

TOP AGENT

MAGAZINE

Sotheby's
INTERNATIONAL REALTY

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NADIA
MALTAIS





Top Agent Nadia Maltais assists buyers and sellers throughout Northeast Montreal, including Laval, Lanaudiere and the Laurentides.

During a simple dinner at her house 25 years ago, a friend suggested Nadia become a broker and join him because he had his real estate license. She said 'why not'. It was a simple decision that led to a long and productive career that she hopes she can pass on as a legacy to her son. Her son is already taking

steps to move into that position, having just joined her to help cover some of her business throughout Northeast Montreal, including Laval, Lanaudiere and the Laurentides.

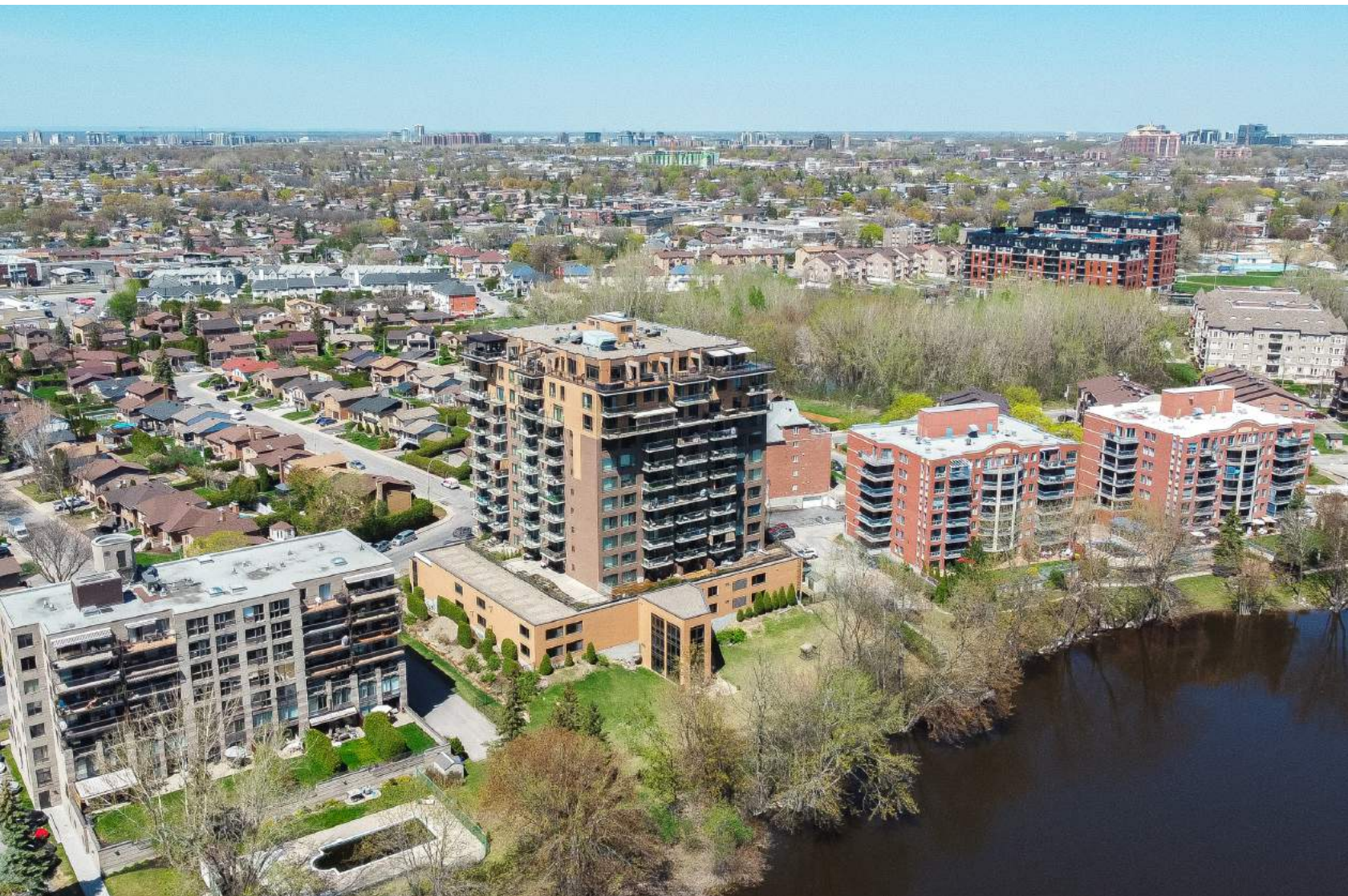
Nadia takes care to interact with her client base on a very human level. A house is a big



transaction, and should not be treated as just business. There's a personal connection and impact with each transaction, far more than something like purchasing a luxury car. There needs to be an emotional connection. She won't take a client to a property and insist

they buy it. If the property isn't a good fit, she's more likely to give her personal opinion and tell them that they need to keep looking.

It's that strong personal bond between Nadia, the buyers and their properties that keeps her



Nadia's brokerage provides excellent tools for marketing to spread the word and reach the right people. This coverage landed over 78 transactions in 2021 for a total of \$58 million.

repeat and referral rate at more than half of her business. She keeps in contact with her past clients proactively, contacting them whenever something in the marketplace may interest them. Nadia is not the kind of person to just sit around and wait for the right client to come along. She gets out there and finds the right match and has been doing it on her own since she started. It's an emotionally charged time

and she may be dealing with someone's first house, or their last, or a change in situation due to an illness, and she finds it's a beautiful gift to be involved in helping navigate someone's transition as smoothly as possible.

Using a database to track email contacts, clients are also contacted with a simple greeting at holiday times as well as pertinent market



information when it comes up. She then works that database for her new listings using pictures and even drones and video as needed as well as distributing the newly marketed property to the worldwide database. The brokerage provides excellent tools for marketing to spread the word and reach the right people.

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Business has been going well for Nadia. She's able to work with charities like Make-A-Wish, or donate to the homeless or animal shelters. She's looking to take that success



and that tradition of giving back to the community and one day slowly transition the business into her son's hands so that he may continue forging the special relationships and

finding the right connections between clients and their property. Then she can kick back and spend more time travelling, knowing that her legacy continues.



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