

A man with glasses, wearing a dark suit, white shirt, and patterned tie, stands smiling in front of a brick building with white architectural details. The background is slightly blurred.

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*Giving You The  
Competitive  
Edge With  
'The Magic  
Touch'*

# *Giving You The Competitive Edge With 'The Magic Touch'*

By: Maj Khan

**W**ayne Kahn knows how to transform an ordinary experience into a magical experience. He has worked in this highly competitive and challenging industry since 1989. Today, he is an exceptional sales representative who possesses many skills and a depth of experience to deliver unparalleled service. Wayne has a simple yet effective potion for success: listen well, give honest advice and be worthy of client referrals. From the very beginning of his career, that formula has yielded significant results. When his peers were selling their listings at 96 percent of the asking price, Wayne consistently sold his listings at over 98 percent. Not only did he sell those homes at a higher price, he did it in less time, almost half the time than other realtors in the same marketplace. It often took Wayne just one month to sell a home. As one client quoted, "You are indeed the 'magician' when it comes to handling a real estate sale or purchase."

Wayne knows his market, understands his customers' needs, and works hard to get the right results. This dedicated realtor is committed to building the ultimate real estate service in suburban North Toronto and Vaughan. Wayne is fortunate to be widely respected and recognized for providing the highest level of expertise and service, as well as creating value for his clients. He is creative and his relaxed and informative approach is personable. His contagious energy and enthusiasm appeals to his clients. He is always focused on his clients' needs, determined to redefine the existing norms and expectations of this profession in order to meet their demands.

Wayne's peers have also recognized this talented realtor for the quality and care of service he provides. He is a member of the RE/MAX Chairman's Club, the highest annual designation given for outstanding performance. Since joining the company in 1993, he has consistently ranked in the top 100 for RE/MAX Canada. Wayne was inducted into the RE/MAX Hall of Fame and was also a recent recipient of the Lifetime Achievement Award, which recognizes the many years of devoted service he has given.



Wayne's boundless spirit and tireless work ethic, combined with his wonderful sense of humour and generous laughter, is captivating. His charismatic personality makes it easy for people to communicate with him. "I believe that 'clarity' is the only way to help others get what they want in any real estate transaction. Many people don't really know what their options are. That's where I can make a difference. The questions I ask clients help us clarify what actions need to take place and when." His gregarious and warm character reflects his philosophy: 'To get quality answers in life, you have to ask quality questions.'

Wayne grew up in North York and Thornhill. He watched the landscape change throughout the years as the suburb rapidly expanded and new homes were built at an exponential rate. A perceptive individual, he paid attention to the quality and types of homes being built. He also observed what people were willing to pay for the right kind of home. As a result, he knew and understood people's desires and the product very well. When Wayne decided to become a realtor, it was a natural transition. His knowledge, his sincerity and his flair for selling were a winning combination. Wayne concentrated on one simple ideal: always develop new ways to improve his clients' chances with his magic touch.

Wayne began his career in 1989 with Forest Hill Real Estate Inc. He spent four years honing his skills and mastering his craft. In 1993, he made the move to RE/MAX Realtron Realty Inc. This is one of the most productive RE/MAX offices in the Central and North Greater Toronto Area. It has six locations and approximately 500 diligent sales representatives servicing the community. RE/MAX is a giant in the real estate industry, well recognized for its cutting edge technology and leadership role in finding new and innovative ways to better service the customer.

One pivotal key to providing that unmatched level of service is to communicate. Wayne understands that effective communication translates into results. He has defined his service on delivering those results. He sets realistic expectations, takes the time to ask a lot of questions, is sincere and honest. His integrity is unquestionable. Wayne even offers all of his clients a '100% Satisfaction Guarantee'. "If for any reason, somebody wants to cancel their listing with me I am happy to do it with no questions asked. It's a win-win situation." Clients are assured of a rewarding experience from the very beginning to beyond the completion of a transaction.

Wayne enjoys working with buyers and sellers in a wide range of residential properties at all price ranges. In his skilled hands, homes are sold at the best price in the least amount of time. There are a few critical techniques Wayne practices to ensure these results. He sets the right expectations, knows how to effectively market the product and is an excellent negotiator. His aggressive and extensive marketing techniques



aim to do more than just advertise. "I promote, market, inform and stimulate! I use every possible means to ensure my clients' homes get the right exposure, and make full use of mass flyer mailings, brochures, website, area-specific ads, and past client retention programs."

Wayne has acquired a reputation for having the 'magic touch' because he knows how to turn a 'For Sale' sign into 'Sold' in record time. He succeeds every time because of skilled negotiation, thoughtful interaction and comprehensive advertising. His mission statement is to have a name that is widely recognized and represents superior business practices. He aims to have a business that will be based primarily on repeat clients and referrals. He understands that, to thrive in this industry, a realtor must have respect and a sterling reputation for unmatched service.

This professional loves real estate and all that it offers. He enjoys being exposed to so many different cultures and customs, and has a healthy appreciation for their values. He enjoys the opportunities he is constantly presented with and the personal growth he has achieved. Working in this industry makes Wayne all the more determined to work harder. "I really understand and appreciate that a home

purchase or sale is both very exciting and can be very nerve racking at the same time. My job is to minimize the stress and maximize the excitement.”

Focus, focus, focus! Wayne Kahn is who he is today because he took small steps. He concentrated on a specific market, and participated in activities that made a great difference in his community. Eventually, the more people he interacted with, the more people knew him and his reputation grew. Wayne wants to be noticed! He wants his listings to stand out. It worked for him and it is his advice to those who would like to be in this business.

Wayne is thankful for his family's endless support and commitment. He maintains balance in his life with the love of his wife and two sons. His oldest brother, who is also a realtor, also

inspires him. Family and community are also very important. In fact, this realtor believes that his achievements are due to his acceptance in the community. He sees the need to give back in any way possible and, for many years, has sponsored an area soccer team. He also contributes a percentage of every sale to the 'Children's Miracle Network' that primarily goes to helping the Sick Kids Hospital here in Toronto. This husband and father is deeply aware that strong relationships at home result in strong business relationships with clients.

Wayne eagerly looks forward to a bright future and knows he will achieve his goals by helping others achieve theirs. Real estate will always be a part of his world but perhaps he will play a different role. “I think I could be effective one day helping new agents to learn about the

business and have fun doing it. I've had many experiences, and could possibly help others overcome inevitable obstacles and know how to handle them. But that may not happen for many years down the road; I still love what I'm doing now.” Wayne will continue to strive to give himself and those around him the competitive edge with a 'magic touch'.

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