

The logo for SO & Co. features the letters 'SO' stacked above 'Co.' in a white, sans-serif font. A small yellow square is positioned at the bottom right of the 'o' in 'Co.'.

The smart
approach to
buying.

Let's Talk.

Questions? askSO.
416.205.0355
askSO@SOandCo.ca
www. SOandCo.ca

The Royal LePage logo consists of a horizontal bar with a series of vertical lines of varying heights, creating a stylized 'R' shape.

Signature Realty
IND. OWNED & OPERATED BROKERAGE



Our motto is
“Let’s talk” but we
certainly don’t do all
the talking. We take
the time to sit down
with you and give
you the personal
service and attention
you deserve.

Customer service is
our first priority.

askSO.

Meet the team.



Vanessa Copeland*



Sohail Mansoor**



Danielle Demerino*



Anne Pezzack*



Jennifer Reyes*



Shawn Beard*



Torrie Li
Client Care Manager.



Samantha Serrer
Marketing Manager.



Britt Huggins
Digital Marketing + Media Manager

** Broker

* Sales Representative

Not like the other guys.

Vanessa Copeland

Sales Representative.

Licensed since 2016, Vanessa came into the world of real estate with a background in public relations and digital marketing. As a strategic communicator with fine attention to detail, she is a natural when it comes to navigating buyers and sellers through Toronto's ever-changing real estate market.

This powerful combo makes her the ideal partner for finding the perfect downtown digs, staging any property to attract the right buyers, and negotiating the best price on your behalf.

Sohail Mansoor

Broker.

Sohail loves helping people find homes, sell their properties, and make smart investments. His clients love his laid-back personality, personal approach and unbeatable real estate knowledge.

He knows the city (and 'burbs) like few others. A self-professed workaholic, he's smart, responsive – and maybe a little bit obsessive. If you send him an email at 10pm, chances are, you'll get a reply right away.

Sohail is in the top 2% of agents in Canada. His insights and opinions are often cited in the media and his sales achievements have made headlines. He has received numerous awards including the Royal LePage Lifetime Award of Excellence for exceptional sales achievements between 2006-2020.

“Great things
in business
are never
done by one
person. They're
done by a team
of people.”

Steve Jobs

Torrie Li

Client Care Manager.

Torrie is the Client Care Manager for the SO&Co. team – and essentially the quarterback of the operation. She's the one that ensures that all the details are looked after – that no stone is left unturned when it comes to any and every part of the process for our clients. From coordinating marketing efforts, to scheduling trades, Torrie is there to help.

Samantha Serrer

Marketing Manager.

Sam is the SO&Co. Team's marketing manager. She oversees the social pages, plans ad campaigns and fills up our blog.

Sam has worked in real estate marketing on the brokerage side for six years as a graphic designer and studio manager, and brings her eye for design and knowledge of the industry to the SO&Co. Team. Passionate about typography and design research, Sam is excited to keep on top of online marketing trends and curate the SO&Co. aesthetic.

Britt Huggins

Digital Marketing + Media Manager.

She handles video editing, newsletters, blogging and website properties. She has been involved in Digital Marketing since 2005 and the real estate space since 2017. She gained many skills over the years of working at a digital marketing agency by working her way up from office manager to director of client experience. Her main goal is to get the job done right and on time!

Passionate about websites and their rankings, she spends many hours learning how to keep on top of the search engine trends.

Our Objectives.

- **Create a stress-free experience**
- **Eliminate risks and liabilities**
- **Negotiate the best price and terms**



Our Philosophy.



This is what separates us.

We listen.

Our motto is “Let’s talk” but we certainly don’t do all the talking. We take the time to sit down with you and give you the personal service and attention you deserve. Customer service is our first priority.

We’re connected.

We are committed to being experts in all things real estate. That means staying up-to-date with market trends, statistics, current laws, regulations, and cases that affect the real estate industry – and we use this information to give you the right advice.

We tell it like it is.

If a house isn’t worth the asking price (or the price you’re willing to pay for it), we’ll tell you. And if we think you’re asking too much for yours in a slow market, we’ll share our expertise with you on that as well.

We’re low pressure.

Pushy isn’t our style. Our approach is casual yet professional, friendly and accommodating. (Unless, of course, we need to be a bit more aggressive on your behalf).

We’re hands on.

We’re not one of those Toronto mega real estate teams where you think you’re hiring the big name and get shunted off to a newbie. We handle things personally. Guaranteed.

We respect other agents. And they respect us too.

Over the years, we’ve built positive relationships with many other agents. They know we’re professional and capable – which can go a long way when an offer’s on the table.

We go above and beyond (and then some).

We do everything we can to make the experience great. Showings on short notice? No problem. Need help picking colours for your new place? We’ll arrange a consultation with an expert. Ready to celebrate your new home? We’ll bring the bubbly.

Let's Talk.

1.

Let's Talk.

Tell us what you're looking for – we're listening. We'll start off by sitting down and discussing your objectives, preferred neighbourhoods, timelines and more. Are you a renter thinking about putting down roots? We'll go over the pros and cons of all the options. Are you curious about the future potential of a neighbourhood? Don't know whether to buy first or sell first? We'll advise you on that too by analyzing the market conditions.

Things to consider.

- **Location/Boundaries**
- **Price Range**
- **Timeline**
- **Needs**
- **Wants**
- **Minimum Size**
- **Special Requirements**
- **Old vs New (Renovated vs. Fixer-upper)**

Build Your Team.

2.

Build Your Team

We will help connect you with the right people to make the process as smooth as possible

Getting your ducks in a row early means you won't end up scrambling when you find the property you want to buy.

The roster

Mortgage Broker.

Work with a mortgage broker or specialist. Front line staff at the branch level of a bank may not have in-depth knowledge about the market.

Going in firm:

Assess your 'pre-approval'. Did the bank or broker simply enter information you provided or did they check the documents and consult the underwriter? Avoid surprises.

Lawyer.

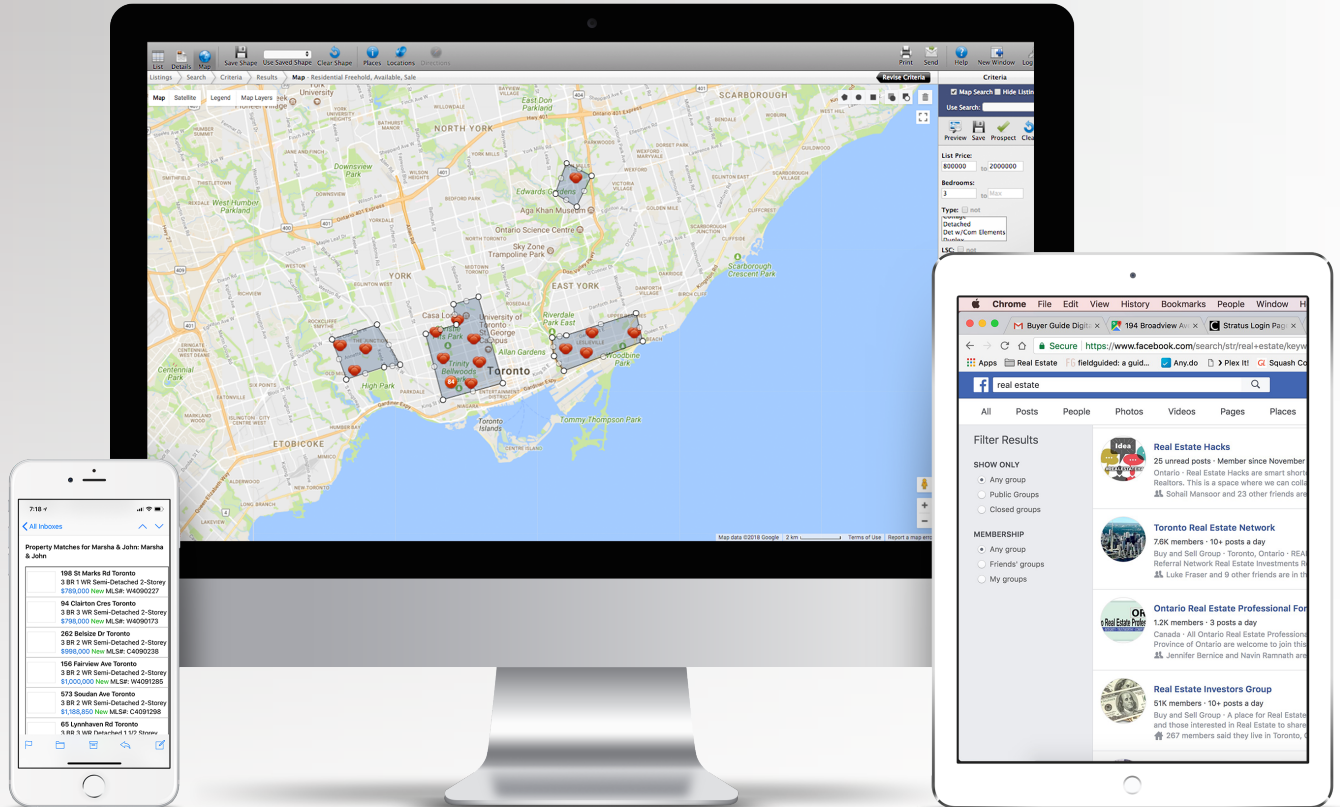
Lawyers are a dime a dozen. Or are they? Any lawyer can close a simple transaction. But when issues arise (and sometimes they do) it's important to have a lawyer that's experienced, knowledgeable, and accessible.

If buying a condo, it's critical to work with a lawyer that has experience reviewing status certificates and can provide advice and insight.

Home Inspector

A good home inspector can provide peace of mind when you're buying. We work with professionals that will check for things such as out-dated electrical and plumbing, termites, asbestos, mould, water damage and structural issues...just to name a few.

Buyer Toolbox

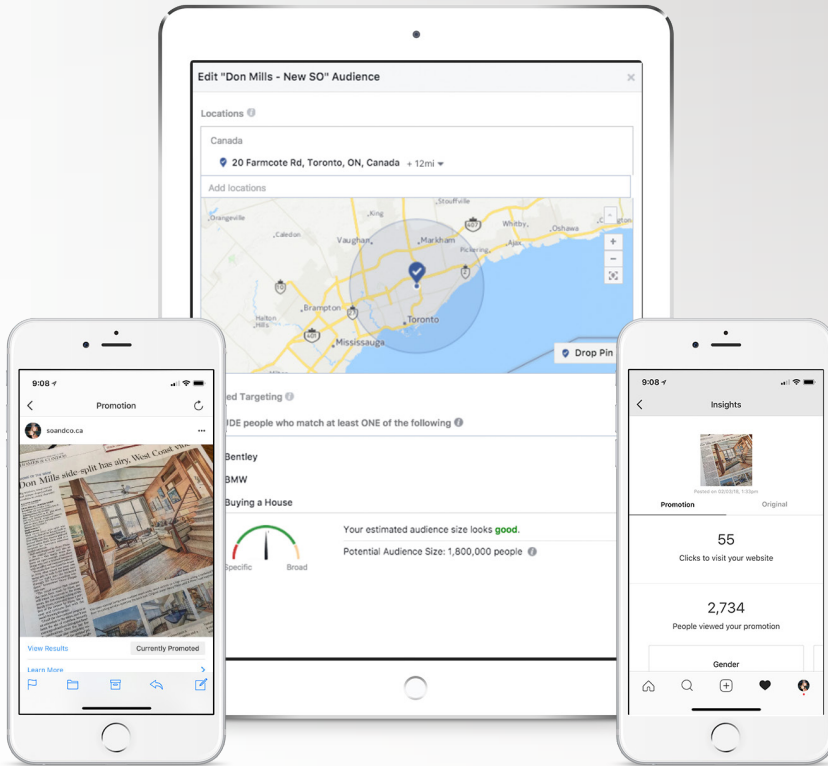


3.

Buyer Toolbox

We will set up a Listing Alert tailored to your preferences to ensure that you're the first to see new listings as they are posted. Choose from daily, hourly or instant alerts. We have all the tools you need to make the home search process efficient – and fun!

Buyer Marketing



Buyer Marketing

We can create, design and implement a targeted marketing plan using print and social media for our buyer clients. We also proactively search for off-market opportunities through our networking spheres.



Show and Tell.



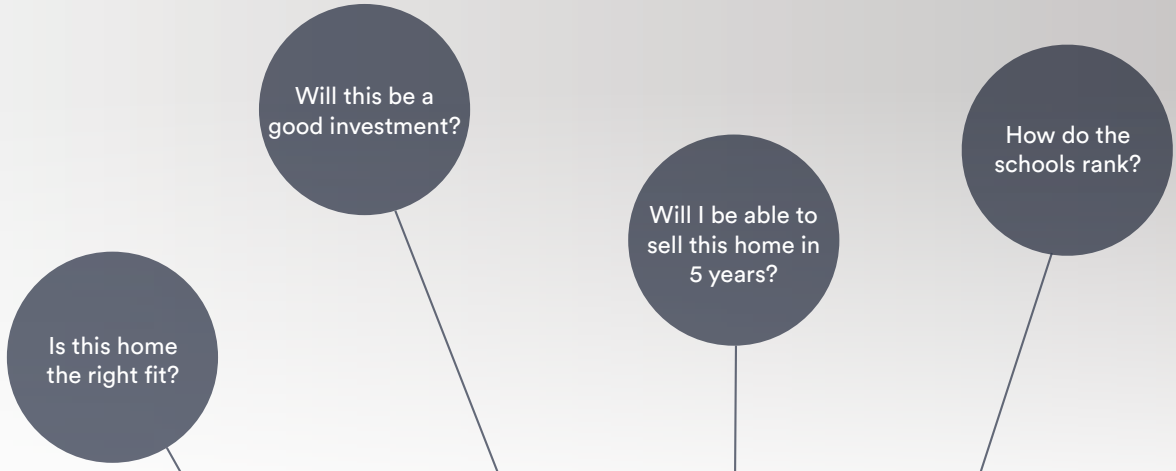
4.

Show and Tell

When it's time to hit the road, we prequalify the listings you'll like, and set up showings at times that work for you. We don't just show homes – we analyze, offer feedback, and give our unbiased opinion. We've seen thousands of properties, so we can look past great staging to point out the deficiencies – and we can also see beyond outdated finishes and see future potential.



Honest Analysis



5.

Honest Analysis

When you've found a property you like, it's time to take a closer look. We will review comparable sales, give you detailed feedback, see if it meets your needs and figure out its long-term potential. Our goal is to ensure that any decision to buy is an informed one.

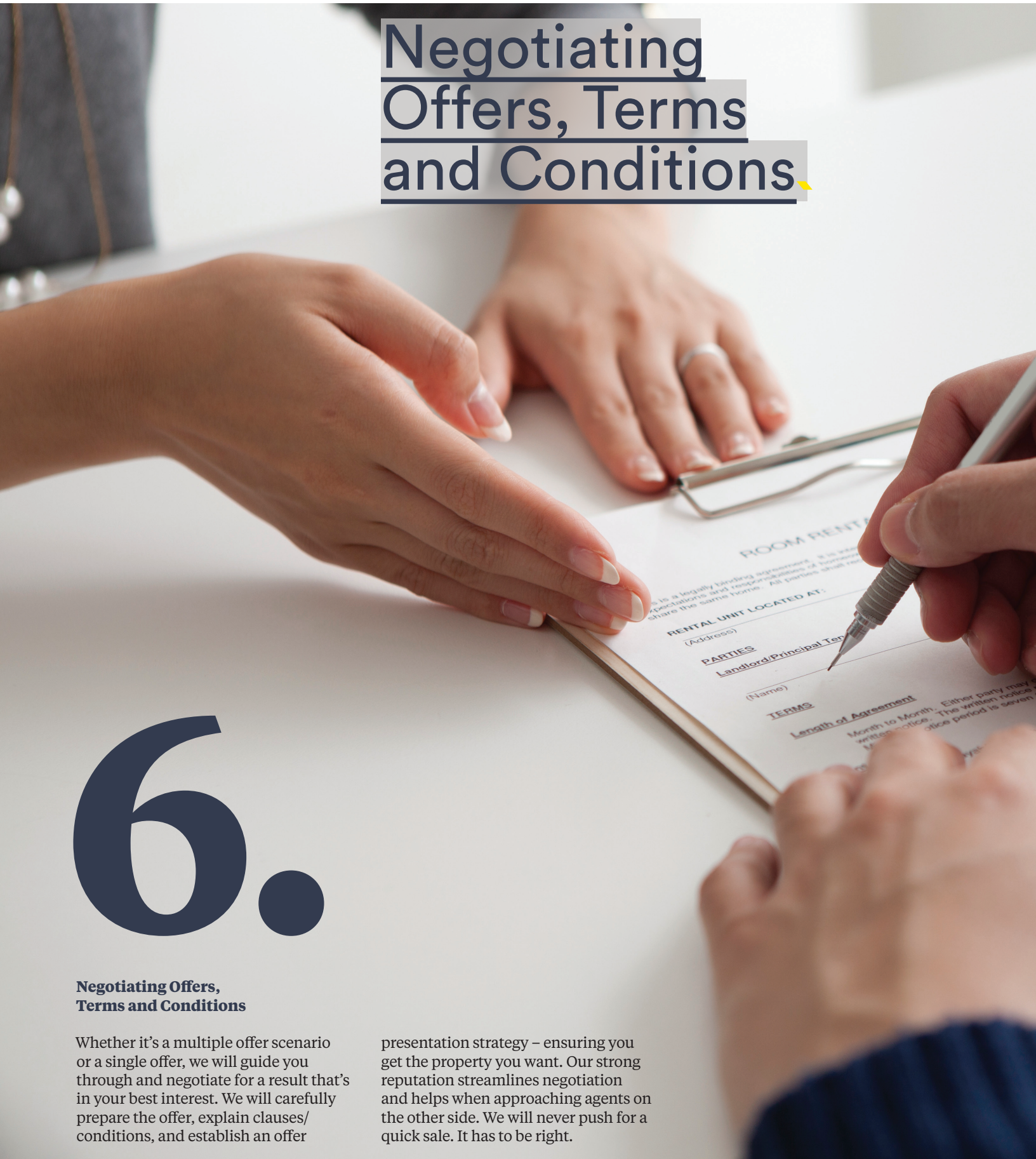
Negotiating Offers, Terms and Conditions.

6.

Negotiating Offers, Terms and Conditions

Whether it's a multiple offer scenario or a single offer, we will guide you through and negotiate for a result that's in your best interest. We will carefully prepare the offer, explain clauses/conditions, and establish an offer

presentation strategy – ensuring you get the property you want. Our strong reputation streamlines negotiation and helps when approaching agents on the other side. We will never push for a quick sale. It has to be right.



Closing.

7.

Closing

Once the deal is firm, we keep working. We process the paperwork, send it to the lawyers, the bank, and make sure everything goes smoothly right up until the closing date. If anything unexpected comes up, we're on it (and we're not afraid to roll up our sleeves).

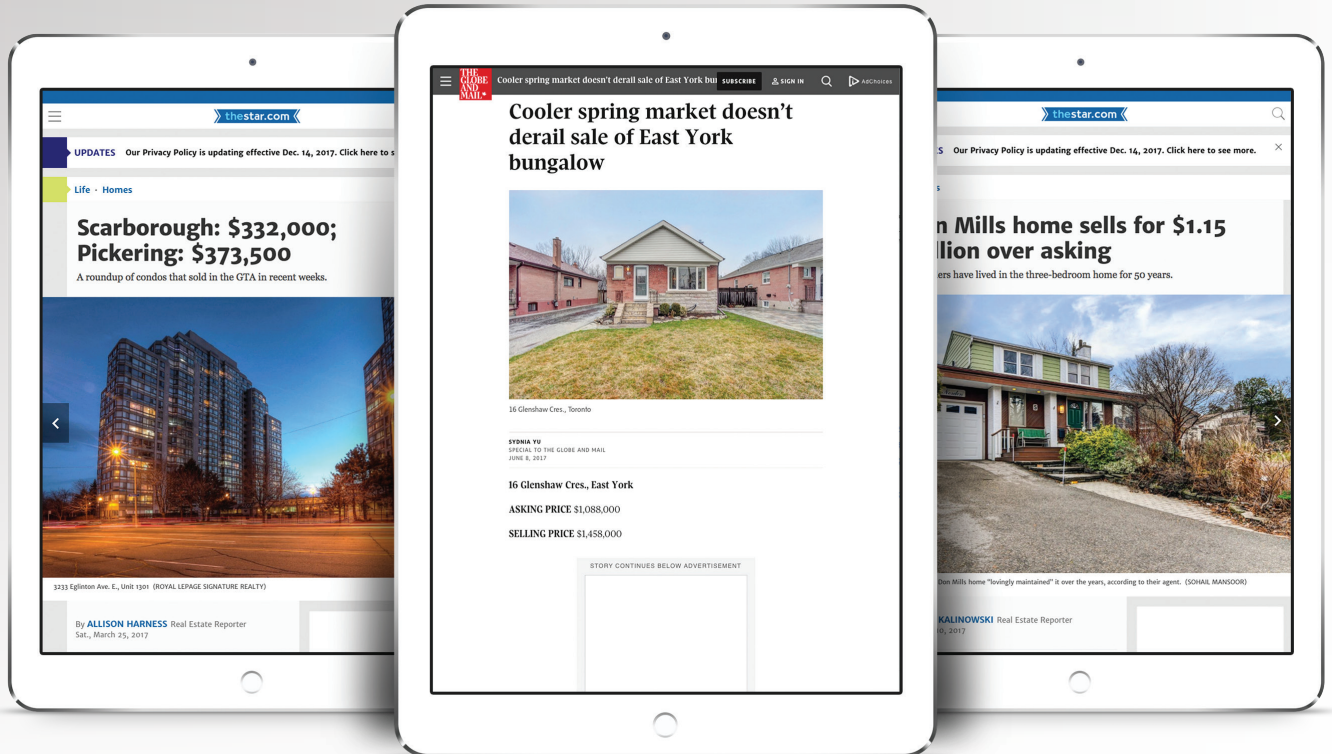


Dollars and Sense.

It's smart to plan ahead for the expenses related to buying a property. You'll want to keep some funds set aside to take care of:

Deposit (due at signing)	Generally 5% of the purchase price.
Down payment (due at closing)	The balance of the funds you're putting down, less the deposit.
Legal fees (due at closing)	Starting from approximately \$1200, including Title Insurance.
Closing Adjustments (due at closing)	This includes property taxes and utilities that will be adjusted and balanced to the exact closing date.
Land transfer tax (due at closing)	Calculated using a sliding scale based on the purchase price of the property. Remember that there may be provincial and municipal (Toronto) land transfer taxes.
Appraisal fee (due before closing)	Generally covered by the lender or mortgage broker. Approximately \$300-500.
Home inspection fee (due before closing)	Typical home inspections range between \$400-600. Specialized inspections (termites, swimming pool, fireplace, etc.) can vary.
Moving costs (due at closing)	Professional movers within the city start at approximately \$90/hr with 4-hour minimum. Prices can vary based on distance, storage needs.

In The News



In The News

Opinions & Insight
Trusted By The Media

Over the years, we have made headlines with our sales achievements. We have become a trusted source for the media thanks to our commitment to staying up-to-date with market activity, trends, statistics, laws, regulations, and cases that affect the real estate industry. We use this in-depth knowledge to give you the right advice and avoid potential costly pitfalls.

Giving Back.



Giving Back

The Royal LePage motto is “Helping you is what we do.” For us, that goes beyond buying and selling to doing what we can for people in the community. That’s why we donate a percentage of every commission to the Royal LePage Shelter Foundation, make regular contributions to Sick Kids, and support other causes close to our hearts.

The Royal LePage Shelter Foundation

Established by Royal LePage Canada to combat violence in the home, the Shelter Foundation supports women’s shelters across Canada, and fosters education and prevention programs to help make domestic violence a thing of the past.

Royal LePage Realtors® and brokers have raised more than \$11 million dollars for the Foundation, all of which has been channeled back into the local community. Royal LePage Canada underwrites 100% of the Foundation’s administrative and operational costs, so every penny raised goes to help those in need.



Rave Reviews.



Rave Reviews

“Sohail Mansoor is an absolute pleasure to work with. Working at over 3 different real estate offices, I have met and worked with many different real estate agents. Sohail is extremely down to earth, honest, helpful, easy going and most of all very kind. I have referred my friends and family to Sohail and everyone agrees that he is a great person and real estate agent. Searching for a new home or selling your home can be stressful, and I’ve witnessed Sohail minimizing the stresses of his clients, without being pushy or dishonest.”

— Jenna Olden-Minchella

“I would never make a move in Toronto real estate without Sohail Mansoor. His knowledge and expertise in the market is unsurpassed. His market metrics and strategy paid off, as I got more than I ever thought I would get. Not only does he have a great bedside manner, but is also the consummate professional when it comes to getting the most for your property. Sohail will be my real estate agent for life!”

— Brian Roberts

“Expertise, patience, and attention to detail are some of the great qualities you can expect as a client of Anne Pezzack. Her end-to-end sales support was wonderful and she had my best interest in mind by making sure I was armed with all the knowledge I required from deciding on a neighbourhood to making an offer. Anne also didn’t hesitate in highlighting all factors whether positive or negative that I may not have considered in making one of the most important decisions in my life. Needless to say, I can not be happier to have that kind of support and that made me confident in my purchase. I will definitely recommend Anne to any prospective buyer.”

— Annie L.

“Shawn is a rock star of an realtor. He went over and beyond my expectations (and I have very high expectations!). By the time we started working with Shawn, we had already gone through 2 realtors in our journey to find the perfect house. Not only is he really nice and friendly, but more importantly he is really good at his job. He is knowledgeable, thorough, responsive and great at anticipating needs. I can’t tell you how often he’d email with information that we wanted before we even gotten to asking for them. He provided us with the information and guidance to be confident in our decisions. And once our offer was accepted, helped line up the home inspection. In the end we ended up with a house we are ecstatic about. I can’t recommend him enough!”

— Linda Wang-Martin

“Sohail Mansoor recently sold my condominium in Toronto which has to happen quickly due to a work relocation from Toronto to Vancouver. He gave great advice on preparing my property for sale and brought in his team to execute a beautiful and professional staging to show my property in the way it deserved.

If you are listing a property or are searching for a property in the GTA, he knows the market inherently well and I wouldn't hesitate for one second to recommend him. You're in good hands if you are working with Sohail Mansoor!”

— Robert Glen

“In helping us search for our first detached home, Joelle was just amazing. She mentally prepared us for the Toronto market and told us what to expect as we had zero experience with bidding wars. Even though she warned us the market moves a lot quicker than we do and we quickly became frustrated. We had even contemplated putting in offers for houses that we did not truly want but we just wanted to get something. Other agents would jump at the chance to just get the deal done. Thankfully Joelle is not one of those pushy agents and talked us out of making what would have been a big mistake. In the end we found the perfect home for us in a great neighbourhood. It is very rare to find an agent that is patient and truly cares about finding you a home and not just a house.”

— Hayden Wong

“When the time came to sell our family home of fifty-seven years, we met with several agents in order to find someone who had a sympathetic yet realistic vision for the property, a flare for marketing, and a fierce commitment to secure the best outcome.

From the very start, Sohail impressed us as a person with tremendous energy and integrity, a solid knowledge and genuine enthusiasm for the real estate market, and a very easy-going yet thoroughly engaged style. We never regretted our decision to work with him.

Sohail had a respect for the house as a home and, in helping us get it ready for listing, displayed a wonderful sense of style. He has a tremendous team working with him behind the scenes, from painters and floorers to stagers. We were so pleased with the result: a completely refreshed interior with its own identity.

Above all, Sohail was a dream to work with: easy to contact, and easy to talk with. He always made the time to speak with us, to explain every step of the selling process, and offer advice based on the ever-evolving market. He is calm, pleasant, and funny. He made what could have been a very stressful process seamless from beginning to end. We cannot imagine working with anyone else.”

— Linda Eerme

Buyer Questionnaire

Finding the ideal home is no easy task. For some, a home must perfectly match a long list of criteria to make the cut. For others, “I’ll know it when I see it” takes precedence over any specific criteria. Even when it may seem like you are looking for a needle in a haystack, there are typically some basic parameters that can help us narrow the search. The questionnaire below is designed to help us most efficiently find your ideal home.

Essentials

What type of home are you looking for?	<input type="checkbox"/> Detached <input type="checkbox"/> Semi-detached <input type="checkbox"/> Townhouse <input type="checkbox"/> Condo townhouse <input type="checkbox"/> Condo apartment <input type="checkbox"/> Investment property
Do you have a preferred style?	<input type="checkbox"/> Bungalow <input type="checkbox"/> Split Level <input type="checkbox"/> Two-Storey <input type="checkbox"/> Duplex <input type="checkbox"/> Loft <input type="checkbox"/> Multi-Unit
How many bedrooms do you need?	<input type="checkbox"/> 1 <input type="checkbox"/> 4 <input type="checkbox"/> 2 <input type="checkbox"/> 5+ <input type="checkbox"/> 3
How many bathrooms do you need?	<input type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 4+
Do you need parking?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Doesn't Matter <input type="checkbox"/> Specific Requirement (i.e. underground parking, two car garage) _____
Timeline – in an ideal world, when would you like to move?	<input type="checkbox"/> Immediately <input type="checkbox"/> 6-12 months <input type="checkbox"/> 1-3 months <input type="checkbox"/> Probably Never <input type="checkbox"/> 3-6 months
Have you been pre-approved for a mortgage?	<input type="checkbox"/> Yes <input type="checkbox"/> No We can recommend a few mortgage brokers and specialists that can help.
Features	
What is most important to you?	<input type="checkbox"/> Kitchen <input type="checkbox"/> Bathrooms <input type="checkbox"/> Appliances <input type="checkbox"/> Family Room/Rec Room <input type="checkbox"/> Finished basement <input type="checkbox"/> Building or neighbourhood amenities <input type="checkbox"/> Other: _____

<p>What is on your wish list?</p>	<p> <input type="checkbox"/> Main/2nd floor laundry <input type="checkbox"/> Home office <input type="checkbox"/> Garage <input type="checkbox"/> Basement apartment <input type="checkbox"/> Storage space <input type="checkbox"/> Big backyard, terrace or balcony <input type="checkbox"/> Other: _____ </p>
<p>Are you willing to consider homes that require updating/renovation?</p>	<p> <input type="checkbox"/> Yes <input type="checkbox"/> Yes, if cosmetic updates only <input type="checkbox"/> Not sure <input type="checkbox"/> No, I want something move in ready </p>
<p>Location</p>	
<p>Do you have a defined search area?</p>	<p> <input type="checkbox"/> No, open to looking <input type="checkbox"/> Yes, must be in a certain area <input type="checkbox"/> Please advise N-S-E-W boundaries: _____ _____ </p>
<p>Where do you work?</p>	<p><input type="checkbox"/> Address: _____</p>
<p>What are you looking for in a neighbourhood? Close to:</p>	<p> <input type="checkbox"/> Schools <input type="checkbox"/> Parks and trails <input type="checkbox"/> Transit <input type="checkbox"/> Highways <input type="checkbox"/> Shopping <input type="checkbox"/> Hospitals <input type="checkbox"/> Place of work <input type="checkbox"/> Restaurants <input type="checkbox"/> Entertainment/Nightlife </p>
<p>Are there any important location factors?</p>	<p> <input type="checkbox"/> Swimming pool <input type="checkbox"/> Backing onto a park or ravine <input type="checkbox"/> Away from major streets <input type="checkbox"/> Other: _____ </p>
<p>Goals</p>	
<p>How long do you expect to live here/own this property?</p>	<p> <input type="checkbox"/> 0-2 years <input type="checkbox"/> 5-10 years <input type="checkbox"/> 3-5 years <input type="checkbox"/> Forever </p>
<p>Who are you sharing this home with and what are their needs?</p>	<p>(Example: in-law or nanny suite, fenced yard for pets, etc.)</p>
<p>How much do you want to invest beyond the purchase price in terms of financial or sweat equity, if you can't find all the features you want?</p>	
<p>Have you heard of the Purchase Plus Improvement Program?</p>	<p> <input type="checkbox"/> Yes <input type="checkbox"/> No </p>



Let's Talk.



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Sales Representative



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Broker



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Not intended to solicit those currently under contract with another brokerage.