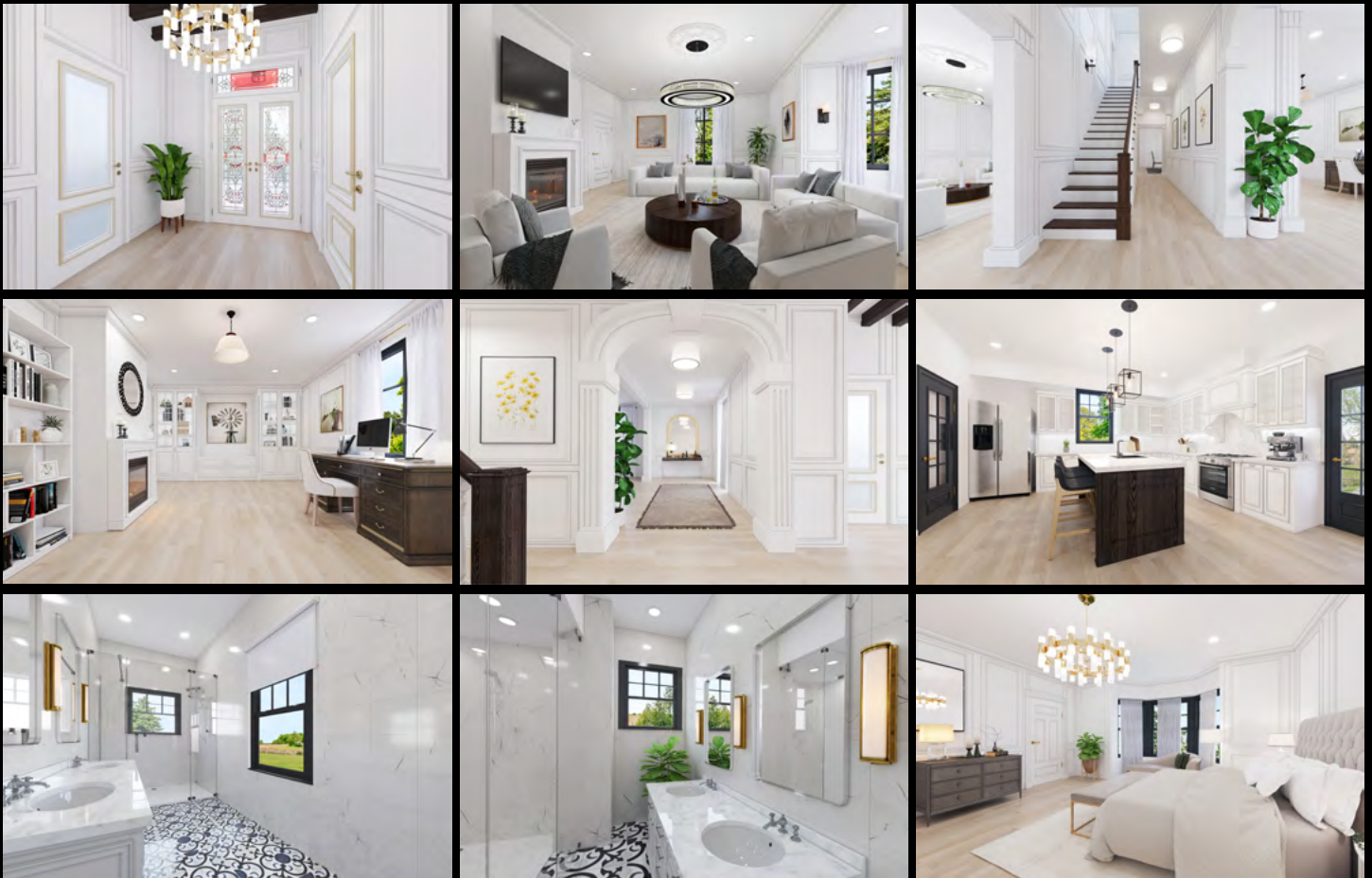
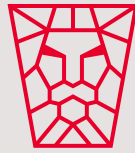
# IMPACT

The property was sold in just 21 days, a stark contrast to its previous market presence.

List Price: \$1,995,000

Sale Price: \$2,500,000

This case study exemplifies Keystone's ability to transform a challenging sale into a resounding success through innovative marketing strategies and a deep understanding of the luxury real estate market.



Interested in how Keystone can transform your property's market presence?

Visit our website to learn more, or contact us directly to discuss how we can tailor a strategy for your real estate needs.

WEB [www.fhkeystone.ca](http://www.fhkeystone.ca) EMAIL [info@fhkeystone.ca](mailto:info@fhkeystone.ca) PHONE (289) 670-1111

