

real estate

that **moves** you.



spaces inspired  
by **living.**

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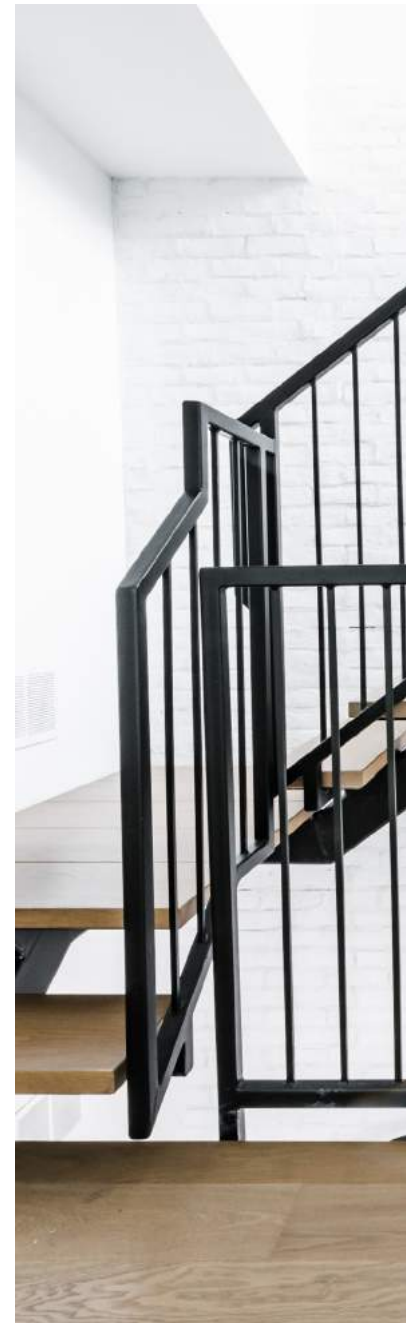
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# hi, there.

Real estate isn't just my career, it's my life.

From the age of seven, I used to tag along with my father visiting investment properties almost every weekend. Now with a family of my own and decades of experience buying, renovating, and flipping residential, commercial and investment properties, my passion is helping people grow their wealth through investing in real estate.

Regardless of where you are on your real estate journey, you deserve to work with an expert.

In this brochure, you'll find my results-driven approach to success. Learn about my process, marketing strategy, what past clients have to say and the incredible partners who help make it all possible.

I look forward to working with you.

**David Cinelli** MBA, B.Sc.  
Real Estate Broker  
(416) 876-9998  
dcinelli@royallepage.ca



**The Cinelli Family**







## meet david.

As an award-winning Realtor and national top-producer, David Cinelli is one of the GTA's most sought-after agents. An Etobicoke native, he grew up fascinated by real estate and quickly learned the ropes from his father, who was a seasoned property investor.

Now with decades of experience buying, renovating, and flipping residential, commercial and investment properties, his passion is helping others become financially free through real estate. His use of key digital marketing strategies and extensive knowledge of current market trends, paired with his ability to sell homes fast and for top dollar, make him your most valuable resource when buying or selling.

His process helped him climb the ranks of Toronto's real estate industry, where he's now in the top 1%. It's also why the majority of his business is referral-based, which is easily one of his biggest feats.

Now with a family of his own, David understands the importance of family time and exactly what makes a house a home.

Whether you're looking to buy, sell or invest, David and his team look forward to making your real estate experience seamless, successful and memorable.

top

**1%**

TRREB transactions in  
unit and dollar volume

top

**2%**

national earnings

days on market

**36%**

less than competition

sold over asking ration

**3.07%**

higher than average

over

**\$25K**

more per home sold



There are almost 60,000 Realtors to choose from in the GTA, so we'll help make the selection a little easier.

David is a great choice because he's:

- A full-time Realtor
- In the Top 1% in transactions in 2020, 2019, 2018, 2017 in the Toronto Real Estate Board
- In the Top 2% Nationally in Earnings in 2020, 2019 & 2018
- A Royal LePage Red Diamond Recipient 2020, 2019 & 2018
- A Royal LePage Director's Platinum Recipient 2017
- A Royal LePage President's Gold Recipient 2016
- Got a large social media presence... almost 7K Instagram followers
- Sells homes 36% faster than average
- Sells homes 3.07% higher than average
- Sells home for \$25,445 more per home sold
- A co-host on HGTV'S Hot Market

The housing market is constantly changing and Realtors need to stay on top of it all. That's why he's committed to educating himself on an ongoing basis via:

- Real Estate Investment
- Commercial Real Estate Transactions
- Land, Structures and Real Estate Trading
- In-house lectures, courses and seminars
- Attending economic analysis meetings and seminars

He's backed by an incredible team of:

- Over 1000 REALTORS®
- Design Consultants
- Stagers
- Cleaners
- Painters
- Electricians
- Contractors/Handymen

# the team.

There are many reasons why Royal LePage Signature is the best team to list your home.

With over 1,000 Realtors on our team, we provide a full service to our clients, including:

- 24-hour call support
- Three strategic locations in the GTA
- In-house marketing, financing, lawyers, and building inspectors
- On-going training
- Professional support teams
- Dedicated staff for deals and MLS listings
- Proven track records

Royal LePage is a Canadian company, ranked nationally as one of the top brokerages. We have one of the most visited websites by the Canadian public, gaining its clients international exposure and the ability to sell properties faster and for more money.

As the only Canadian real estate company with its own charitable foundation, we proudly donate a portion of all sales to the Royal LePage Shelter Foundation, the nation's largest foundation exclusively dedicated to funding women's shelters and violence prevention programs.



# trust the process.

## COMING SOON!

To build anticipation and peak curiosity in the neighbourhood, I install a Realtor® “Coming Soon” sign on the front lawn. I also take things digital and run ads on Facebook, LinkedIn and Instagram so the momentum doesn’t stop.

## WRITE THE STORY

Every home has a story to tell! We'll identify its 10 best features and add them to the property description. Using the right language will build an emotional connection with potential buyers and help them envision themselves in your home. It's important to pack a punch in the MLS property description because it has a limited word count. We're pretty good at this part!

## CREATE A PLAN

With the help of a Design Consultant, we'll create a to-do list for us to prepare your home for the market. Luckily, I know a great one who will help keep us on track.

**My 10–step process to sell homes in 2 weeks... or less!**

## PREPARE YOUR HOME FOR SALE

First impressions are everything. This is where staging comes in. Our goal is to make your home appeal to the highest number of potential buyers in as little time as possible. Our incredible team will help declutter, paint and stage your home so it's ready for the market.

## SAY CHEESE!

The photos and videos do all the talking! I'll organize a professional photoshoot and a virtual tour so we have high-quality content to share.

## 3, 2, 1... YOU'RE LIVE!

Your home is live on the MLS. Complete with beautiful photos and a perfectly crafted property description highlighting the top 10 features, your listing is set to turn some heads. We'll also get a sale sign on your lawn.

## SPREAD THE WORD

Your listing gets featured on RoyalLePage.com (one of the highest viewed sites in Canada!), on my personal website and across major home sale websites. I'll also notify over 1,000 agents in my office network before it even hits the public.

## PROVEN SOCIAL MEDIA STRATEGY

We post targeted ads on Facebook, LinkedIn and Instagram, putting your home in the hands of interested buyers... Literally! It's so important to incorporate an advanced digital marketing strategy into the mix since people do home searches right on their phones.

## Believe it or not...

95% of homebuyers will choose to incorporate the internet into their home search and over 50% will purchase one they found online.

## SCHEDULE TOURS

Because of the COVID-19 pandemic, we are not hosting open houses at this time. Instead, the virtual 360 tours of the home allow potential home buyers to experience the space without having to physically be there. If they like what they see, they can book to see the home in person.

Once it's safe to host open houses again, homes receive a lot of attention. It's important to host weekly open houses to meet with interested buyers.

## CONSISTENCY

Our marketing efforts continue until your home is sold... But don't worry, that won't take long!

## Did you know?

Listings with videos are proven to outperform the ones without. In fact, in a 2016 study, homes that had a video component—in addition to a slideshow of pictures—received over 400% more inquiries than listings without video!





# how do i know it works?

## A case study: 35 Sicilia Street, Vaughan

Let's take a look at 35 Sicilia Street in Vaughan. Originally, the house was listed with a different team. Because of a poor marketing strategy, the property sat on the market for three months with little interest. The sellers were frustrated and decided to put their home in more capable hands. I took over the listing, presented an effective strategy and sold it within a week for over asking.



Pictured above: Previous listing  
Pictured left: My listing

### Original Listing

Total days on market: 91  
Listed: September 6, 2020 for \$1,280,000

- No staging, no professional pics and no marketing plan
- Limited showings
- The first listing was cancelled and it relisted for \$1,250,000... for 72 more days!
- A handful of showings got them one low-ball offer

Outcome: Did not sell

### My Listing

Total days on market: 7  
Listed: January 7, 2021 for \$999,900

- House was cleaned and beautifully staged
- Professional pictures, video tours and a 360 tour were done
- Completed a home inspection and solid marketing plan
- Listed low at \$999,900 to generate new interest and set an offer date for all offer to be submitted
- 190 showings in one week
- 26 offers

Outcome: Sold for \$1,280,000





details  
that  
make  
a  
**state-  
ment.**



# marketing matters.

I want your home to make a splash. Once you list with my team, your home appears across our vast distribution network almost instantly.

Your home will be listed on real estate portals, social media and blogs, on my website and my brokerage's website, and gets distributed to my personal network of hundreds of agents.

Today's buyer searches for homes online, which is why it's so important we have strong visual content. After all, it's the photos and videos that do all the talking! Listings with video content are proven to perform better, and the ones being narrated by a Realtor get even better response rates because they're more personalized. With a professional photoshoot and a virtual tour, your home will be looking its best.

strong visual content  
leads to

**40%**

better response rates

landing pages with  
videos are

**40x**

more shareable

conversions  
increase

**86%**

when videos are used  
on a landing page

# trusted partners.

We go further together.

That's why I have an incredible team behind me. From talented designers and stagers to reputable contractors and legal counsel, I have assembled a group of partners to get every job done, all while expanding our talented network.

S P A C E S COLLECTIVE





# stagers corner.

DESIGNED BY  
Space Collective

PHOTOS BY  
Natalie Balen-Cinelli

This is not your average home staging.

I've partnered exclusively with Spaces Collective, whose no-fuss approach to interior design delivers a modern aesthetic that's both well thought-out, results-driven and simple.

Space Collective specializes in sleek, functional, and highly marketable designs they know will sell. Tried and tested, we get homes sold faster and for more money with thoughtful interiors.

And that's not all! The designer and creative mind behind it all, Natalie Balen-Cinelli, is a published photographer and photography studio owner.

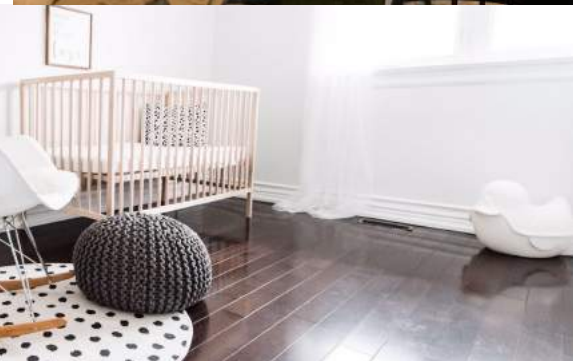
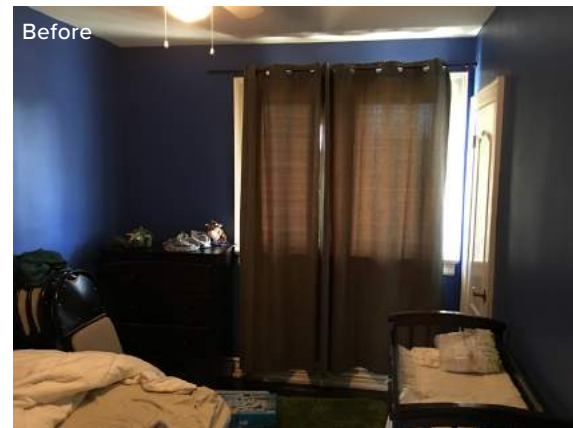
...Oh and she's also my wife!



Go from drab to desirable.

I know how valuable your home is to you, which is why it's so important it makes a great first impression when it hits the market.

Through staging, we'll make your home appeal to the highest number of potential buyers in as little time as possible. Our incredible team will help declutter, paint and stage your home so it's ready for its big debut.



# in the media.

Catch David on HGTV's Hot Market

Ready to feel the heat? Tune in to Canada's newest real estate show, Hot Market, and watch Toronto's top agents land the biggest listings on the market. Follow David as he earns his clients top dollar through transformative renovations and hustles to find his buyers the most luxurious homes in the city.



what the  
people are  
saying.

"David went above and beyond, creating an initial discovery experience personalized to my unique needs, allowing me to get up to speed and feel far more comfortable with what was to come. I highly recommend his services, regardless of your unique circumstance, and especially for those who are interested in being involved and informed at every stage of the process. Transparent, honest, and an absolute blast to work with - definitely an agent worth speaking to."

- Michael Palumbo, first-time homebuyer

"Throughout all stages of my home sale, David provided advice and guidance on the best route to take. His professionalism and expertise in this field were reassuring during what can be a stressful experience. I was very pleased - thanks so much David!"

- Elvira Miletic, home seller

"We couldn't be happier with our experience selling our home with David. From the get-go, David made us feel like family and we knew we were in good hands. Not only did he provide exceptional service always making himself accessible for any questions we had, he made the process stress-free... AND he got us well over asking! His experience, confidence and expertise make him an easy and smart choice. Thank you so much, David, and we look forward to finding our new home with you!"

- Tina Soda, home seller





just listed.  
**just sold.**



21 Norseman Street  
Sold for 98% of asking



19 Jenkins Avenue  
Sold for 118% of asking



21 Courtfield Crescent  
Sold for 109% of asking



26 Riverla Drive  
Sold for 119% of asking



9 Lorne Avenue  
Sold for 99% of asking



199 Beaveridge Avenue  
Sold for 100% of asking



## Get in touch

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welcome  
home.



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