

Profiles of SUCCESS™

TORONTO CENTRAL EDITION

INVESTIGATING CONCEPTS OF SUCCESS

The "KEY"
To Real
Estate



The "KEY" To Your Next Move !

By Heather Navarra, The Write Type

Real Estate Broker Veronica Key is well recognized and respected in the industry by both clients and associates, and there's no doubt that her exceptional skills are the 'KEY' ingredient to her achievements. Attention to detail, organization and knowledgeable use of technology ensure her clients get the best results. This energetic lady is known for her high level of integrity and professionalism, which have helped contribute to her becoming a top producer.

Moving from Oshawa to Toronto, Veronica continued to model while in search of a new career. Although modelling was fun and exciting and allowed Veronica to follow her passion for fashion, she also wanted to utilize her love for interior decorating and design, as well as her strong communication skills. Realizing her talents would be well suited to real estate, she earned her licence in 1989. "Since I was still very new to selling," shares Veronica, "I took every course I could, learning from experts and coaches such as Mike Ferry, Mark Leader, Tom Hoppins and Tony Robbins. Not having a network of clients, I door knocked and cold called, building my real estate business from the ground up."



During her ten years with Royal LePage, she won numerous awards. In 2003, she moved to Forest Hill Real Estate where she continues to be a consistent top producer, recently winning the prestigious Diamond Award for her achievements. Forest Hill Real Estate, a distinguished market leader specializing in the sale of high-end properties, is synonymous with class and has a sterling reputation in the industry. Veronica works from the

Central office, where there are 45 active agents. "It's always a pleasure going to the office because of the friendly staff, vibrant Broker of Record and terrific agents. It's a wonderful atmosphere!" relates Veronica cheerfully.

A Broker since February 2003, Veronica most often represents sellers, but with this active market, more buyers have entered into home ownership and because of this, over the past few years Veronica has sold as many homes as she has listed. "I specialize in all types of resale homes and condos, in prices ranging from \$200,000 up to \$2 million plus," explains Veronica. "I sell and market just as many condos as I do homes." With a solid grasp of the Greater Toronto Area, this savvy, versatile agent is well able to serve her clients' needs across the region, always delivering her personalized service with a smile.

In order to benefit her buyers and sellers alike, Veronica can recommend from her own comprehensive sphere of concierge services, a wide variety from painting to flooring to a complete cleanup. Her dependable team is always ready and able to help her clients. "I am totally hands-on, assisting my clients every step of the way through the buying and/or selling process and afterwards."

Veronica's creative talents are invaluable, allowing her to help her sellers get their home in 'showability shape' and ready for sale. She personally stages each of her listings before they go on the market, in order to help them stand out from the competition. After seeing their home transformed, many of her clients wonder if they shouldn't stay – undeniably a tribute to Veronica's keen eye and flair for staging!

Buyers get the advantage of a free creative consultation for the property they purchase. Veronica suggests paint colours, provides decorating ideas, tips and tricks, as well as helping her buyers with selecting any trades they may need.

Enjoying a high percentage of business from repeat and referred clients, Veronica's dedication is also evident in the many unsolicited testimonials she receives. "My clients have been very loyal to me and their continued support is always appreciated," she states modestly.

A unique style of marketing is an

important component of Veronica's service. The well-designed marketing campaign starts with distinctive branding for all advertising, incorporating her signature "KEY" logo and a consistent layout, along with the tag line, 'The "KEY" To Your Next Move!' All marketing, advertising and promotional materials are professionally developed and have her consistent image. Her car's licence plate also fits the theme: "KEY2RE." Advertising includes a weekly presence in each Saturday's Toronto Star newspaper under the 'Homes of Distinction' section, along with regular advertising in The Globe and Mail, Real Estate News and Prestige Homes.

Veronica very early recognized that the Internet would become a significant contributor to the real estate industry. Combining her keen interest in the latest technology with her flair for design, she helped develop her first website. Her website designer created a clever 'flash' video segment that was ahead of its time, since few computers

had the capability to view it, but as with everything Veronica touches, her website was innovative and leading-edge.

Building on the website knowledge she acquired, she helped Gabrielle Jeans to optimize her highly successful, customizable website shell for agents; Veronica's picture is still used in the sample as 'Sally Agent'. Each of her websites (www.VeronicaKey.com and www.KeyToRealEstate.com) hosts a database that provides high-powered and efficient tools to market and advertise listings, as well as delivering monthly "KEY NEWS" and other promotional materials to her contacts electronically. Veronica boasts that "both of my sites are up-to-date and are full of extensive real estate market data and statistics, along with links to city, school and other valuable information." It's obvious that Veronica's continuing investment in technology allows her to better serve her clients.

For many years now, this diversified entrepreneur has also incorporated



'personal signature branding' on her emails. As other agents took notice, demand grew, and Veronica developed a company called, "www.EmailTopper.com".

"We individualize anyone's outbound emails with a topper that includes their logo, awards, picture and contact information," says Veronica proudly.

Having highly organized and disciplined Austrian parents helped Veronica in her meticulous approach to real estate, and her background has also resulted in another successful business venture: "The Organizational KEY", a company Veronica formed to get and keep people organized. "I have organized everything from small business offices to clients' closets, and often their entire home. It's amazing how efficient life becomes when everything has its place!"

An important aspect of life for Veronica is maintaining a balance and a positive attitude, both in her personal life and her business life. She makes time to work out, whether downhill skiing, swimming, working out in the gym, practising yoga, or running, with or without her puppy. Veronica believes in eating healthy, meditating and reading inspiring books that challenge and stimulate her. She continually takes courses to help her grow and learn. Spending time with friends and family, entertaining, gardening and playing with her puppy Jasmine, bring her great joy.

Veronica loves to give back and



supports many worth while causes such as charities dedicated to children and third world countries, as well as animal charities including The Toronto Humane Society.

Considerate and caring, Veronica has the ability to understand her clients' underlying issues, which helps her solve problems, educate and nurture her clients. "It's remarkable how guiding my clients through the process patiently and systematically, however time-consuming, can be so rewarding." Helping her clients by going the extra mile and being results-orientated have rewarded this friendly and dedicated agent in achieving financial success. "I have been fortunate that many of my clients have become friends after the deal is done. I think it speaks volumes as to the personal service they receive from me during their real estate experience."

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Driven in so many areas of her life, through perseverance and determination Veronica has achieved great real estate success, even through the toughest of industry downturns. "Everything I created, I created by myself. I built my businesses from scratch, which has given me such a sense of accomplishment."

With passion, success is assured, and Veronica is passionate about everything she does. Veronica's many talents will continue to be the 'KEY' that unlocks her future success.