

# TOP AGENT MAGAZINE

## YVONNE HUH, BROKER, SENIOR VICE PRESIDENT, SALES

Toronto REALTOR® Yvonne Huh knows much more about homes than their list price and square footage. After nearly 20 years in the industry, she can explain if and why houses are well priced or mispriced. She can even explain why prices are usually higher on the west side of town. “If you look at the data, home values on the west side are usually a little bit higher in every major city because of sun and wind patterns.” Yvonne knows her stuff, and she wants her clients to know theirs too. “I believe one of my biggest strengths is educating buyers and sellers”. She is sincere and forthright with her clients, which builds trust and confidence right from the beginning.



Along with education, Yvonne gives clients her individual focus. In every interaction and transaction, she puts herself in her clients’ shoes and provides sage and honest advice – advice that she would follow herself. “I have two amazing assistants, but I prefer to deal with my clients directly, and that has been a winning formula for my business” she says. “I feel like the best way to provide white glove service consistently is to be attentive to my clients’ needs without losing sight of all of the moving parts.”

With a reputation for putting her clients first, it is no wonder Yvonne runs her business almost entirely on repeat business and referrals. “I am at that sweet spot in my career where my clients are upsizing, their parents are downsizing, and some of my clients now have children who are transacting in real estate.” In addition to social media marketing, Yvonne keeps in touch through emails and texts, along with more traditional methods. “I still call people. I still write letters. I send email newsletters, and I really enjoy getting to know my clients on a personal level. So, I visit them after they move in, and I also meet my clients for coffee or a meal. It is very important to be regarded as a source of valuable information and contacts when needed, whether or not they are moving at that particular time.” Yvonne’s philosophy is that the

transaction and relationship never end. Her clients know that they can count on her at any time. No hesitation whatsoever.

Yvonne uses “every single avenue” to get eyes on a listing. The Sotheby’s agent says the brokerage helps to facilitate this goal because Sotheby’s is really a technology company. The brokerage has a vast integrated network and can make connections all over the world via their 1,000 offices in 80 different countries. New listing information is sent to every major business and real estate publication in the world within one day. In addition, the high brand visibility around the globe and

captivating marketing enables listings to be beautifully and seamlessly showcased.

Whenever her clients move, Yvonne is right beside them to plan and strategize. She still has the same energy as day one of her career because “real estate is exhilarating” and she is energized by people. “Being experienced, flexible and extremely detail-oriented matters to the overall results. The little details contribute to a successful outcome because real estate moves at lightning speeds, and you have to run fast while having a 360 view – every day.”



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