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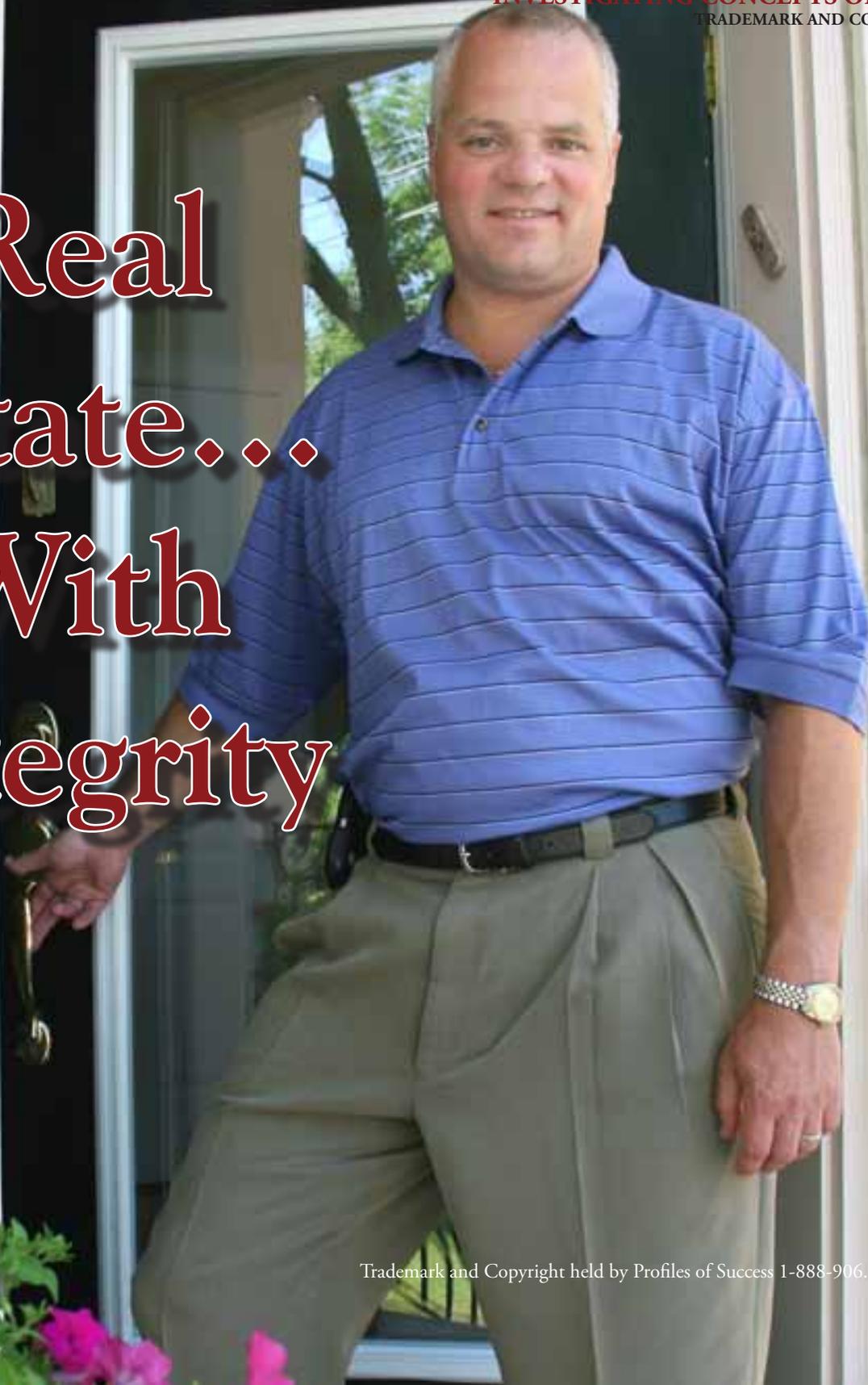
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TORONTO CENTRAL EDITION

INVESTIGATING CONCEPTS OF SUCCESS

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Real
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Real Estate... With Integrity

By Maj Khan



Drew Homewood deserves the title “Leaside’s Hometown Realtor”. He was born and bred in this neighbourhood he now services. He is raising his children here and they are being educated in the same schools he attended. He is actively involved in his community where he volunteers in the schools, the church and several sports teams. Realtor, husband, father, friend and community activist, all define who this passionate man is. He truly cares and he is the best qualified for the title ‘your neighbourhood realtor’.

The ties that bind Drew to his community are strong. He is familiar with every street, every corner, every block and almost every home of this town nestled in the centre of the city. Throughout the years he has witnessed his hometown evolve into the community it is today. He has seen familiar landmarks torn down, and gleaming properties raised, and before his eyes watched the landscape change. But more than his thorough and expansive knowledge of the town he loves so much, this realtor truly understands the local culture and knows what his clients want. Miniscule information such as street and block differences and preferences are stored in his encyclopaedic mind. He has closely observed how the demographics have changed. As well he has developed an extensive local personal network to help his clients.

Drew’s knowledge of his hometown is unparalleled. He currently writes an “Ask the Expert” column in the Leaside/Rosedale Town Crier, offering advice and information on varied

real estate and development issues. His skill as a realtor is reflected in his ever-growing client base. Grounded in every sense, this agent displays calm sureness and solid strength that reflects his ease within his environment. Low keyed and comfortable to talk with, Drew’s approach is very much that of the quintessential guy next door; the informative neighbour who you

can chat with and casually ask for advice when you are curious, and then when you are ready to purchase or sell he proves himself a powerful negotiator.

Combined with his soft-spoken amiable character, Drew has contemporary expectations. He takes full advantage of technology and utilizes all tools available to him. Whether he is communicating with people through his easy-to-use website www.DrewHomewood.com which is loaded with interesting and helpful tips including virtual tours on listings, advertising in local or national newspapers and street benches, or providing professional data rich market evaluations of properties, Drew uses everything at his disposal. He is a skilled marketer who invests wisely and consistently in advertising and his approach is focused and creative.

The youngest of four, Drew was educated at Glendon College of York University, where he studied Psychology and Sociology. His father was a religion journalist and minister, his mother a nurse. As a result, Drew was instilled at a very young age with a strong commitment to public service. His integrity, his tireless work ethic and his consideration are traits everyone who knows him is familiar with.

Combined with Drew’s humble roots, his ability to interact with people from all walks of life was enhanced by his years working as a Casting Director in

feature films, television, movies and series. He worked closely with many major celebrities, the likes of Tom Cruise, John Travolta, Demi Moore, and Sophia Loren, to name a few. This experience has been a huge personal benefit to Drew, as he is never ‘star struck’ by anyone’s fame, position or income. He has always treated everyone



equally. “It allows me to simply be me, and work comfortably with all kinds of people.”

Drew also spent several years in construction, building and renovating homes. It has proven to be a tremendous benefit for his clients who can appreciate his knowledgeable advice and recommendations. “My clients love that I can offer meaningful advice, and that I can see the potential in properties. I know homes – how they are built, how to renovate them, and how to sell them.” He acquired his license in 1988 and began working for a number of reputable firms before finding his

home at Coldwell Banker Properties Unlimited Realty where he joined in 1991. Previously a small boutique realtor since 1984, the company has grown in size yet maintained its small office feel combined with a major international brand. This management style allows Drew a healthy environment of creative freedom in which he has thrived. Today,

the office Drew works in is staffed with about 40 knowledgeable agents to service the community. Drew himself is ranked as the number one Central Toronto Agent within the company.

This versatile agent is at ease working with both buyers and sellers. It allows him to broaden his skills, have diverse product knowledge as well as provide complete service where he can help his clients on both sides of the process. He works with all types of residential properties ranging from starter condominiums to luxury homes.

Almost all of Drew’s business is from Professional/Personal referrals and repeat clients, which is an astounding figure but not surprising given his stellar performance. That is why he

is recognized in the category of Top “50 Agents” in Canada and Top “50 Agents” in Ontario within Coldwell Banker Canada.

The geographical area Drew services is wide and varied. He sells predominantly in the Central Core in neighbourhoods such as Leaside, North Toronto, Davisville Village, South Bayview, East York, Bennington Heights, Moore Park and Rosedale, but has extensive experience city wide. He also works with varied local infill developers and is currently in the preliminary stages of a luxury housing project in Oakville.

What defines this realtor? "Integrity above all!" To build a relationship with Drew is to know it will be sustained for a lifetime. He is a man who cares and understands a person's home is their greatest asset, and something that means much to them, their family, and their lives. "I love dealing with people and their families, in a manner that is so personal and fundamental to their lives, and seeing the happiness and satisfaction of settling them in their new home." This caring approach to the process has resulted in many of Drew's past clients now being considered some of his closest friends.

It is his humble low keyed but knowledgeable approach that has allowed him to continue to thrive. Drew works 'SOLELY' in his client's best interest. "A client told me that he was so pleased he was working with an agent who was just as likely to talk him out of a what I thought was a bad deal, as I was to urge him to proceed in what I thought was a good deal." While Drew prefers to operate in a soft-spoken style,

he will aggressively represent a client's interests.

It is not just clients who appreciate Drew. This well known, highly respected agent enjoys a very friendly relationship with other realtors who work largely in these same areas. One local parent summed it perfectly when he compared Drew to other successful area agents..."- Half the people hate them, the others love them. You, EVERYBODY really likes you!" For Drew it was a huge compliment.

More than just an exceptional agent, Drew is a devoted husband and father to a blended family of four boys and one girl, a role he thoroughly enjoys. "I am very involved in my children's lives, whether I am volunteering at school and church or coaching their hockey and soccer teams. We actively support all their activities. We travel extensively, exposing our children to other cultures, and taking time to enjoy each other." In addition, Drew financially supports many varied local events and teams, including the sponsorship of several

school events, and two local hockey teams.

What drives this man to give his best each day? "My family is my inspiration. They are proud of me, of my success and of my career. My clients are equally important, and whose gratitude for my efforts is enormously rewarding." Most importantly for Drew, "I absolutely love what I do, and expect to continue serving my community as an experienced local realtor for many years."

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