HarbourStone

REAL ESTATE TEAM

Powered by New Street

647-360-3335 | shoreview.team
230 Lakeshore Rd E, Mississauga,
ON L5G 1G7

Disclaimer: The information available in this brochure is subject to change without any notice. While every effort has been made to provide the details, particulars, contents and other graphics appearances in this brochure as updated, correct, complete and accurate, nevertheless, inadvertent errors may occur in the information. Further, our website(s) and other advertising and publicity material include artist's impressions indicating the anticipated impressions of appearance of completed development and do not constitute an offer, an invitation to offer and/or commitment of any nature between us and the recipient. The developer and its directors.



Built on Truth. Designed to Last.

HarbourStone was built in response to a shifting market — one where information is everywhere, but discernment is rare. Larger transactions, tighter margins, and increased scrutiny demand more than enthusiasm. They demand advisory skill.

We are a standards-led growth house committed to protecting trust at scale. Every system we build, every listing we position, and every negotiation we enter is anchored in preparation and clarity.

We believe truth without effort is noise — and effort without truth is manipulation.
So we do both.

Our work is deliberate. Our counsel is direct. Our reputation is earned slowly and protected fiercely. Because in a market defined by volatility, restraint becomes a competitive advantage.

Tell the Truth. Do the Work.

HarbourStone
REAL ESTATE TEAM

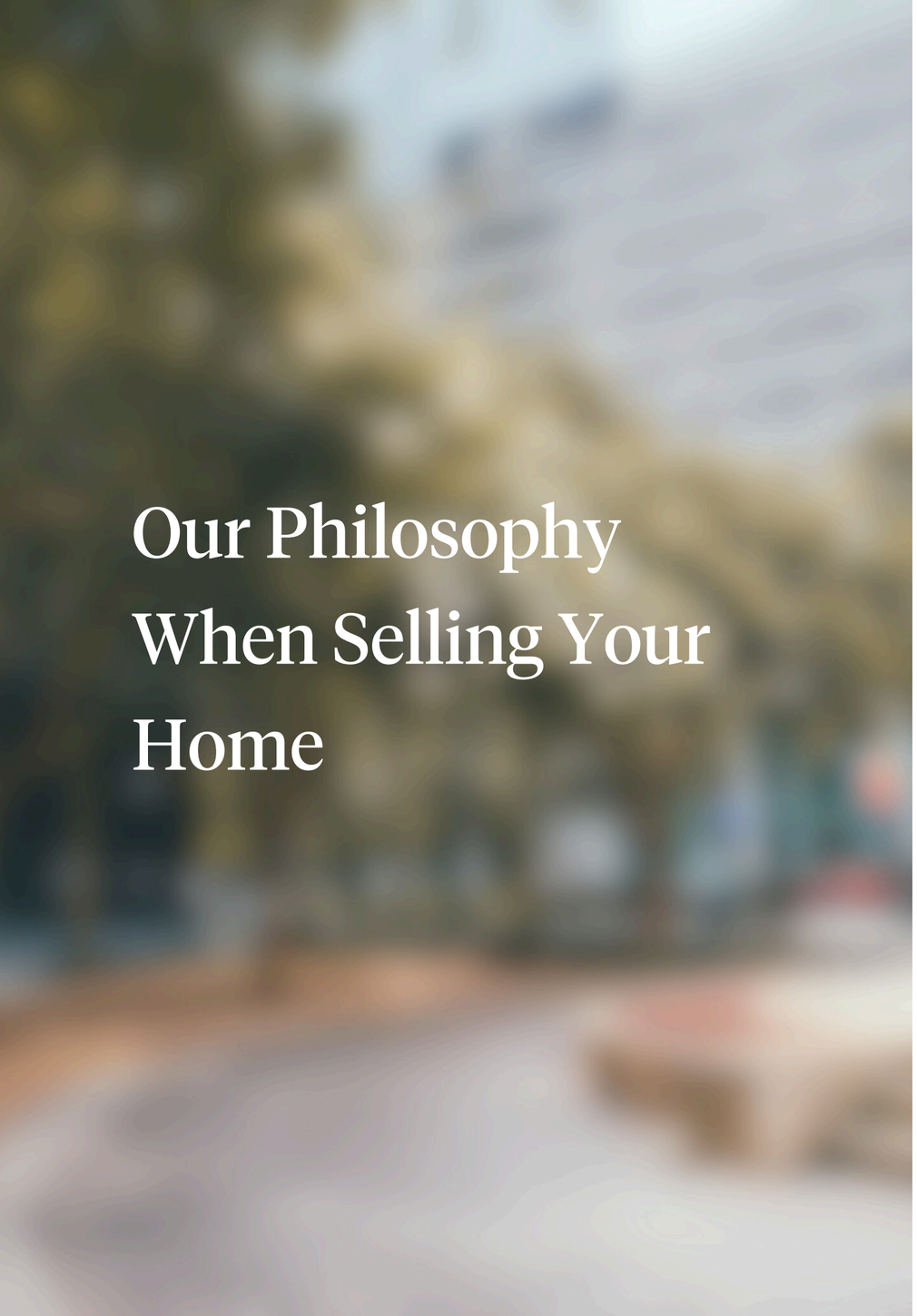
Consumers
We protect your interests above transactions. Every recommendation is filtered through risk, timing, and long-term consequence — not convenience.

Time
We move with intention, not urgency. Preparation up front prevents pressure later.

Transparency
You will know what we know — when we know it. Clear data. Clear strategy. No theatre.

Old School - New
Old-school work ethic. New-school tools.
Relentless preparation supported by intelligent systems.

Results
Outcomes follow standards. When the process is disciplined, results compound.



Our Philosophy When Selling Your Home

We believe real estate is not sales — it is advisory. Larger transactions and tighter margins demand discernment, negotiation skill, and emotional control.

Our philosophy is simple: verify before advising, prepare before listing, and protect reputation at every stage.

We do not rely on hype to create momentum. We rely on clarity to create confidence.

Our Promise When Selling Your Home

When you work with HarbourStone, you receive counsel — not pressure.

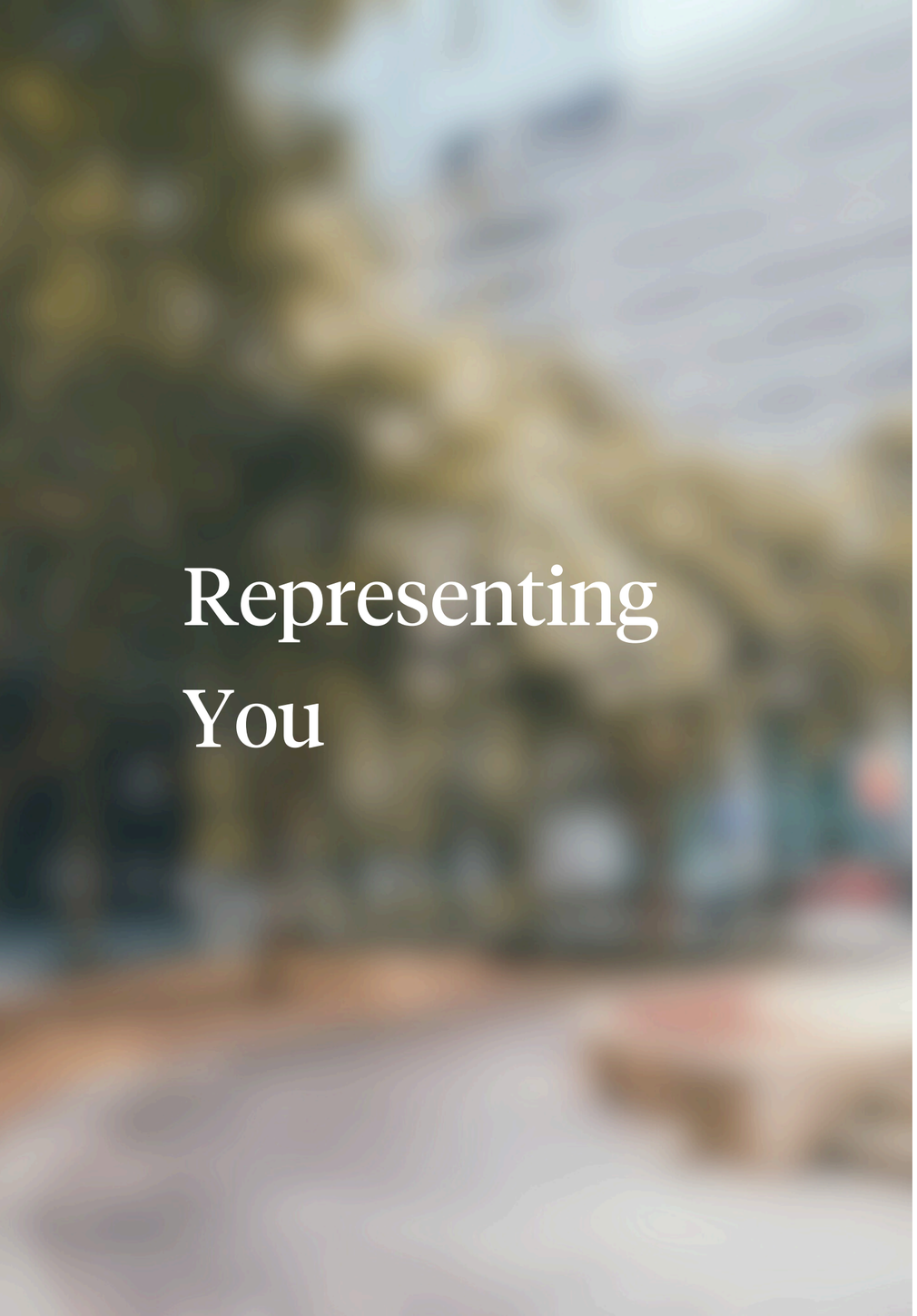
We will tell you what strengthens your position and what weakens it. We will prepare thoroughly, communicate consistently, and act with restraint when others act with noise.

Your trust is the asset we protect first. The sale follows.

What we bring to the table

- Our Team Leaders have helped new home developers market over 8200 houses and condos equal to over $3.8B of real estate
- 200+ transactions last year in 2022 is a testament to our commitment to serving our clients with excellence
- 12 million listing ad impressions for Shoreview & News Street RT and our clients
- Over 150,000 listing video views for Shoreview Powered by New Street RT and our clients
- 400,000 contacts in our database
- Top Producing Team at EXP Realty Inc. Brokerage

HarbourStone
REAL ESTATE TEAM



Representing You

Once a brokerage and a consumer enter into a client relationship, the brokerage must protect the interests of the client.

We must strive for the benefit of the client and must not disclose a clients' confidential information to others.

HarbourStone Real Estaete Team will work in your best interest at all times and negotiate tirelessly to achieve the best results possible in the sale and purchase of your property.

We strive **always** to do the following:

- Be available to you, prospective buyers and agents
- Provide frequent communications and updates
- Always enjoy what we do

What we will do for *you*

- Find you the right buyer
- Negotiate on your behalf
- Handle the paperwork for you
- Smoothly close the agreement

To attract the right buyers to your property,
We strategically position and market your home.

Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates



Above market value

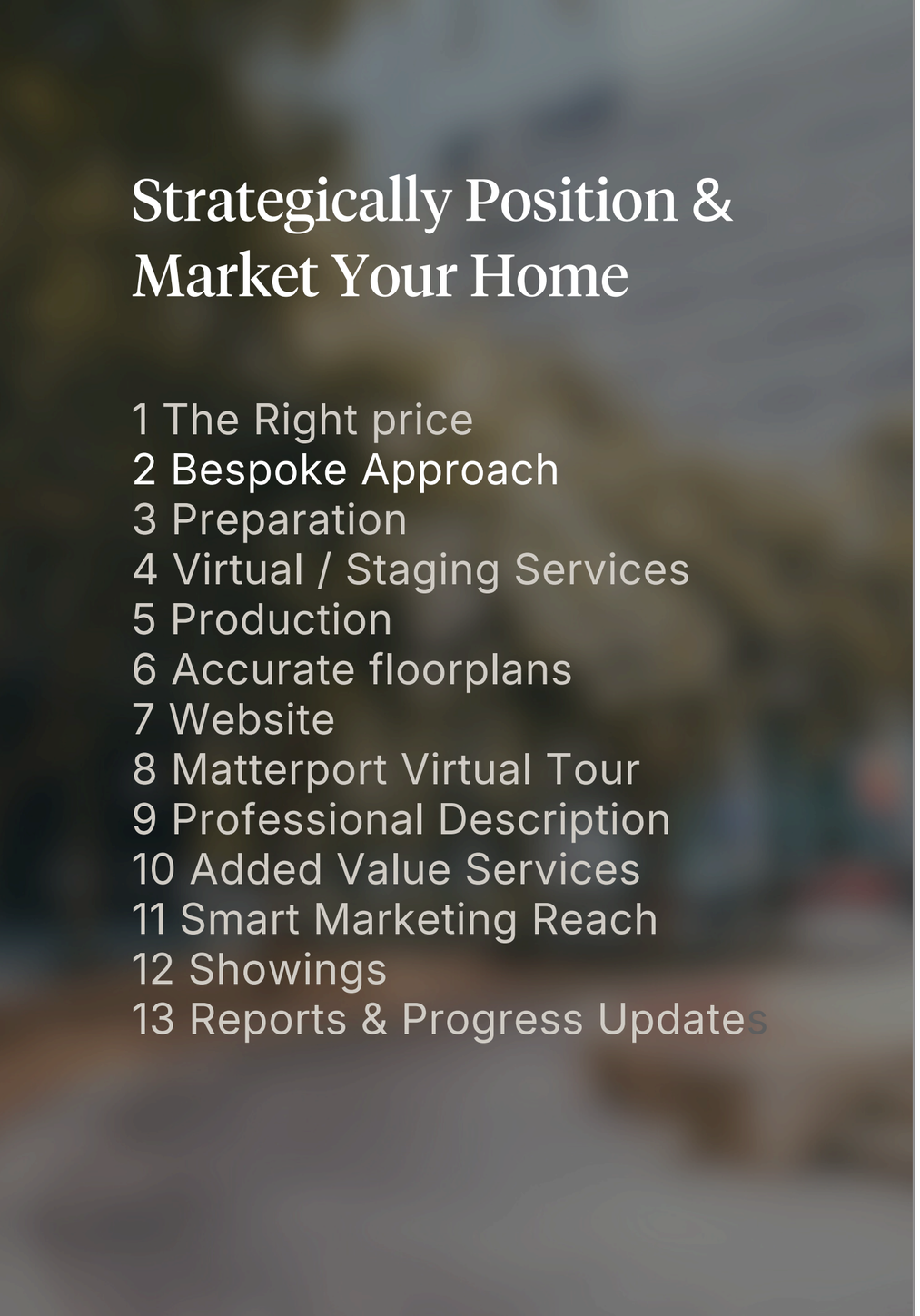
You will dramatically reduce the number of interested buyers and increase the time it takes to sell. Having your property positioned "out of" market value will actually aid in selling your competitors' properties as well as "put off" viable buyers.

Fair market value

Substantially Increases your chances for a faster sale without sacrificing your profits.

Below market value

Implemented in a Seller’s market, specifically to create the highest level of buyer interest and entice a bidding war.



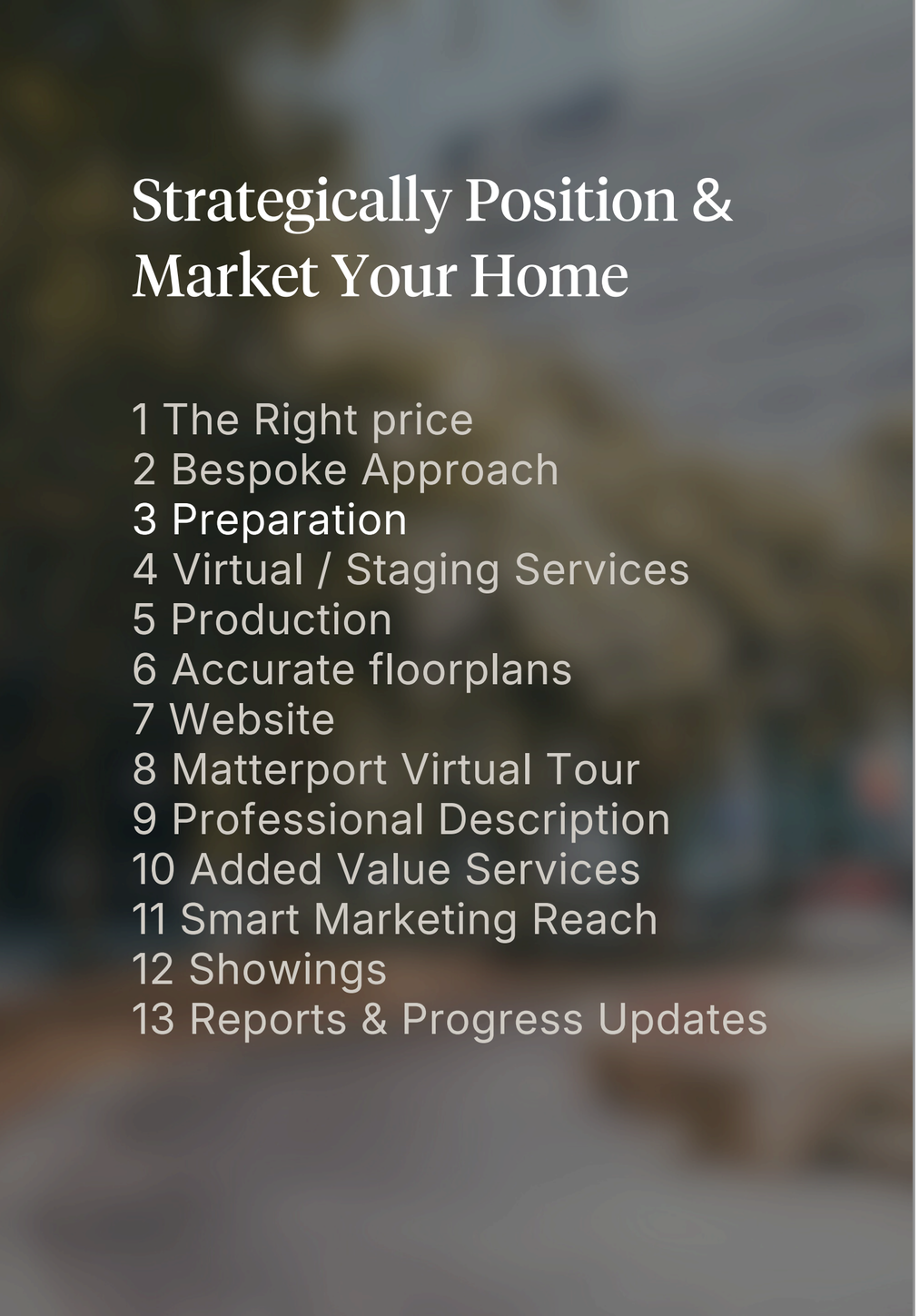
Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

A Strategy Built for Your Property — Not a Template.

No two homes carry the same risk profile, buyer psychology, or timing advantage. Our approach begins with context — neighbourhood data, absorption rates, competitive inventory, and positioning strategy.

From pricing architecture to marketing deployment, every decision is deliberate. Nothing is automated without intention. Nothing is done because “that’s how it’s always been done.”



Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

We Prepare

Before your home reaches the market, we assess buyer psychology, competitive positioning, and first-impression impact. We guide improvements that increase perceived value and remove hesitation.

Our preparation process may include staging consultation, spatial refinement, professional photography planning, and calibrated pricing strategy — all designed to ensure your home enters the market with strength and clarity.
We offer a full range of services, including:

- Pre-listing recommendations
- Listing timeline
- Cleaning
- Virtual Staging
- Floorplan Drawing

Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

Virtual Staging

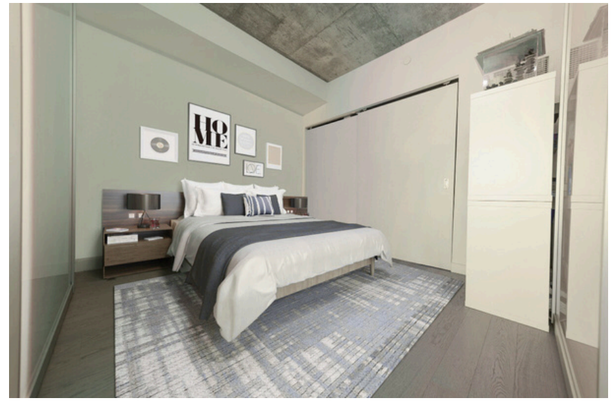
Before





After





Strategically Position & Market Your Home

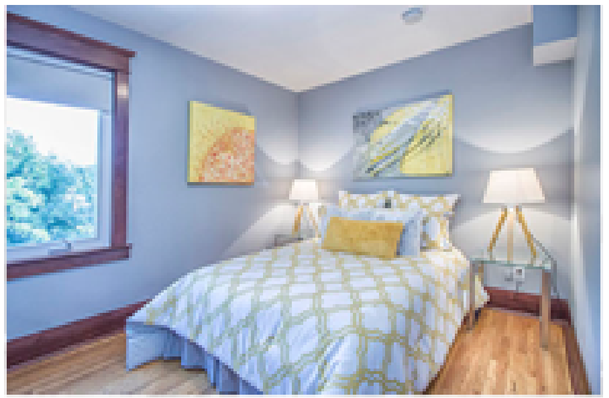
1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

Actual Staging

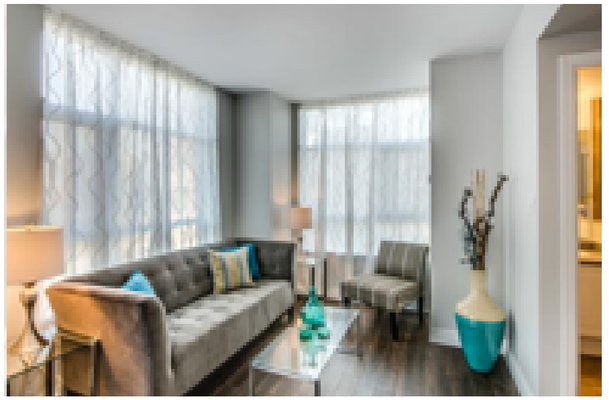
Before



After







Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

HarbourStone turns your property sale into an experience. Soaring aerial shots, sweeping videos; we communicate our passion for real estate and tell a compelling story by using:

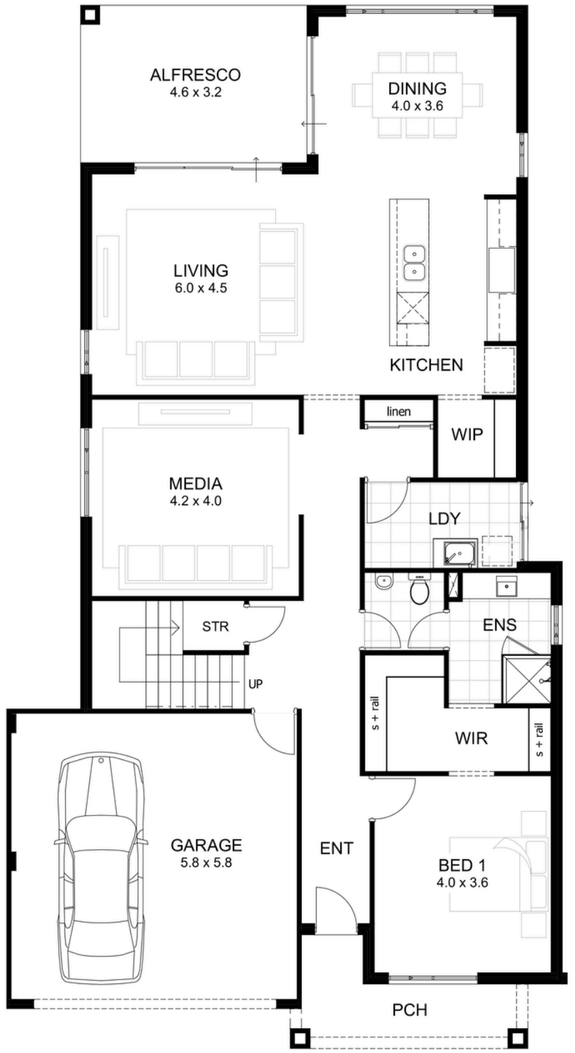
- Research
- Planning & Story Writing
- 4K Drone Video
- 4K Photography
- Stabilization Gimbals for Cinematic Walk-throughs
- Lighting equipment (when needed)
- Audio equipment

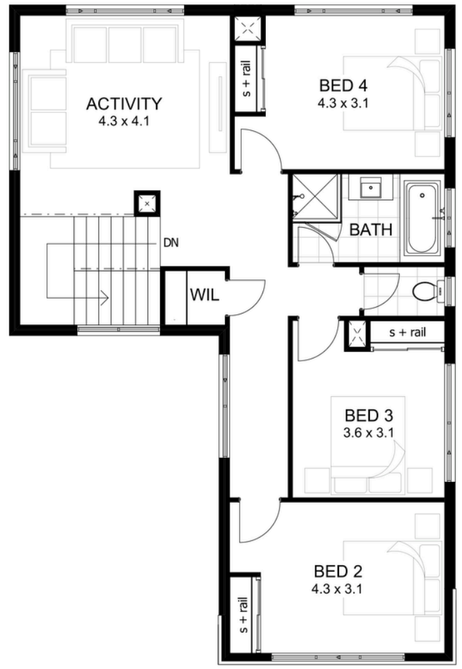
Samples Videos can be found at:

- 18West.ca
- 7Kingspoint.ca
- EnglishMill.ca

Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates





Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

Luxury properties deserve premium treatment. New Street Media has its own digital design and development team that specializes in creating engaging online experiences to entice prospective buyers and agents.

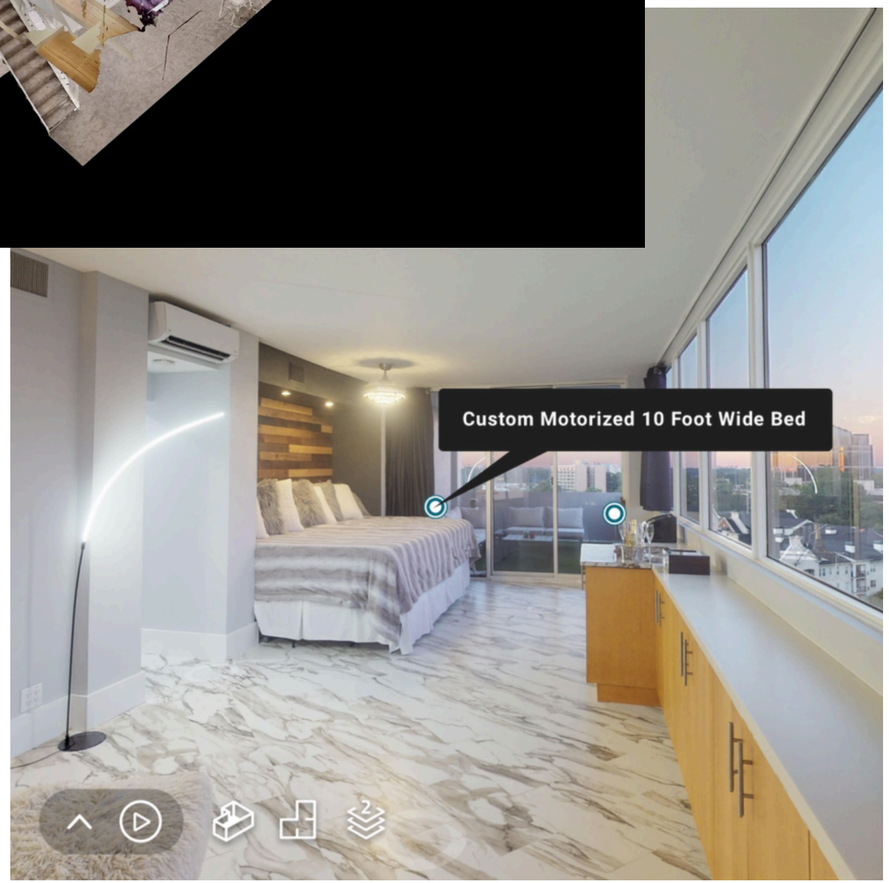


- Custom-designed website
- Optimized for all devices including mobile
- Video and photo galleries
- 360 Views
- Easy Showing Requests

Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates





Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

Beautiful 4-bedroom home in a great area! Updated kitchen, big backyard, close to schools and shopping. Won’t last long!

VS

A refined four-bedroom residence positioned on a quiet, family-oriented street within walking distance to top-ranked schools and daily amenities. The recently updated kitchen anchors the main level with functional flow into a private rear garden designed for both quiet evenings and entertaining. A balanced offering for buyers seeking long-term livability in a stable neighbourhood.

Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

Complimentary Staging Consult - Let our staging partner, provide tips on preparing the home and create a feasible staging plan.

Smart Move - Moving into your new abode doesn’t have to be a headache. Our team helps ensure you connect utilities, change address, get insurance and update your ID.

Donation Drop-Off/Pick-up - Have items you no longer wish to keep, but not time to declutter? We can arrange for the collection of any unwanted items and to drop them at a local charity.

We can also help with arrange

- Declutter & cleaning services
- Professional packing
- Relocation of items on a temporary basis
- Extensive list of vetted trade referrals

New Street Media, our marketing partner has built its reputation on our extensive understanding of the real estate marketing industry. With years of experience helping builders market their new home developments successfully, they now provide each of our properties with a complete suite of unique media services that ensure they are each strategically positioned to stand out in the marketplace.



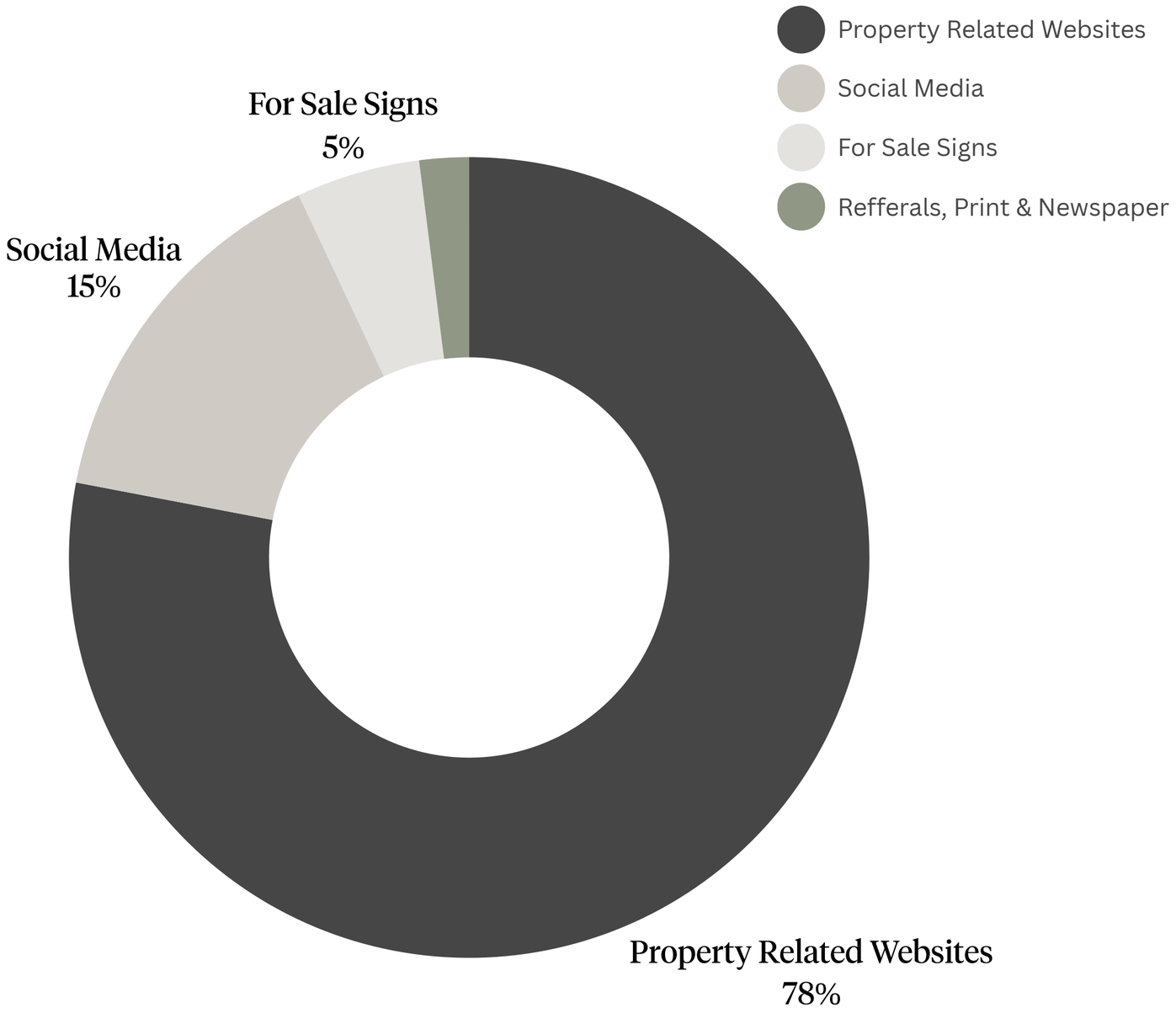
Premium Real Estate Marketing Partner

NEW STREET MEDIA

New Street Media is our sister company and full-service marketing agency.

To Find the Right Buyer for Your Real Estate Asset

we need to know **how** they’re searching



How Buyers are Finding Their Real Estate Assets?

Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

The perfect property is a considered purchase, every option an additional layer of confusion for homebuyers. Instead, we take the smart approach. A targeted media plan supported by real-time data helps us to evaluate the marketing mix best suitable to your listing. From advertisements to open houses, we ensure your listing stands out from the competition. New Street makes it simple for prospective buyers to find and fall in love with your property.

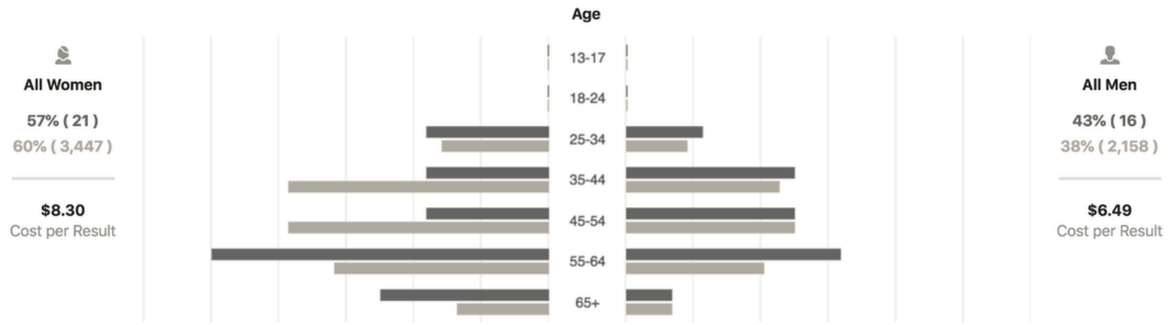
1. Data-drive algorithms
2. Search Engines
3. Social Media
4. Newstreet.ca
5. Direct Mail & Print
6. Guaranteed Reach of 100,000
7. Open Houses
8. Multiple Real Estate Boards
9. Other Marketing Outlets
10. Our Realtor & Buyer Database
11. YouTube & Video Marketing

Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

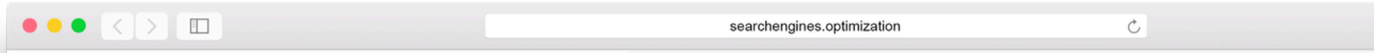
Data-Driven Algorithms

Data is a science and we use it to inform our decisions. With our industry-changing analysis tools, we support all marketing activity with a proven track record. Using demographics, locations, user activity and interests, we can be certain we pair your property with the right buyer.



Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates



Search Engines

Sometimes a new home is only a Google search away.

New Street Media understands how prospective buyers discover their dream property, and we ensure it’s yours.

Using sophisticated technology we manage and optimize multiple campaigns on all major search engines, including Bing and Google to ensure the highest reach and results for each property.

Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

YouTube & Video Marketing

Beautiful properties deserve captivating video. New Street Media harnesses the power of cinematography to showcase properties to prospective buyers through targeted video campaigns.



Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

Social Media

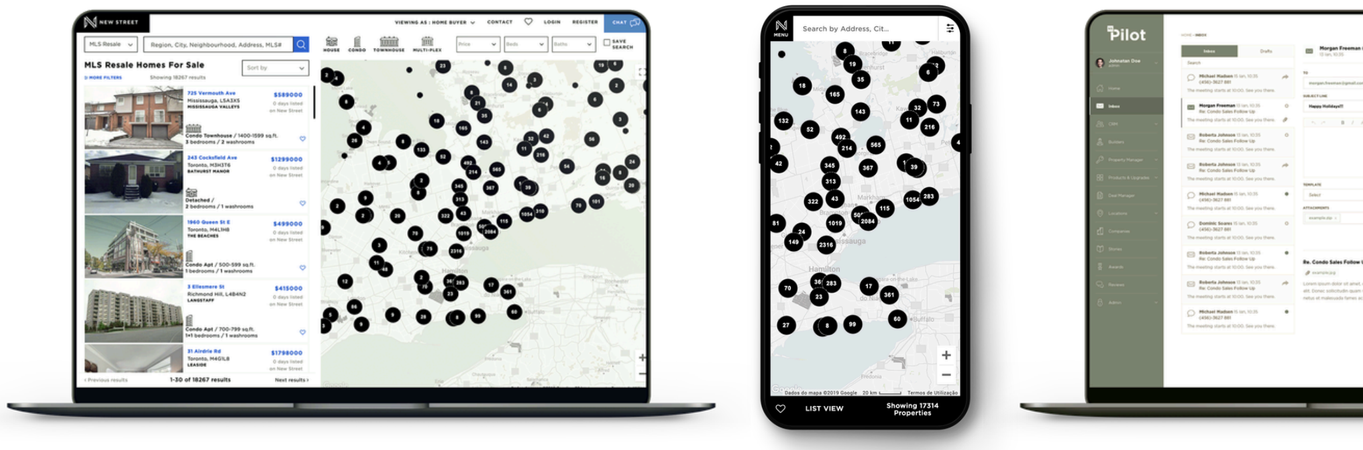
Scroll your way into a new home. New Street Media understands the need to capture prospective buyers in their feeds. Using social-media platforms, such as Instagram and Facebook, we introduce properties to a new wave of homebuyers through advertising and targeted posts.

Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

HarbourStone.co

Be a part of Ontario’s most esteemed luxury residential property website. Prospective buyers will see your featured home listing on one of Ontario’s most user-friendly and complete residential property search website boasting over 20,000 homebuyers per month and growing.



Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

Multiple Real Estate Boards

- Toronto Regional Real Estate Board MLS
- The Oakville, Milton and District Real Estate Board
- Hamilton-Burlington Real Estate Board MLS
- Niagara Association of Realtors
- Durham Region Association of REALTORS®

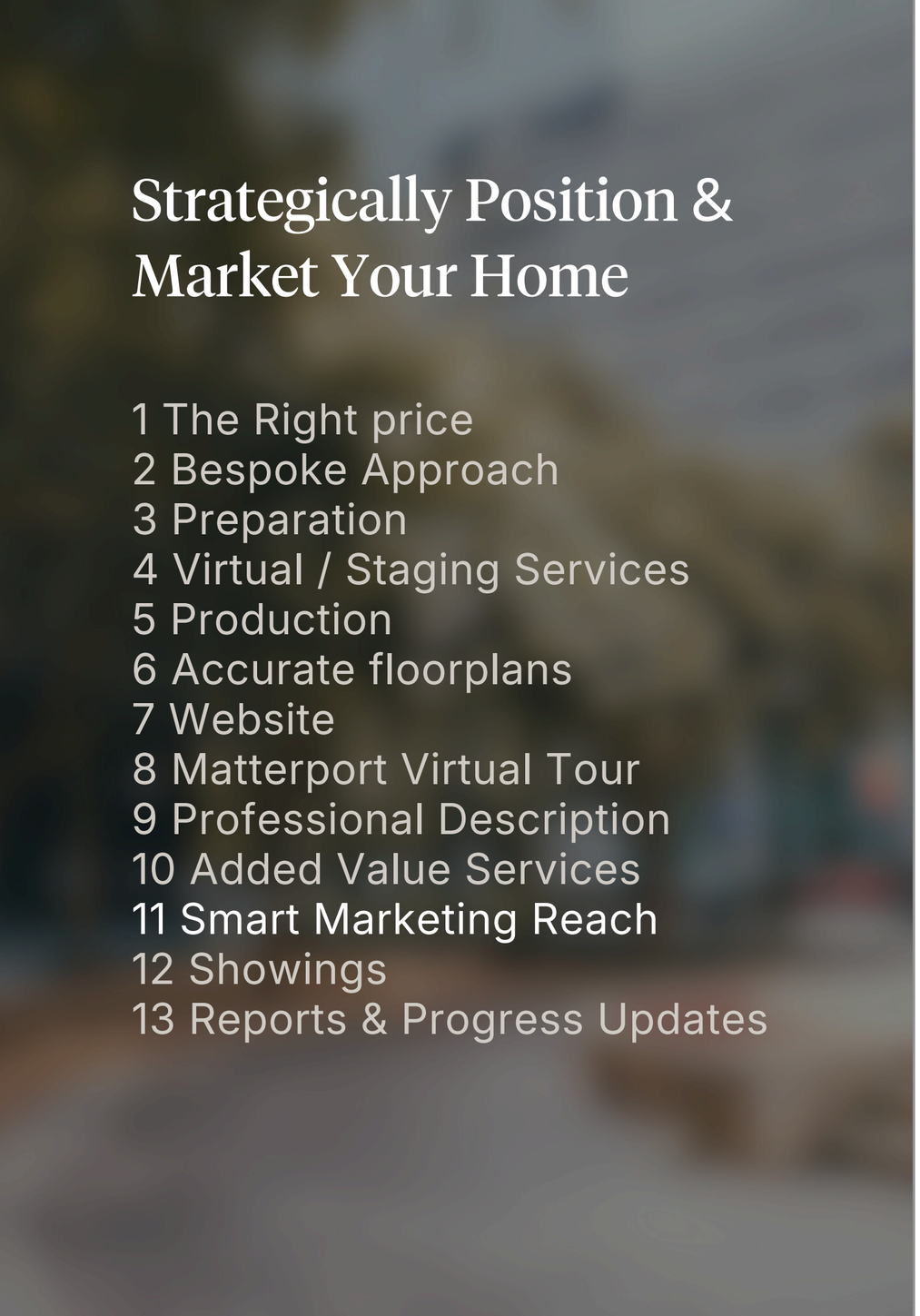
Toronto Regional Real Estate Board

The Oakville, Milton and District Real Estate Board

Niagara Association of REALTORS®

REALTORS® ASSOCIATION of Hamilton-Burlington ~ Since 1921 ~

DURHAM REGION ASSOCIATION OF REALTORS®



Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

Builder/Developer Database Outreach

Due to our experience the in the pre-construction sector and as a Member of the BILD (Building Industry & Land Development Association) we have direct access to hundreds of builders and have build dozens of close relationships

- Custom Home Builders
- Developers
- Real Asset Management Companies
- Renovation Companies
- Investors

Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

Other Marketing Outlets

- Builder contact database (Email & phone)
- Point 2 Homes
- Juwai (Largest Asian real-estate portal)
- Bombardier Experience
- Other luxury real estate magazines and blogs
- Zillow.com
- Realtor.ca and dozens of other real-estate portals

Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

Streamlined Showings

Your home is introduced to the market with structure and control.
All showings are scheduled through a managed system designed to maximize exposure while minimizing disruption to your daily life. You are informed in advance of every request and retain full authority to approve or decline.
When buyer representation is present, we collaborate professionally. When it is not, we accompany and manage the showing directly — ensuring the property is presented with accuracy, context, and composure.
Interest is not manufactured. It is earned through preparation and positioning. Our services include-

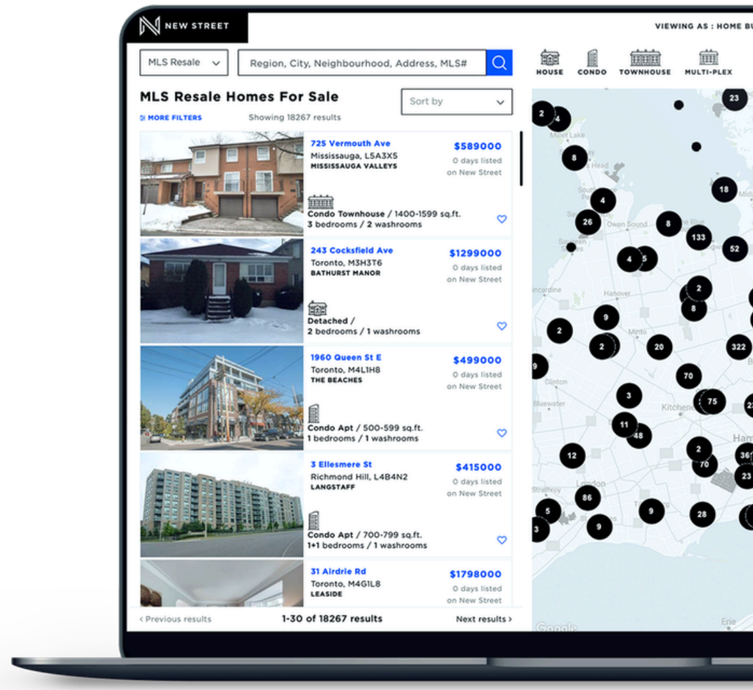
- Call or text showing notifications
- One-click approve/reject showings
- Sturdy for-sale and directional signs

Strategically Position & Market Your Home

1 The Right price
2 Bespoke Approach
3 Preparation
4 Virtual / Staging Services
5 Production
6 Accurate floorplans
7 Website
8 Matterport Virtual Tour
9 Professional Description
10 Added Value Services
11 Smart Marketing Reach
12 Showings
13 Reports & Progress Updates

We provide quantifiable reporting to offer our clients transparency to gauge interest and reach. We'll keep you updated on the following metrics:

- Ad impressions
- Video views
- Emails sent
- Email clicks
- MLS Photo views
- MLS Listing Views
- Website Views
- # of Favorites
- Open House Visits
- Showings
- Prospective Buyer
- Feedback



HarbourStone

REAL ESTATE TEAM

Powered by New Street

We combine advisory experience, disciplined marketing systems, and negotiation precision to position your property for maximum value — without unnecessary friction.

Our commitment is not loud. It is consistent.

Through a structured process and a trusted network of vetted specialists, we manage each stage of the transaction with care, discretion, and accountability — ensuring your experience is steady, informed, and seamless from start to finish.