

# EXCELLENCE IN LUXURY REAL ESTATE



CHRISTIE'S  
INTERNATIONAL REAL ESTATE

**CHESTNUT PARK**  
77



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# CHESTNUT PARK'S LEADERSHIP TEAM

**CHESTNUT PARK WAS BORN** from an entrepreneurial spirit, and that path-forging feeling still permeates the company today. The Chestnut Park Leadership Team comprises top-notch industry and legal experts with specialized skills and highly polished professionalism who provide a wholly unique industry service. Agents receive timely and effective industry service support, such as operational, marketing, legal, and financial expertise. Exceptional service for our agents, and the belief that each one is a trusted and valued brand ambassador, make Chestnut Park a leader in service excellence.

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**CHRIS KAPCHES, MA, LLB**  
CEO and President, Broker of Record

Chris Kapches is a lawyer with an extensive career working within real estate organizations, having served as Executive VP for the Toronto Real Estate Board (TREB), as well as his role in numerous TREB committees. Chris has also been the Chairman of Ontario Real Estate Council of Ontario's Discipline and Appeals Committee for more than fifteen years. Chris is invaluable to the leadership team, providing Chestnut Park agents and their clients with immediate access to legal counsel and guidance.

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**RICHARD STEWART, LLB, LLM**  
Vice President, Legal Counsel, Sales Representative

Richard Stewart is a lawyer who has practiced in both the private and public sectors and draws upon his experience in real estate. Richard contributes additional depth to Chestnut Park's leadership team by ensuring ongoing accessibility to legal counsel and assistance on professional and practical issues that arise in the course of real estate transactions.

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**NATALKA FALCOMER**  
Vice President, Corporate Development

Natalka is deeply entrenched in the real estate realm with experience in law, sales, corporate development and management. Natalka's extensive real estate knowledge, coupled with her legal background, provides leadership and direction for the brokerage. She's also focused on delivering the highest level and quality services to Chestnut Park's agents and clients by expanding and supporting the brokerage's agent training programs and reinforcing Chestnut Park's already strong brand presence.

# CHESTNUT PARK'S LEADERSHIP TEAM



## **CATHERINE DELUCE**

**Chair & Founder, Broker**

Catherine Deluce founded Chestnut Park Real Estate in 1990. Catherine's extensive background in real estate and her passion to build a leading brokerage has produced a brand known for professionalism, quality, and excellence in service. Her commitment to clients and leadership of agents forms the foundation of our four pillars of success: trust, integrity, knowledge, and discretion.

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## **MARIA NEVES**

**Director of Marketing & Operations**

Maria Neves is an experienced marketer and integral member of the Chestnut Park leadership team, having worked in a variety of roles since the brokerage was founded in 1990. Maria leads the marketing team at Chestnut Park, enhancing the Chestnut Park brand and its market presence. Maria is devoted to the success of the brokerage, its agents, the Chestnut Park brand and the strategic development and placement of Chestnut Park's marketing vehicles.

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## **CHESTNUT PARK REAL ESTATE ACADEMY**

Through the Chestnut Park Real Estate Academy, your agent has access to the knowledge and skills needed to excel in the real estate industry. A unique in-house curriculum for agent support provides agents with prime access to comprehensive professional education and development programs, which include specialized training sessions, informative seminars, and business coaching and mentorship opportunities.







TRUST  
INTEGRITY  
KNOWLEDGE  
DISCRETION

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OUR CLIENTS'  
EXPERIENCE  
MUST BE ONE  
OF EXCELLENCE.

**THESE ARE THE PILLARS** that define the mission and the vision of Chestnut Park Real Estate. A market leader in exceptional homes, with a solid and enduring reputation for high-quality service, Chestnut Park has been a premier real estate brand in Toronto and in the finest recreational property regions in Southern Ontario since 1990.

Catherine Deluce, Chair and Founder of Chestnut Park Real Estate, had a passion to build a brokerage with a reputation for quality, professionalism, and excellent service. Her commitment to clients and leadership of agents formed the foundation of our four pillars of success: trust, integrity, knowledge, and discretion. It is this vision that established Chestnut Park, giving buyers and sellers a new choice for customized real estate experience.

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*“Our leadership commitment to our agents is simple: we deliver service excellence. Every touch point in our company has been established with a vision to simplify the process so that efficiency is maximized to the benefit of our clients.”*

— CHRIS KAPCHES  
CHIEF EXECUTIVE OFFICER AND PRESIDENT  
CHESTNUT PARK REAL ESTATE

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**CHRIS KAPCHES, CEO AND PRESIDENT** of Chestnut Park Real Estate, believes that it is the entrepreneurial spirit, combined with hard work, perseverance, and commitment to delivering what is best for our agents and clients, that has driven our success.

With the cutting-edge digital expansion of our market presence and the strategic alliance with our global luxury partner Christie’s International Real Estate, we look forward to expanding Chestnut Park’s brand and real estate footprint.

# CHESTNUT PARK'S HISTORY AND HERITAGE

**FOUNDED IN TORONTO IN 1990**, Chestnut Park Real Estate has grown to a team of over 300 agents providing the finest real estate service in prime urban and recreational markets across Ontario.

Chestnut Park Real Estate opened its first office in Toronto in 1990, with only five real estate agents on the roster. In 1994, the firm established a presence in Muskoka with our Port Carling office. In the ten years that followed, our sales team grew to over 325 agents, and by 2008 Chestnut Park opened offices in two other major recreational markets: Collingwood and Prince Edward County.

In 2011 our affiliation with Christie's International Real Estate was formed, elevating the Chestnut Park brand further to the forefront of the Ontario luxury market.

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Chestnut Park is committed to finding and developing the best agents in the industry. We employ leading-edge technologies, global networking, and custom targeted marketing campaigns. Leveraging the latest tools, we are continually evolving to stay ahead of our competition and remain relevant to our clients and their needs.

We deliver unparalleled real estate service that is customized to your unique needs. Our highly skilled agents have a deep understanding of the markets they serve, offering a competitive advantage for buyers and sellers. Other brokerages simply do not deliver the calibre of service that Chestnut Park offers our clients.

## **Our Mission**

We will lead the real estate industry through proven leadership, service excellence, the best talent and continued commitment to innovation—all in the service of our clients.

## **Our Vision**

- To lead in all the markets we serve
- To demonstrate leadership in our industry and continue to be a trusted voice
- To attract and employ the most talented professionals
- To deliver excellence in service
- To innovate, evolve and stay relevant to our clients

## **Our Commitment to Buyers**

We will help you find your dream home and negotiate the best possible price and terms for you.

## **Our Commitment to Sellers**

We are committed to selling your home at the highest possible price, in the shortest period of time, with the least inconvenience to you.

## **Our Pillars**

- Trust
- Integrity
- Knowledge
- Discretion







# OUR TRADING AREAS



# TOWN AND COUNTRY LUXURY LEADER

**WE ARE A LUXURY LEADER** in some of the most desirable property markets in Ontario: Toronto, Muskoka, Huntsville/Lake of Bays, Almaguin Highlands, Haliburton, Peterborough and The Kawarthas, Southern Georgian Bay, Grey Bruce, Prince Edward County, Northumberland County, King/Erin, Caledon, and the 1000 Islands. We lead the real estate industry through service excellence, the best in agent talent, and a strong commitment to innovation. This vision of service for our clients has established us at the top of all the markets we serve.

By establishing office locations in the most desirable luxury and recreational markets in Ontario, we're able to serve a wide range of clients looking to buy and sell both primary and secondary residences in Southern Ontario. Chestnut Park now has a sales team of over 300 agents and a presence in 14 of the hottest town and country locations across Southern Ontario.

## **Town: Toronto**

Toronto's complex and dynamic real estate market is not for the faint of heart. Our team of over 200 real estate agents in the GTA are savvy and skilled negotiators who specialize in the finest neighbourhoods in Toronto. Neighbourhood experts with established brand quality service and financial acumen, Chestnut Park agents are trusted with buying and selling some of the city's most spectacular properties.

**Country: Muskoka, Huntsville/Lake of Bays, Almaguin Highlands, Haliburton, Peterborough & The Kawarthas, Southern Georgian Bay, Grey Bruce, Prince Edward County, Northumberland County, King/Erin, Caledon, 1000 Islands**

Country properties are valued for the beauty of the natural landscape and the benefits of a healthy rural and recreational lifestyle. Recreational properties are highly prized and often highly discretionary property purchases. Our dedicated team of professional agents serving those sought-after country destinations live and work there and know the ins and outs of enjoying the non-urban life. Providing excellence in service and client dedication is what makes Chestnut Park the brand standard for luxury in Ontario's finest rural and recreational markets.

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**WE ARE LOCAL EXPERTS** with a global reach. The combination of our stellar reputation, local expertise, meaningful community connections, and the international reach and global marketing programs provided by our affiliation with Christie's International Real Estate makes Chestnut Park unique in our markets.

Numbers talk. Chestnut Park agents sell 3.5 times more in dollar volume than the average Toronto agent. With over 300 agents leading the pack in prime urban areas and the finest recreational playgrounds of Ontario, Chestnut Park has sold over 40 billion dollars in high quality homes since 1990.





49  
Countries

940  
Offices

\*Network statistics as of March 31, 2017

# CHRISTIE'S INTERNATIONAL: OUR GLOBAL PARTNER

## OUR EXCLUSIVE AFFILIATION

Chestnut Park's position as a luxury leader locally has attracted attention and garnered respect globally. Our affiliation with Christie's International Real Estate is an exclusive relationship afforded to our agents and their clients, allowing them access to international reach through the premium marketing programs of this global luxury leader. With Christie's elite global presence and reach, Chestnut Park properties are marketed to discerning buyers through a vast sales network that reaches around the world. Our exclusive connection to this long established luxury brand gives Chestnut Park a crucial competitive edge in today's high end marketplace.

## Global Brand Recognition

The influential Christie's name evokes confidence and assures clients of impeccable service, integrity and discretion. Dedicated specifically to the marketing of luxury properties, Christie's International comprises of brokers who demonstrate consistent success in luxury home sales and excellence in customer service.

## Global Marketing Reach

Being featured on the Christie's International Real Estate website, the numerous international syndicated websites and their magazine is a way to present our finest properties to the world. This luxurious magazine is a complete collection of the world's most unique properties.

## 2015 AFFILIATE OF THE YEAR

In 2016, Chestnut Park was awarded the prestigious large market Affiliate of the Year Award from Christie's International Real Estate, selected from the total breadth of 136 Christie's International Real Estate affiliates throughout 46 countries.

This award recognizes our excellence in marketing luxury residential properties as well as the contribution Chestnut Park has made to the Christie's International Real Estate network globally. Among the criteria are market leadership, passion to succeed in the international marketplace and utilizing the Christie's International Real Estate brand within our own branding and marketing.

*"Our association with Christie's differentiates Chestnut Park in the Ontario luxury real estate market place. Chestnut Park clients are drawn to the global platform we are able to provide through our relationship with Christie's. The International Referral Network afforded to us with our exclusive connection to this long established luxury brand, and access to the best real estate agents in the world, gives us a crucial competitive edge in today's luxury marketplace."*

— CHRIS KAPCHES  
CHIEF EXECUTIVE OFFICER AND PRESIDENT  
CHESTNUT PARK REAL ESTATE





# THE BENEFITS OF A LARGE NETWORK

*Corporate offices  
in New York,  
London, Hong Kong,  
Los Angeles,  
Chicago  
Palm Beach,  
& Moscow*

**Christie's International Real Estate**  
940 offices  
49 countries

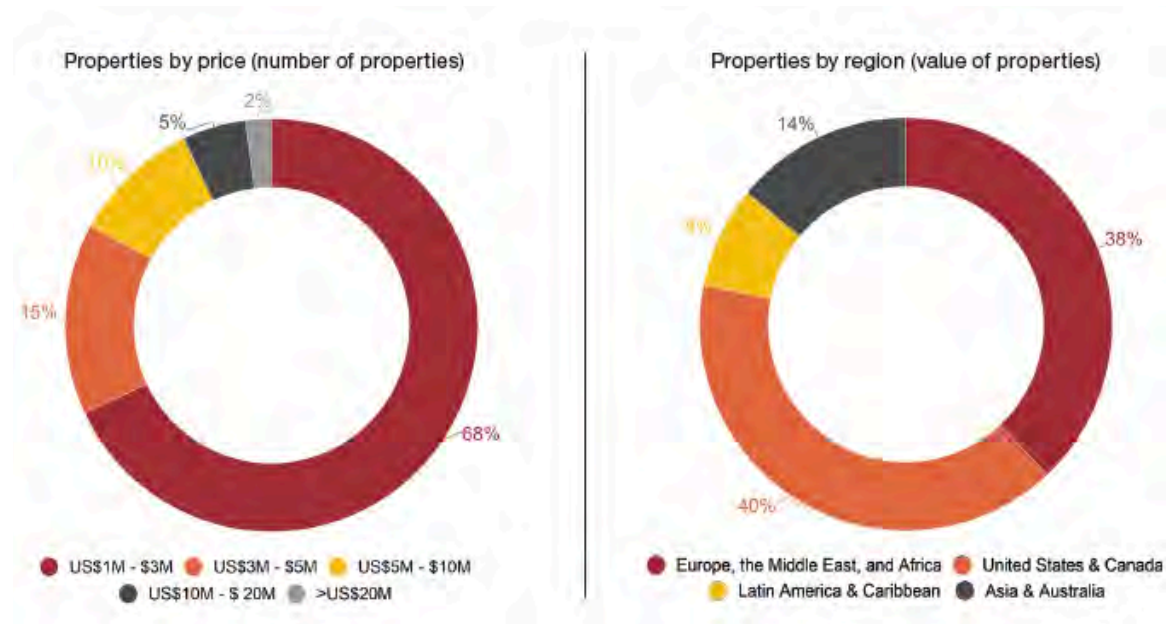
**Christie's Auction House**  
10 salerooms  
46 countries

*All data as of September 30, 2018*



## EXTRAORDINARY LUXURY PROPERTIES, UNMATCHED INTERNATIONAL SCOPE

-14,000 PROPERTIES VALUED AT US\$56 BILLION ON CHRISTIESREALESTATE.COM



As of September 30, 2018



Our Christie's affiliation provides an international platform for our clients' listings and access to Christie's affiliate listings such as the one shown below.

**TEN TRINITY SQUARE, RESIDENCES AT FOUR SEASONS LONDON, ENGLAND**

Following a meticulous restoration, the Grade II\* listed building is home to Four Seasons Hotel London at Ten Trinity Square and 41 residences managed by Four Seasons, boasting panoramic views over London. The building also houses a private members club as well as a wealth of luxury amenities. Price upon request.





**SITTING BULL, ANDY WARHOL, 1986**  
CHRISTIE'S INTERNATIONAL AUCTION HOUSE  
NEW YORK CITY



# ART AND LUXURY HOMES: A PERFECT MARRIAGE

**TODAY, ART TAKES CENTRE STAGE** in luxury homes as never before. Art is the new vernacular in luxury housing. Years ago, when people started remodeling for resale, everyone had a pool, so a tennis court became the new status symbol. Then it was stables, filtered water, or home-theatres. Today, contemporary art is a driver.

The relationship of Christie's International Real Estate and Christie's Auction House is a symbiotic relationship between artwork and luxury homes. With the benefit of two leading luxury goods experts, Chestnut Park's affiliation with Christie's provides access to some of the world's biggest headlining events including Art Miami, Gooding & Company Car Auctions, and Monaco's Super Yachts Show.

Chestnut Park not only attends these extraordinary events, we also participate by co-sponsoring them. As a co-sponsor of Art Miami, Art Wynwood, and other various international events, we profile our leading properties with Christie's International Real Estate, delivering on our promise of exposure to global ultra high net worth individuals in an exclusive setting.

**IN TORONTO**, Chestnut Park has also hosted our own art events in our luxurious Shangri-La residences. A Night Atop The Shangri-La featured a curated collection of art hung in the penthouse suite 65 floors above ground level.

Following our inaugural event featuring a collection of Andy Warhol sketches, Polaroids and oils, in 2016 we partnered with Art Collectif to present works by eight of Toronto's most promising contemporary artists. This partnership has sparked an exciting relationship that has extended to our calendars and continues with other special projects.

*"I could not have been more pleased with the fabulous and diverse group of guests who were so clearly enjoying the art, the residences, and the engaging conversation that the setting inspired."*

—CHRIS KAPCHES  
CHIEF EXECUTIVE OFFICER AND PRESIDENT  
CHESTNUT PARK REAL ESTATE



A NIGHT ATOP SHANGRI-LA



ART MIAMI



ART WYNWOOD



# UNMATCHED ADVERTISING & GRAPHIC DESIGN

**AT CHESTNUT PARK WE UNDERSTAND** what it takes to market a one-of-a-kind home. We start by working with you to create the story of your home—identifying what makes it special and unique. Our agents then create a customized marketing plan for your home that provides unmatched local and global exposure to propel your listing above the competition.

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## Property Promotion

Chestnut Park's in-house marketing department works with our agents to professionally market your property through traditional property marketing, online and social media marketing, print advertising and public relations.

## Media Partnerships

We build brand and property awareness and generate buyer leads through print and digital partnerships with publications such as the Globe & Mail, National Post, Toronto Life, Sing Tao, Christie's magazine, and other prestigious marketing outlets.

## Editorial Coverage

With over twenty five years in the real estate industry, Chestnut Park has cultivated strong relationships with media outlets and leading journalists allowing us to generate vast

editorial coverage for our brand, agents and properties. Our exclusive properties are featured regularly in publications such as Toronto Life Magazine, the Globe & Mail, National Post & Christie's magazine.

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## GRAPHIC DESIGN FOR PRINT & DIGITAL

Chestnut Park provides an opportunity for all agents to work with in-house marketing experts and graphic designers, giving access to an exceptional range of tools to effectively market your property to prospective buyers:

### Feature Sheets

A professional full colour brochure that highlights the key selling points of your home

### Just Listed Cards

Stand-alone marketing collateral delivered to targeted potential buyers

### Local & Global Print Ads

From local newspapers to Christie's International magazine, Financial Times, New York Times, and more

### Custom Social Media Imagery

Eye-catching graphics in the digital space



# EXCLUSIVE PRINT PUBLICATIONS

**REACHING AN AUDIENCE** of over 150,000 high net worth homes in Southern Ontario, *Invest In Style* is Chestnut Park Real Estate's luxury lifestyle magazine. By producing and distributing six issues annually, we are able to consistently get our clients' listings in front of an engaged audience.

Our lifestyle series caters to providing the best in "at home and at play" content. Articles throughout our magazine focus on trending topics in home design, the varying lifestyles of our range of market areas, and the latest news from Chestnut Park and Christie's International Real Estate.

## Availability

Distributed to door steps and dock side as well as in Chestnut Park mailboxes across Toronto, Collingwood and Southern Georgian Bay, Grey Bruce, Prince Edward County, Muskoka, Haliburton, and Northumberland County.

## Digital Access

Accessible internationally at [www.InvestInStyle.ca](http://www.InvestInStyle.ca) and [www.chestnutpark.com](http://www.chestnutpark.com).

## ANNUAL ISSUES



COTTAGE LIFE ISSUE



LIFESTYLE ISSUE



LIFESTYLE ISSUE



FROM THE BAY TO THE BRUCE ISSUE



SUNSET ISSUE



THE COUNTY ISSUE

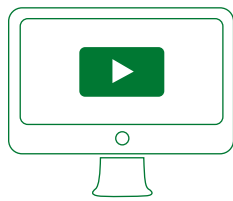


# DIGITAL MARKETING

## WEBSITE

ChestnutPark.com receives  
**695,000+**  
new visitors annually\*

## PROPERTY TOURS



## SOCIAL MEDIA



## EMAIL MARKETING



**CHESTNUT PARK'S DIGITAL PRESENCE** is not something we take lightly. Our website is an innovative approach to your real estate search. With the ability to search listings based on lifestyle—such as urban, recreational, or retirement—we're excited to give clients the luxury of matching their homes with their personal interests. The clean design and enhanced user experience reflects luxury, promotes smoother user journeys, and sets us apart from other brokerages.

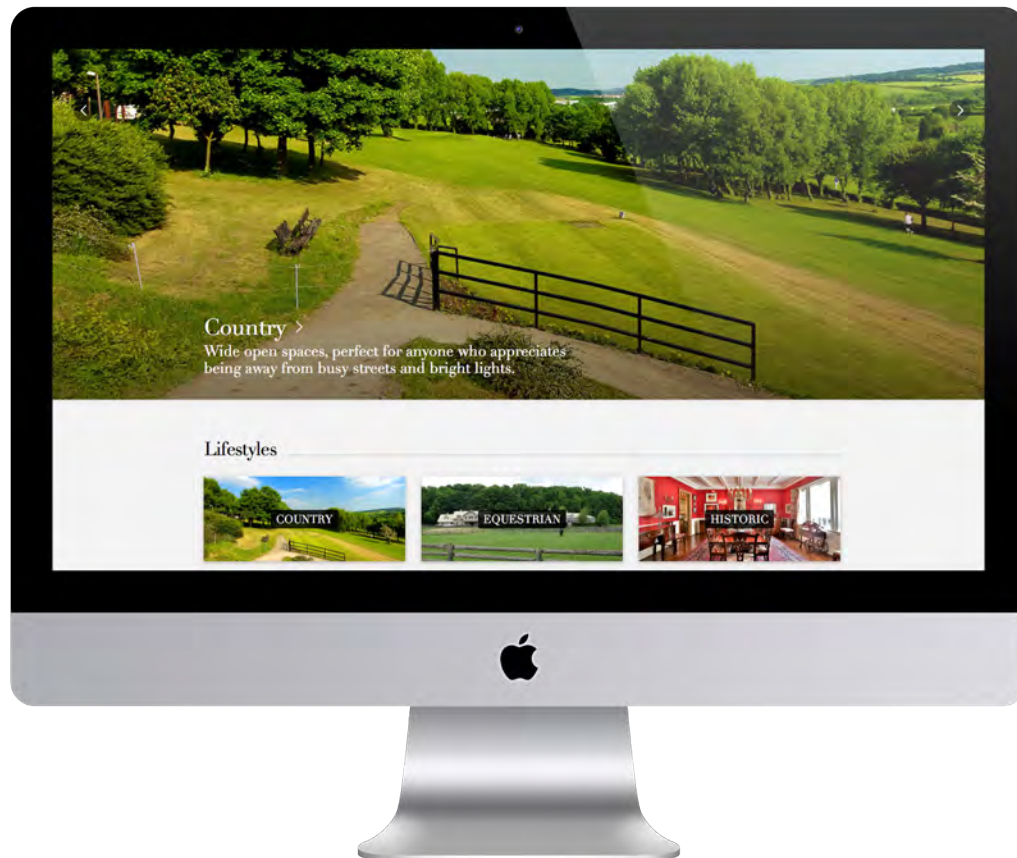
**THE CHESTNUT PARK BLOG** provides inside access to our listings through the Featured Property series. The blog is updated with new posts daily, including market reports, neighbourhood guides, open houses, real estate questions and answers, interior design tips, and all posts are shared over Chestnut Park's and Chestnut Park Sales Representatives' social media channels. Agents have the opportunity to request their listing be featured on our blog, which amplifies awareness and creates a stronger opportunity for shareable content to reach new audience segments.

**SOCIAL MEDIA IS AN IMPERATIVE MARKETING COMPONENT** with the ability to discover and reach large audiences. In addition to posting curated content about luxury real estate to our company social media accounts daily, Chestnut Park digital marketing specialists offer a posting service for our sales representatives' business accounts. Through Facebook, Instagram, Twitter, and LinkedIn, our agents have the opportunity to interact with clients, build client engagement and retention, and position themselves as experts.

**CHESTNUT PARK'S DIGITAL MARKETING SPECIALISTS** provide agents with an additional method of connecting with buyer and sellers through our e-newsletter service. Using Mailchimp, an email newsletter service, Chestnut Park manages the process of sending a monthly newsletter to our agents' mailing lists. These newsletters are a great way for agents to share insightful real estate information and promote their active listings.

\* Source: Google Analytics, Audience Overview Report ([www.chestnutpark.com](http://www.chestnutpark.com)), December 2016

# DIGITAL PUBLISHING



IN ADDITION TO THE OVER 150,000 printed magazines distributed in Toronto's core neighbourhoods and our surrounding market areas, we also promote *Invest In Style* digitally. The magazine is programmed for online viewing, where it can be virtually flipped through on [www.InvestInStyle.ca](http://www.InvestInStyle.ca), as well as [www.ChestnutPark.com](http://www.ChestnutPark.com).

Along with the digital copy of the full magazine available at [www.InvestInStyle.ca](http://www.InvestInStyle.ca), our agents can also digitally

advertise their properties on [InvestInStyle.ca](http://InvestInStyle.ca). Remaining on [InvestInStyle.ca](http://InvestInStyle.ca) until the property sells, this provides additional exposure for our clients' properties with a direct link to more information on our primary website.

Digitally publishing the magazine online is just the beginning. After each issue of the magazine has been printed and delivered, we begin a digital marketing promotion plan using the Chestnut Park blog and our social media accounts.





# OUR OFFICES

## **TORONTO**

1300 Yonge Street, Suite 100  
Toronto, Ontario M4T 1X3  
T: 416.925.9191 E: homes@chestnutpark.com

## **COLLINGWOOD / SOUTHERN GEORGIAN BAY**

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T: 705.445.5454 E: collingwood@chestnutpark.com

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## **WIARTON / GREY BRUCE**

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## **STRATFORD/HURON-PERTH**

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## **1000 ISLANDS**

T: 416.925.9191

## **LAKE SIMCOE / NORTH OF MARKHAM**

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## **PRINCE EDWARD COUNTY / PICTON**

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T: 613.471.1708 E: princeedwardcounty@chestnutpark.com

## **ERIN / CALEDON / MONO / KING**

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T: 905.800.0321 E: northumberland@chestnutpark.com

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chestnut-park-real-estate-limited

facebook.com/  
ChestnutParkRealEstate





