



INSIDE THE
NORTH GROUP
MOMENTUM
—
NORTHGROUP

Experiences worth talking about.

By the Numbers

254

Clients helped in 2016

TOP 40

Teams on the Toronto Real Estate Board in 2016

TOP 10

Teams in Keller Williams Canada in 2016

110%

Average List to Sale Price Ratio (YTD)





Inside the North Group Momentum

Founded in Toronto, North Group is one of Canada's fastest growing real estate teams. While currently serving the Greater Toronto Area and the Niagara Region, our expansion plans reach the entire Golden Horseshoe and encompass residential resale, new construction, commercial and property management.

With a modern approach to sales and marketing, North Group offers a completely customized and turnkey real estate experience to our buyers, sellers, investors, landlords and tenants. We intentionally challenge the boundaries of our traditional industry by implementing the latest trends and technology as the platform for our business.

At North Group, we all love real estate. But even more so, we love the stories that unfold. Each story is personal and we get that. For every experience, we are committed to the best service possible and through that service, we aim to educate and offer value. Our goal is to combine knowledge, passion and skills to exceed each client's expectations, and most of all, to show we genuinely care. Real estate changes lives and because of that, we create **experiences worth talking about.**

“When you think ‘north’,
you think clear and
focused. You know
you’re going in the right
direction, True North.
We’re crystal clear on our
vision, where we’re going
and the impact it will have
on our industry.”

How It All Began

It was mid-December 2015. A group of top agents were having lunch together and started talking about their strengths and weaknesses as it related to running their real estate businesses. What they were good at (or not). Where they were thriving. Where they were falling short. The conversation turned into a discussion about the benefit of collaborations and partnerships; working in a capacity where you are focused on your strengths instead of trying to do everything (and be successful at it all). All agreed that it was a good idea, everyone walked away from the conversation and did nothing more with it.

Everyone except our Founders.

Seeing the opportunity in collaboration, further discussions (and lots of planning) lead to Amy Youngren and Tim Yew merging their two successful real estate businesses to create the foundation of North Group. Amy and Tim are complete opposites; Amy's leadership and creative marketing yin to Tim's analytical, sales-driven yang. Together, they've created a turn-key platform and are using their individual strengths and talents to take North Group to the next level.

“If you want
to go fast,
go alone.

—
If you want
to go far,
go together.”



CO-FOUNDERS
TIM YEW & AMY YOUNGREN



Amy Youngren

SALES REPRESENTATIVE & PARTNER

A passion for real estate, sports, giving back, and most of all, being an Auntie, are just a few of the things that define Amy Youngren. With over 15 years of experience, Amy lives and breathes real estate. From reputable corporate executive, sought-after industry speaker and leader to more recently, co-founder & partner of a record-breaking real estate sales team. In January 2017, Inman named Amy one of the Top 100 Most Influential People in Real Estate, and last year, nominated her for Most Innovative Agent, a credit to her unique video marketing that is reaching tens of thousands organically and disrupting the real estate industry. Amy keeps her workaholic tendencies 'somewhat' balanced with early morning routines that include affirmations, workouts, and smoothie bowls. And her fuel? Caffeine-infused, iced Refreshers from Starbucks. Venti in a Trenta cup.

HER DAILY MANTRA:

“Do the thing you think you cannot do.”



Tim Yew

BROKER & PARTNER

Tim's extensive knowledge of the real estate market is unmatched. He began working in the industry in 2002, having sold property in Canada's largest cities including Vancouver, Ottawa and Toronto since 2007. After earning a Commerce Degree from the Sauder School of Business at UBC, with a specialization in real estate, Tim joined Vancouver's most esteemed brokerage and quickly climbed the ranks to a Top Agent. Eager to explore different sides of real estate, he started a successful architectural rendering company which created 3D building renderings for developers internationally. When Tim brought his expertise to the Toronto market, he fast-tracked his success to become the #1 selling agent at one of downtown's most recognized brokerages. He continues to distinguish himself in Toronto's highly competitive real estate market with record-breaking sales and an influential presence amongst the real estate community.

TIM IS OFTEN HEARD SAYING:

**“To change anything in business or in life,
change your attitude towards it.”**



Industry Recognition

- Proven track record of success for a combined 20+ years
- Top 10 Teams in Keller Williams Realty Canada (2016)
- Nominated by Inman as Innovator of the Year for digital and video marketing
- Named Top 100 Influencers in Real Estate by Inman in 2017
- Rated 100 by GradeMyAds.com for effectiveness and success in online advertising
- Named Top 20 in Canada to follow on social media in 2016
- Recognized by Industry Leader, Curaytor, as Top 7 Pages to Stalk on social media

inman
The Real Estate
INFLUENCERS
of 2017

Our Workspace & Team Culture

We get that environment can play a substantial factor in motivation. So we spared no expense in securing 1500 square feet at Dufferin Liberty Centre on the cusp of Liberty Village in King West. In addition to a great location, our office space is set-up to foster collaboration and an interactive team culture.

- Bright and open concept retrofit work space with modern furniture
- Private boardroom equipped with flat screen TV, laptop hook-up for presentations and a healthy resource library
- Full-size kitchen with unlimited purified water, coffee maker (we need a lot of caffeine!) and kettle, fridge, dishwasher and microwave
- Access to high-speed colour printers/scanners (*sorry, we don't fax. It's 2017!*)
- Upbeat & close-knit team culture fosters a fun and positive work environment



NORTH
GROUP

Why KW?

North Group is a sub-brokerage of Keller Williams Referred Urban Realty. We chose to operate under the KW umbrella because their mission statement mirrors what our team stands for:

To build careers worth having, businesses worth owning, lives worth living, experiences worth giving and legacies worth leaving.

With over 140,000 agents worldwide and being named the #1 training organization of all industries as well as the #1 real estate franchise by Entrepreneur magazine, we are proud to be associated with Keller Williams Realty.

And if that wasn't enough, Keller Williams offers a unique profit-sharing model that is a lucrative opportunity for all agents to create an additional stream of income every month.

kw
KELLERWILLIAMS

12TH
OUT OF
1,552

Ranked Currently of Toronto Based Brokerages - Keller Williams Referred Urban Realty

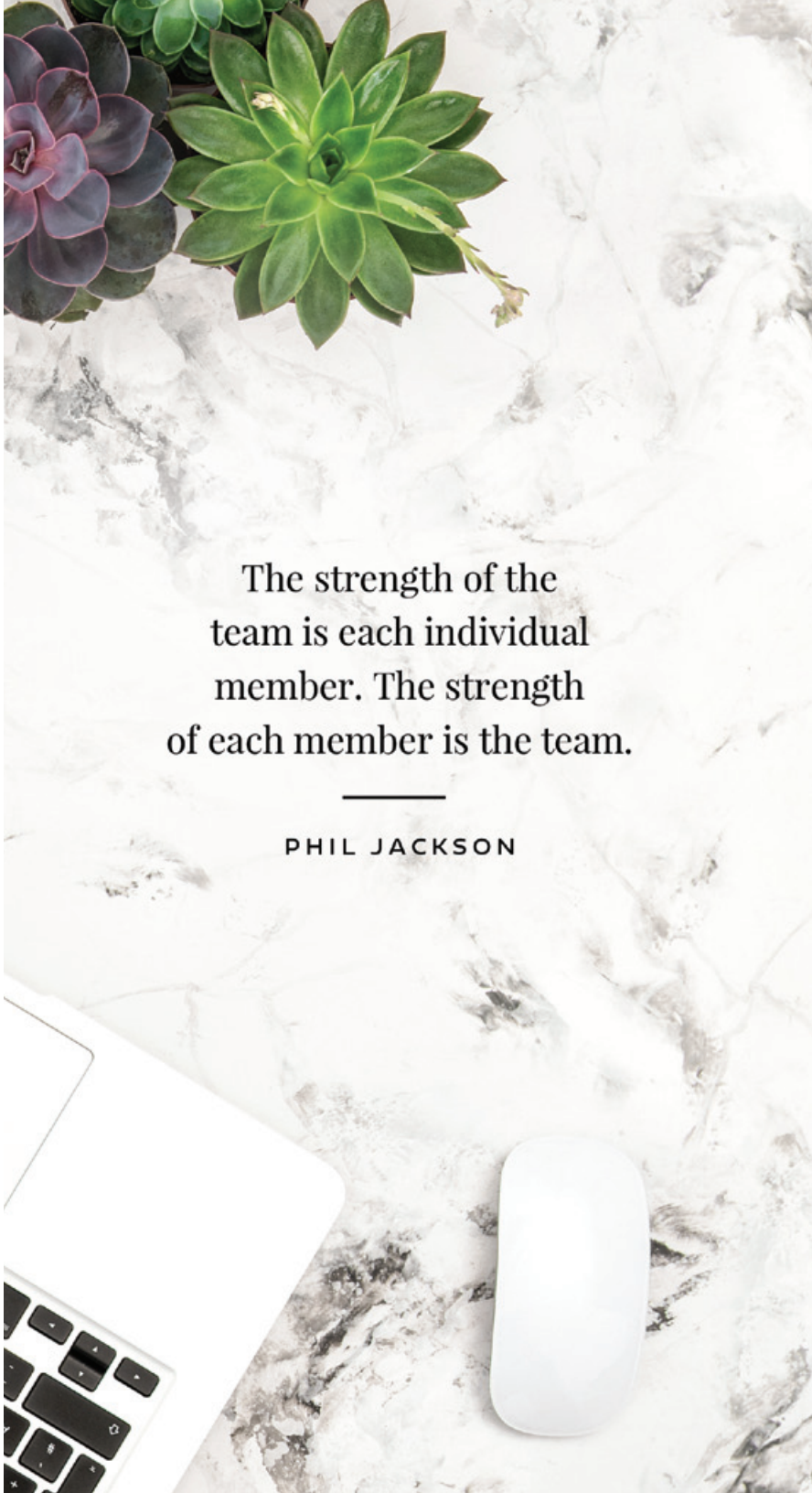
Join our Momentum

The North Group vision is simple: to establish Toronto's most productively successful real estate team with passionate and loyal entrepreneurs.

Our aim is to exceed the industry's expectations of what teams are all about. At North Group, we work together, as colleagues. No one is above the other. We celebrate each other's wins and help pull each other up (this business can be hard at times!) Our leadership team works effortlessly alongside our agents to support them in establishing and surpassing their goals. Want to make a lot of money and build a great life? Making six figures annually is our standard.

Minimum.

The foundation of North Group's platform is sales mentorship, technology, marketing and lead flow. Combining this, with a close-knit team culture built on integrity and strong core values, we are consistently attracting new agents and top producers alike to be a part of our innovative and thriving brand.



The strength of the team is each individual member. The strength of each member is the team.

PHIL JACKSON

The North Group Advantage

SYSTEMS & TECHNOLOGY

When it comes to software and technology for both our team and our clients, the homework has been done. Because let's face it, the real estate industry is saturated with "shiny objects".

Simply put, we've vetted out and use only the best tools. We want to make sure that you can facilitate deals quickly, communicate in real-time and have your transactions managed flawlessly. Everything we implement is intuitive, ahead-of-the-curve and most of all, easy-to-use.



FOLLOW UP BOSS
Customer Relationship Management



CURAYTOR
Complete Inbound Marketing System & Website



SLACK
Internal Team Communication Tool



BRIVITY
Transaction Management Software



DOCUSIGN
Electronic Document Management & E-Signatures



CLIENT TOOLS
Complimentary Access to Applications Designed to Ease Stress & Provide Client Value

MARKETING

We create a marketing experience for your clients (making you look good!)

We believe that no two properties are the same, each with a unique story. Our job is to tell this story and make your clients fall in love. We want them to fall head over heels and get swept off their feet...by their own listing. Why? Because then buyers will do the same.

A unique sales and marketing strategy is designed for every property. We think through the mind of the buyer for your client's listing. This custom marketing theme dictates everything from our content, photography and videography direction, staging/styling, online strategy, targeted marketing and events. While we use only the best tools and resources, arguably the differentiation lies in our ability to individualize our listings.

We produce print marketing or presentations that you'll be proud of. Everything is executed on high-quality materials with consistent brand messaging and design:

- Buyer Guide & Presentation
- Seller Guide & Listing Presentation
- Property Brochures & Lookbooks
- Flyers
- Signage (For Sale & Open House)
- Business Cards, Presentation Folders, Note Cards & other sales materials

Our team has sophisticated online marketing and social media tools to target, track and convert buyers. For each and every listing we determine the demographic profile of the potential buyer and run online campaigns that target them. We hyper-focus our ads (down to age, postal code and interests) to run campaigns that are put in front of prospective buyers multiple times and across many partner websites and search engines. We use the industry's best systems to host a campaign strategy that include coming soon ads, targeted and segmented email blasts, retargeting campaigns, just listed and open house postings.

We produce
online advertising
that gets results

(leads for you!)



YOUR SUPPORT TEAM BEHIND THE SCENES

We empower our agents by providing the support of a complete operations team so that you can focus on what you do best: serving your clients and selling real estate! Let us take care of the rest.

- **Sara Locken** | OPERATIONS MANAGER (M)
Sara makes our team hum in the background and is the brainchild behind the implementation of our streamlined systems, technology and marketing. She is constantly working to improve our processes on a daily basis so that the Operations Team and our Sales Team work symbiotically and remain industry leaders
- **Dawn Hale** | CLIENT CARE SPECIALIST (L)
Your (and your client's!) personal concierge through the entire listing process. From coordinating cleaners to contractors to stagers to photographers (and more), Dawn has it covered with white glove service. After the sale, Dawn's role also includes a comprehensive client-retention care program
- **Jessica Pereira** | OFFICE ADMINISTRATOR (R)
Managing our 150+ task software for every single listing, plus creating and executing on all deal paperwork is no small job. Jess will make sure your transactions are seamless from start to finish

In 2016, we produced

5082

LEADS EQUALLING

254

TRANSACTIONS





INSIDE SALES TEAM

Our Inside Sales Representatives prospect, nurture and qualify leads on behalf of our agents. In their role, the ISA helps dramatically increase the quality of appointments given to the team, therefore increasing our agent's chances of conversion to sales.

PROFESSIONAL DEVELOPMENT

As a team, we are dedicated to staying on top of global, community and market trends that affect our business, daily. We gather the industry's best resources, leaders and content to regularly provide updates and coaching to our team. This allows us to not only stay educated and informed, but to constantly improve as industry experts. We value setting our team up for success both personally and professionally.

- **Weekly Sales Coaching & Mentorship**
- **Momentum Training** (agent onboarding & ongoing sales training)
- **Regular Team Meetings w/ Leading Industry Guests**
- **Script & Objection Handling Sessions**
- **Semi-Annual Team Advance**
- **KW International Conferences & Event**

OUR PARTNERS

As a team, we are only as strong as our weakest link, which is why we've established strong partnerships with our industry affiliates. Whether you, or your clients, require services from contractors, inspectors, lawyers, mortgage brokers or other resources, North Group's partners are an extension of the team, and most of all, of you. They offer best-in-class service and pricing to all of our clients.

GLOBAL NETWORK

North Group is a local company with a global reach. Our Founders are extensively networked in the real estate industry and often sought-after to speak or train other agents based on their career success. As a result of these opportunities, alongside their strong relationships and industry connections, we have established an extensive Canadian and international referral network for our agents to have access to.

“Coming
together is a
beginning. Keeping
together is progress.
Working together
is success.”

Henry Ford



North Group Gives

We love to work with entrepreneurs who are passionate about giving back. Our goal is to enrich the lives of individuals and families in our community through resources and experiences that extend equal opportunity to everyone.



To date, we have had the privilege of partnering with and donating to a number of strong local charities and organizations including:

- Million Dollar Smiles
- Women's Shelters
- The Birthday Project
- Yonge Street Mission
- Franklin Horner Community Centre

“We
make
a living by
what we get.
We make a
life by what
we give.”

Winston Churchill

^NORTHGROUP

northgroup.com
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