HarbourStone
REAL ESTATE TEAM

Powered by New Street

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COMMERCIAL SELLERS GUIDEBOOK

Our Promise when selling your property

Straightforward, respectful, and integrity-driven approach to serving clients and their businesses.

Expert competence of the complete real estate process with a focus on keeping you informed, addressing questions and concerns professionally and reducing stress.

Unparalleled professionalism and world-class service, with attention to every detail. No request is too small.

A leader in the real estate industry and the local community, serving as a trusted local real estate expert.

To uphold our reputation to the utmost standards, particularly in terms of obtaining the maximum value for your sale - after all, your referrals form the foundation of our business.

Clear and consistent communication, tailored to the client's preferred manner and frequency.

Helping you Make a Positive Business Move®

At HarbourStone we help landlords and owners of retail, industrial, office, and land make profitable, low-hassle decisions backed by data, strategy, and integrity. We don’t just list properties —
we align real estate with your long-term business goals.

Our clients’ properties receive the highest targeted marketing reach compared to any other local property. If at any time you're not completely satisfied, cancel your listing and simply answer a single question, How could we have improved your experience?

Your satisfaction is guaranteed.

*Daily targeted marketing reach is calculated using nearby, concurrent listings and trackable sources, per our analytics.

SRS SELLER REPRESENTATIVE SPECIALIST

The Seller Representative Specialist (SRS) designation is the premier credential in seller representation. It is designed to elevate professional standards and enhance personal performance.

rebi Real Estate Business Institute

The Real Estate Business Institute (REBI) is a globally recognized authority that is valued for its expertise in developing and advancing the professional development of real estate professionals.

REAL ESTATE NEGOTIATION INSTITUTE TRAINING | EXPERTISE | RESULTS

The Real Estate Negotiation Institute (RENI) certification elevates and enhances your negotiating skills.

CNE 2 - BUYER SUITE · CNE 3 - SELLER SUITE · MCNE Master Certified Negotiation Expert · CNE 1 - CORE CONCEPTS

The MCNE® designation is awarded to students who successfully complete both the CNE Core Concepts course and the CNE Advanced Concepts course.

ABR® Accredited Buyer Representative

The Accredited Buyer’s Representative (ABR®) designation is a respected and recognized title in the real estate industry, earned by agents who are dedicated to providing their clients with a comprehensive and personalized experience throughout every stage of the home-buying process.

NATIONAL ASSOCIATION of REALTORS®

The National Association of REALTORS® is a leading force in organized real estate, dedicated to its members' success.

TheNCREA NATIONAL COMMERCIAL REAL ESTATE ADVISOR · Certified Real Estate Investment Planning Specialist

The NCREA is the industry's leading source for Commercial Real Estate training, coaching and consultation.

Helping you Make a Positive Life Move®

At the core of our mission is a dedication to help our clients make successful real estate decisions that improve their lifestyle. Our Positive Life Move® Standard ensures that every aspect of the selling process is handled with the utmost care, expertise, and integrity. As a valued client, you can expect a completely transparent and honest partnership, where your interests always come first. Our team is dedicated to empowering you with the knowledge and resources you need to make informed choices, leading to a life-enhancing move.

Education

Our commitment to you is to arm you with the most current information on pricing, market comparisons, and trend analysis, giving you a decisive edge in the real estate market.

Expertise

Our 42 years of real estate experience and successful negotiation of 987 contracts worth over $510 million speak to our sales expertise. Our marketing team has helped support over $4 billion in real estate. Our ability to anticipate and mitigate potential issues, along with our in-depth market knowledge, ensures a seamless sale.

Partnership

We believe in building personal relationships with our clients to truly understand their current and future needs and goals. This approach has earned us a loyal following, with over 75% of our business coming from repeat clients and referrals. Our commitment to excellence has also earned us the Platinum Award for Best Real Estate Team in the Readers' Choice 2021 Real Estate category. Partner with us for a truly personalized and rewarding investment experience.

Numbers matter. We have a track record of finding that one buyer who will offer the highest price for your property.

Our in-house marketing agency, experienced operations team, and extensive network of buyers and investors, will ensure your property is positioned to attract the right target audience. With a proven track record and a commitment to getting the best possible price for your sale, you can trust us to find the single buyer who is willing to pay the highest amount for your property. Let us take the guesswork out of the selling process and give you the peace of mind that comes with working with a team that knows how to deliver results.

Contact Database	EXP Realtors	Daily Team Activites	Avg. Listing Impressions
401,223+	85,000+	3704+	1 Million+

HarbourStone
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Our Database

New Lead 369577	Active Lead 12736
Closed 467	Total 388611

Activity Summary — Last 90 Days

Phone Calls	4904 ↑
Text Messages	23091 ↑
Emails	305387 ↑
Property Views	5256 ↑

On Facebook Leads	Reach	Impressions
1,534	700,909	2,530,904

People Reached	151,222
Engagements	46,336
Page Likes	41

Our Approach to Selling or Leasing Your Commercial Property

We focus on maximizing value, minimizing downtime, and delivering smooth, strategic transactions. With a disciplined work ethic, modern marketing tools, and data-driven decisions, we treat every retail, industrial, or land deal like what it is — an investment that deserves to grow.

Not satisfied? Cancel anytime — no pressure, no penalties.
All we ask is: “What could we have done better?”
Because in commercial real estate, accountability drives results.



*Photos found within letters are all previous HarbourStone Powered by New Street Team Listings.

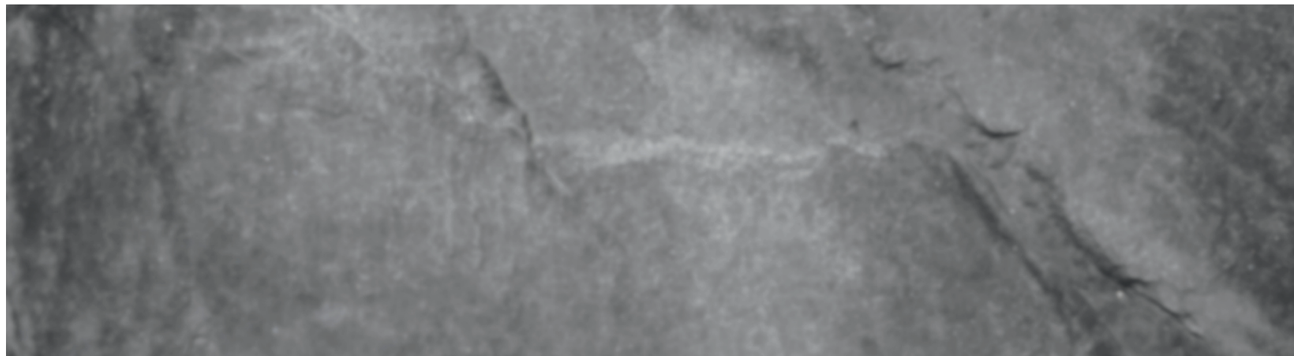
About eXp Realty & Commercial Reach

eXp Realty is a global, cloud-based real estate brokerage built on collaboration, technology, and agent connectivity. Through eXp World Holdings, the broader eXp platform includes both residential and commercial real estate services, with eXp Commercial offering specialized support across investment sales, seller representation, buyer representation, landlord and tenant representation, and business brokerage services where available.

For commercial clients, this model provides access to a modern, connected brokerage environment supported by national collaboration, digital tools, advisor networks, and specialized commercial knowledge across multiple asset types, including office, retail, industrial, multifamily, land, development, investment, leasing, and business sale opportunities.

At HarbourStone Powered by New Street, we combine this broader brokerage infrastructure with local market expertise, commercial strategy, hands-on marketing, and disciplined transaction management to help owners position their properties with confidence, reach the right buyers or tenants, and move through the sale or leasing process with clarity.

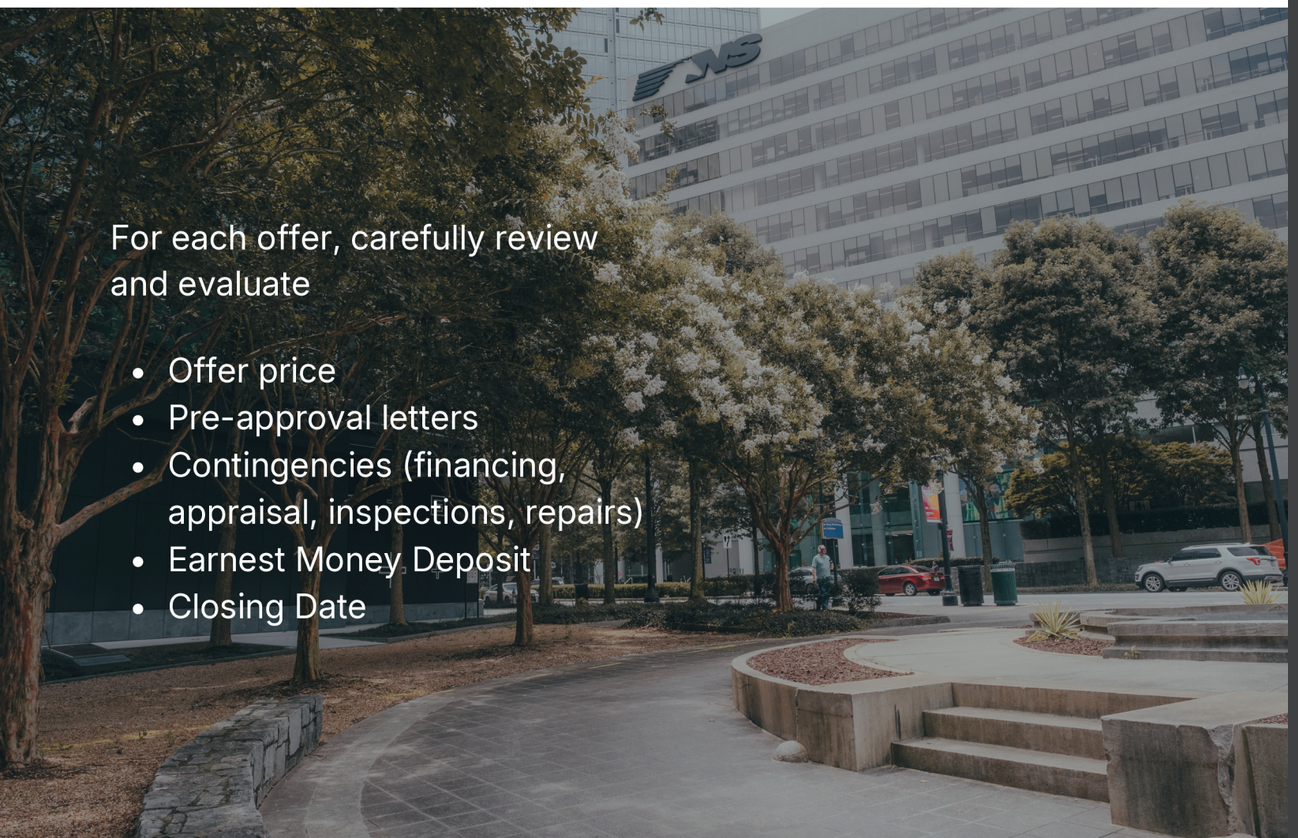
eXp WORLD HOLDINGS, INC.



Maximize your sale price through negotiations

When listing your property, it's important to remember that the listed price is not always the final sale price. But don't let that intimidate you. Your real estate agent is there to guide you, but here are some strategies to keep in mind as you navigate negotiations:

- Don't take low offers personally. They're just a starting point, not a reflection of your property's value. You have three options - accept, reject, or counteroffer.
- When multiple offers come in, resist the urge to accept the highest one right away. Price isn't everything - consider negotiating on terms, assets, renovations, and repairs to get the best overall deal.
- And remember, even a small increase in price can add up to thousands of dollars in your pocket. So don't be afraid to ask for what your property is truly worth



For each offer, carefully review and evaluate

- Offer price
- Pre-approval letters
- Contingencies (financing, appraisal, inspections, repairs)
- Earnest Money Deposit
- Closing Date

What we bring to the table

At HarbourStone Powered by New Street, we combine premium marketing, commercial insight, and investor-minded strategy to help property owners maximize value with confidence. Here’s the proof-

- $3.8B+ in real estate marketed
- 8,200+ condos and homes represented
- 200+ residential, commercial, and development transactions closed in 2025
- 12M+ digital ad impressions across HarbourStone and New Street campaigns
- 150,000+ listing video views
- 400,000+ qualified contacts in our buyer, investor, and marketing database

Premium media services provided by New Street, a full-service marketing, digital media & branding agency

- Bespoke marketing strategy tailored to the property’s unique features
- Cinematic 4K video, stabilized interior footage, and drone visuals
- Wide-angle 4K HDR photography highlighting interiors, finishes, and outdoor views
- Custom listing website featured on NewStreet.ca
- Professional listing and advertising copywriting
- Premium property feature sheets, just listed cards, open house flyers, and supporting collateral
- Optional enhancements: virtual staging, renovation concepts, community video, Matterport tour, and floor plans where recommended

MEDIA



Meet who will be serving you



Robert Jendrzejczak

COMMERCIAL & INVESTMENT REALTOR®

A business strategist and real estate leader with 15+ years of experience helping teams grow through marketing, systems, and execution. He has helped oversee more than $3.8B in real estate marketing and sales.



Colin Poponne

COMMERCIAL & INVESTMENT REALTOR®

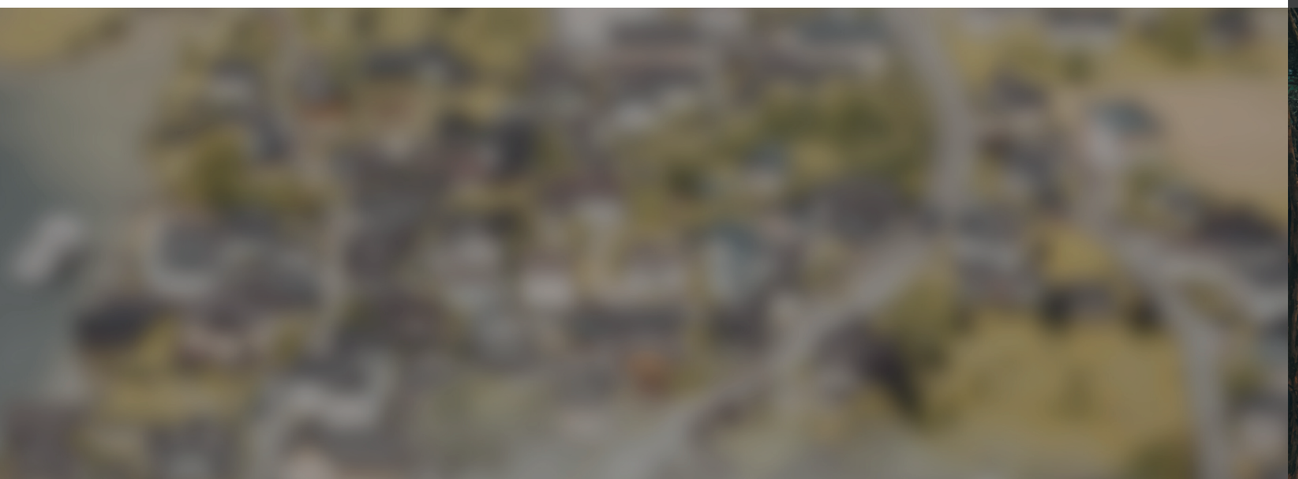
A commercial Realtor focused on property, land, and investment opportunities. With hands-on portfolio experience, he helps clients assess value, timing, and long-term upside with a practical, ownership-focused approach.



Christiana Aolaritei

CPA, COMMERCIAL REALTOR®

A commercial Realtor with a CPA background with both analytical discipline and genuine care for her clients' long-term goals. With her experience in real estate finance and transaction structuring, she helps clients evaluate opportunities with clarity, strategy, and confidence.



Commercial Deal Risk Factors We Help Manage

Financing & Due Diligence

Commercial deals often require deeper review from lenders, appraisers, inspectors, lawyers, and accountants. We help prepare key documents early, including leases, expenses, building records, zoning details, and operational information.

Zoning, Use & Property Fit

A buyer or tenant's intended use must align with the property, municipality, zoning, and required approvals. We help identify these questions early so the opportunity is positioned accurately.

Lease, Tenant & Income Risk

For income-producing properties, lease quality matters. We help clarify rent structure, renewal terms, vacancies, arrears, recoveries, tenant obligations, and any factors that may affect buyer confidence.

Negotiation, Conditions & Closing

Price is only one part of the deal. We help manage conditions, deposits, timelines, repairs, vacant possession, closing terms, and communication between all parties to help protect value and reduce friction.



How We Keep Your Listing Process Stress Free

Lockbox for Remote Management

Secure key or lockbox allowing you to make your property available for viewing even during times when you are not around.

Yard Sign Installation

Ensure safe installation of yard sign that promotes listing and directs traffic

Showings Coordination

Coordinate all inspections and showings of your property.

Open House

Conduct open houses and promote to the public and realtors as needed

Pre-qualify Buyers

Qualify our buyers through our roster of in house Mortgage Brokers & consultants

Buyer Financing

Our in-office mortgage broker partners can qualify buyers for financing

Market Condition Updates

Regular updates on market conditions that may affect the value of Your Property.

Advanced Negotiations

Professionally negotiate all offers on your behalf and in your best interest

Deposite Cheque For You

Obtain a deposit on your behalf by certified funds.

Make Offer Firm

Assist in any way possible to waive all conditions attached to an offer. Ensure a trouble-free closing.

Legal Assistance

Assist Your solicitor up to closing in any way possible.

Record Keeping

Keeping record of all showings, inspections and documents for future reference.

Closing Process Support

Provide support on utility transfers, mail post transfers and closing preparations

References & Resources

After years in the business, we have developed a trusted rolodex of trusted businesses we can refer based on your needs.

Proactive Commercial Representation

At HarbourStone Powered by New Street, we represent your property with discipline, care, and a clear focus on protecting your long-term position. Every asset deserves more than exposure. It deserves strategy, communication, and skilled execution from launch to closing.

Once a client relationship is established, our brokerage is bound by law — and principle — to act exclusively in your best interest. We take the responsibility to protect your interests, uphold your confidentiality, and deliver results that align with your goals, very seriously.

As your commercial representative, we commit to:

Fiduciary-Level Care
Protecting your interests, negotiating with discipline, and helping you make informed decisions at every stage.

Targeted Buyer & Tenant Outreach
Positioning your property in front of serious, qualified prospects, investors, agents, and business operators.

Clear Communication
Keeping you informed with consistent updates, market feedback, and next-step guidance throughout the process.

Expert Negotiation
Advocating for your terms, pricing, timing, and long-term goals with a strategic approach.

Transaction Management
Managing offers, paperwork, conditions, deadlines, and coordination with precision.

Seamless Closing Support
Working with all parties to help ensure a smooth, timely, and professional finish.

Every Property Deserves a Tailored Strategy

No two commercial properties are the same. Whether it’s location, zoning, ceiling height, access points, or future development potential — we identify the attributes that drive value. Our team crafts a custom marketing and media strategy around your asset’s unique strengths to ensure it speaks directly to the right buyer or tenant.

Because in commercial real estate, details don’t just matter — they determine outcomes.

Preparation

A strong first impression directly influences interest, perceived value, and negotiation strength. Before going to market, we help prepare your commercial property for maximum impact through targeted pre-listing recommendations, coordinated timeline management, professional cleaning where needed, virtual staging or renderings to showcase business-use potential, and detailed floorplans that help buyers and tenants clearly understand the space.

Staging

Whether your property needs strategic renovations, refined staging, or virtual presentation, HarbourStone provides the support to help it show at its best. From practical pre-sale improvements to thoughtfully styled spaces, our goal is to elevate first impressions and showcase the full potential of your property.

Deep Market Knowledge Across Southern Ontario

HarbourStone Powered by New Street understands the regional drivers that shape commercial value across Durham, Toronto, Peel, York, Halton, Hamilton, and Niagara. We position your property around what matters most: location, traffic, transit, zoning, nearby businesses, amenities, anchor tenants, and future growth.

Production

We transform your commercial listing into a compelling visual narrative that speaks directly to investors, operators, and decision-makers. With Research, Planning & Scriptwriting, 4K Drone Footage, Cinematic Interior Walkthroughs, Professional 4K Photography, Accurate floorplans, Website Designed for Commercial Assets, Matterport tour and so much more, we make sure your listing stands out.

About our new brand - we provide stability

HarbourStone was formed out of a conviction: that real estate required a return to standards. As markets became louder, transactions more complex, and trust more fragile, it became clear that growth without discipline was unsustainable. HarbourStone was created as a house for professionals who believe reputation should compound — not fluctuate.

At its foundation are three non-negotiables: truth, work, and restraint.

- Truth in counsel.
- Work in preparation.
- Restraint in execution.

Our mission is not to be the loudest presence in the market, but the clearest. To guide clients with discernment, to protect them from unnecessary risk, and to steward every transaction with care.

As part of one of the world’s most expansive real estate brokerages, we benefit from global reach and shared intelligence — but our identity remains intentionally human. People lead. The brand supports.

HarbourStone does not exist to create waves. It exists to create stability.

Built on truth. Built to last.

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Preparing Your Commercial Asset for Market

Before your property goes to market, preparation can directly influence buyer confidence, perceived value, negotiation strength, and the speed of a transaction. Commercial buyers, tenants, lenders, and lawyers typically want clarity before they move forward, so the stronger the information package, the smoother the process becomes.

Property Information

Current survey, floorplans, site plan, zoning information, permitted uses, parking details, building size, lot size, access points, and any known easements or restrictions.

Financial Information

Rent roll, income and expense statements, property tax bills, utility costs, insurance costs, maintenance costs, and any recoverable expenses.

Lease & Tenant Details

Copies of leases, amendments, renewal options, deposits, arrears, tenant responsibilities, lease expiry dates, and any special agreements in place.

Building & Operational Records

Recent repairs, capital improvements, service contracts, equipment details, HVAC, roof, electrical, plumbing, environmental reports, and any warranties available.

Market Readiness

Clean common areas, organize mechanical rooms, repair visible deficiencies, prepare vacant units, confirm showing access, and ensure signage, parking, entrances, and loading areas are presentable.

Why It Matters

A prepared seller creates buyer confidence. The more organized the property information is upfront, the easier it becomes to support value, answer objections, reduce delays, and protect negotiation leverage.

Added Values We Bring

Thorough Tenant Verification

We thoroughly vet prospective tenants through financial, background, reference, and risk reviews to help protect your property, reduce vacancy risk, and ensure each tenant is a strong long-term fit.

Business Launch Package

We help businesses succeed beyond the transaction. Every client who leases or buys through us receives the NewStreet Business Launch Package, including Google Business Profile setup, a custom website, and launch marketing support to help their business start strong, gain visibility, and grow with confidence.

Search Engine Visibility

iIn commercial real estate, the right opportunity often begins with search. New Street Media helps your property appear where serious buyers and tenants are actively looking, using targeted Google and Bing campaigns optimized for keywords, intent, and qualified traffic.

Builder, Developer & Business Owner Outreach

Our Ontario database connects your property with qualified tenants, buyers, franchises, builders, developers, investors, and operators, helping us target both occupiers and builders to maximize exposure and deal potential.



The Types of Commercial Buyer & Acquisition Support We Provide

Industrial & Warehouse
From light industrial units to warehouse facilities, we help evaluate functionality, loading access, ceiling heights, logistics routes, zoning, and operational requirements

Builder & Developer Opportunities
We assist builders and developers in identifying properties with redevelopment potential, including land assemblies, infill sites, zoning opportunities, intensification potential, and future growth areas.

Multifamily Residential
We support investors and owners with multifamily acquisition and sale strategies, reviewing income potential, unit mix, expenses, tenant profile, upside, and long-term asset performance.

That's not all; We also cater to

Office & Retail
We help clients buy, sell, and lease office and retail properties by assessing location strength, visibility, traffic, tenant demand, parking, zoning, and long-term business fit.

Business Sales
We help business owners and buyers navigate business sale opportunities, including location, lease structure, operational fit, goodwill, growth potential, and real estate considerations connected to the business.

Land Opportunities
From vacant land to strategic redevelopment parcels, we help clients assess highest and best use, zoning, servicing, access, municipal planning direction, and future value potential.

