

# TOP AGENT MAGAZINE

## Steve & Marla Simon



Just about everyone has been on vacation in a beautiful destination and dreamed of moving there. Husband-and-wife real estate team Steve and Marla Simon actually made that dream a reality! “We had a place in Thornbury in the Blue Mountains and just loved it,” Steve explains. “We were weekendng there often and decided it was where we wanted to live.” Steve and Marla had both sold properties before and combined with their collective executive-level marketing experience, transitioning into a real estate career was a natural fit.

“We noticed that a lot of agents didn’t do very much marketing,” Steve says. “We realized our skills in that area could add significant value.” Steve and Marla became licensed in 2012 and now serve the beautiful resort communities surrounding Georgian Bay with a full range of residential and commercial real estate services.

Because many of Steve and Marla’s clients are conducting their home searches from a distance, comprehensive, high-quality online marketing is one of their keys to success. “We treat every home we list as a new product launch,” Steve explains. “Each one receives its own unique positioning and communication strategy—including its own Web site.” They also employ the power of social media to spread the word about their listings. “We are active on Facebook and branching onto other platforms, too,” Steve says. “We’re always looking to try something new.”

Clients who have worked with Steve and Marla often remark upon their solid business skills, as well. “I’m a trained negotiator,” Steve says. “Whether a client is buying or selling we always get the best deal for them.” Clients also cite clear communication and thorough follow through as reasons they refer their friends and family to Steve and Marla.

Steve remembers hearing that it would take at least five years to get a successful real estate career up and running, but this team has proven that timeframe wrong. “Our first full year, I was designated Platinum and Marla was Gold,” Steve says. “Our second year I was Diamond and she was Platinum.”

But for Steve and Marla, the true rewards come from helping clients realize their dreams. “We love helping people, promoting the area and helping people move here,” Steve says. “It’s such a pleasure to show people the beauty and all the amenities and help them find a wonderful place to enjoy their next phase in life.”

Steve and Marla strongly believe in giving back to the communities they love so much. Steve is President of the Marsh Street Centre in Clarksburg, a local performing arts theatre and community center. “I’m happy I was able to turn around something that was struggling and make it profitable,” he says. “Now it generates money back into the community for music programs that serve low-income youth.” Steve and Marla are also active in supporting the Special Olympics with their 19-year-old son, who takes part as a Special Olympian.

This active team enjoys taking advantage of the four season lifestyle the area offers, including skiing in the winter and paddle boarding, biking and hiking in the spring, summer and fall.

Looking to the future, Steve and Marla would like to continue to grow their team while maintaining their consistently high level of service and marketing expertise.

To learn more about Steve and Marla Simon of Lifestyles North at Royal LePage Locations North Brokerage, visit [www.lifestyles-north.com](http://www.lifestyles-north.com), email [steve@lifestyles-north.com](mailto:steve@lifestyles-north.com) or call 519-599-2136