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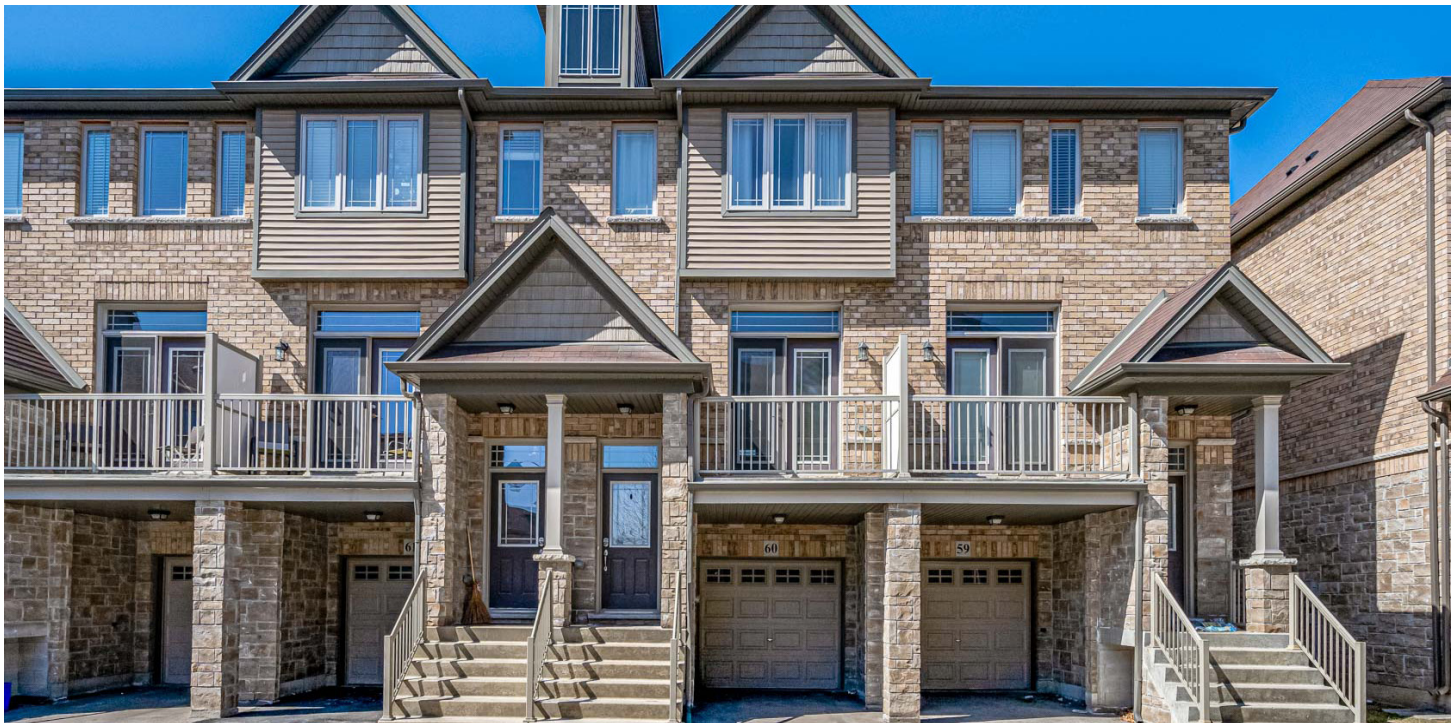

For Michael St. Jean, entering the real estate business was a natural choice. “I got into this about 15 years ago,” he explains. “My parents had been in real estate for decades, so I grew up in it and I always knew that I would become an agent. I never thought about doing anything else.” Michael didn’t hesitate, earning his license at age 18 and hitting the ground running. By providing superior service and guidance throughout each transaction, Michael goes above and beyond client expectations, which has helped him grow year after year. He now has his own brokerage, Michael St. Jean Realty, based in Ontario. “We have over 30 people on the team and sell about 500+ properties a year,” he explains. With their business consisting of new developments, sellers and buyers, they are well-equipped to handle any and all real estate needs.

As one of the top 1% of REALTORS® in Canada, Michael’s knowledge and expertise is vast. He is able to utilize this to help his clients achieve their real estate goals. “I bring some new ways of thinking to the table, being that I’m younger than most of the agents in the region,” he says. “I am really interested in more modern techniques

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and branding." Michael and his team are skilled marketers, able to quickly spread the word not only about their services, but their listings as well. "We cover every base, from television commercials to the five radio stations we're on, to our massive email list," he says. They have a weekly newsletter that goes out to around 130,000 people in the community and also have a large readership on their blog. "Our SEO ranking is high, we're probably one of the biggest Google advertisers on the market right now." They also advertise on all the top social media sites, including Facebook and YouTube. "We're doing everything worth doing in terms of advertising."

While Michael's sellers reap the benefits of his thorough marketing, his buyers benefit from his team's strong negotiation and communication skills. One client recently raved, "Michael and Robin have helped my family and I out on a number of different homes. Our first experience was with Robin and the sale of our Grandmothers home. After that great experience I had Michael help me find a home for my family which was another great experience. Michael then, a few years later helped me again when we moved to another home. I keep returning to Michael and Robin and I've never been disappointed. In my opinion they are the best of the best."

As Michael looks ahead, his sights are set on growing exponentially. "We have an amazing foundation of training systems, marketing, and lead generation, so everything is set up for our expansion," he says. "We want to continue building the team and maintaining our reputation." The potential to always reach higher has Michael hooked on this industry. "I just really love the management and operational side of it. The fact that we can help amazing people become successful, it's so fun to be a part of."

For more about Michael St. Jean, please call 289-239-8866 or email Michael@michaelstjean.com

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