

TOP AGENT MAGAZINE

MICHAEL ST. JEAN



Michael St. Jean just might be more in the business of community building and economic development than real estate sales. That's because, in the Hamilton, Ontario, region his team represents, he has become a force for good, promoting advancement of the city and its surroundings, which are experiencing an astounding revival. "We also do some work in the Niagara region of

Southeast Ontario, but Hamilton is our epicenter," says Michael, who grew up in a real estate family and entered real estate more than 11 years ago. After quickly outgrowing a major brokerage, he began building his innovative, privately owned brokerage.

Given its formal mission of "Helping Hamilton Grow," St. Jean Realty has branded itself as a business that is supporting the transformation of this former steel-making city. After steel production moved largely overseas in the 1980s and Hamilton underwent a long stagnation, the city has seen a dramatic turnaround in the past decade. "Hamilton has diversified its economy into the health, sciences and education fields and we really have taken control of our destiny, moving forward in some really amazing ways," explains Michael.

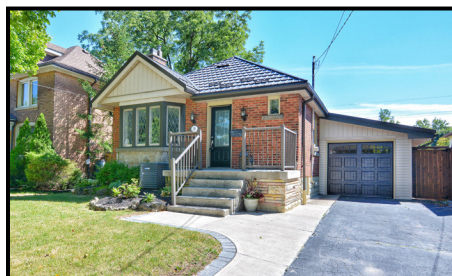
In addition to helping people buy, sell and invest in real estate, St. Jean Realty is leading the call to continue improving life in Hamilton. And they are succeeding. "Whether it's helping a senior citizen size down, helping a first time buyer get their home or assisting someone who's coming to Hamilton from another part of Ontario, our greater mission, ultimately, is to help Hamilton grow," he says. "We also do a lot of development work on my team; we have several existing projects already and a lot coming over next few years." The team has been at the ground level of change in Hamilton and each member is proud to be moving forward with projects that are "changing the game" in their city.

Their ability to affect change is the result of fine-tuned processes, systems and organizational operations. "We are very structured in the way we work," says Michael. "We have processes for everything from A to Z, which means when we take on new agents, we train them and provide them with the support systems of a world-class brokerage." The company's systematic processes are the foundation on which the entire business is built, with each uniquely talented team member sharing common goals.

From widespread yet highly targeted listing marketing to automated but personalized communication and inventive ways of connecting with the community, St. Jean Realty is well-known across Hamilton. "We have a weekly email newsletter that's packed with useful content on what's happening in the community, with the team and with any developments or listings," says Michael. "We also do targeted social media blasts of information and content with advertising and retargeting and we even do a lot with radio, TV, and a large outdoor billboard campaign." Their mission is top-of-mind within Hamilton as clients hear, see and witness their locally presence.

For Michael, the joy of real estate lies in his company's ability both to help individuals and a changing community; helping individuals' goals while simultaneously helping a city. "Even our community involvement has been centered around selling the city itself," he says. "We're been promoting the city to people from other areas; we've taken the torch and are running with it as the people who are responsible for communicating why this is an amazing place to live, work and play." By ushering in new investment that advances Hamilton, St. Jean Realty is realizing its goals and helping others do the same.

"We're still in the very early innings of our team and our business," says Michael, who is expanding his resale residential team while increasing his development sales business. "We are going to be working on some of the greatest projects Hamilton has ever seen." The future, by extension, looks incredibly bright for both St. Jean Realty and for Hamilton.



To learn more about Michael St. Jean, visit stjeanrealty.com or go to his Facebook page, email michael@stjeanrealty.com or call 1.844.484.SOLD