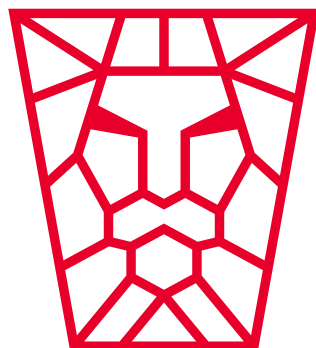




771 REECE CRT., MILTON

Keys to Success



LET OUR WORK DO THE TALKING

CHALLENGE

In early 2025, Milton's luxury real estate market was at a standstill. High-end homes weren't selling, uncertainty loomed, and pessimism dominated conversations. Against this backdrop, 771 Reece Court in Milton, a stunning subdivision home was listed at an ambitious \$2.2 million. The odds weren't in our favor, but we saw an opportunity where others saw obstacles.



SOLUTION

Selling a luxury home in a challenging market required more than just a sign on the lawn, a MLS listing and prayers. It called for a strategic, multi-layered approach.

The Pre-List Commitment: A True Partnership

From the outset, our clients trusted us with their home's transformation. They executed every recommendation we provided choosing the right paint colours, decluttering, organizing, and making targeted upgrades to elevate the home's appeal. Their commitment was unwavering, and together, we ensured the home was nothing short of spectacular.

To showcase the home's full potential, our design team conducted a thorough walkthrough, developing a staging plan that balanced elegance with livability. Since the homeowners still lived in the space, we tailored a solution that worked seamlessly for them while preserving an exceptional buyer experience.

Every detail mattered. Before each showing, the lights were set to highlight the home's best features, the surround sound and home theatre were prepped to immerse buyers in the lifestyle, and the ambiance was curated to leave a lasting impression.

The Triple C: Creative Custom Content Strategy

We knew winter listings posed a challenge, bare trees and grey skies wouldn't do this home justice. So, we planned ahead, capturing stunning summer photos, video footage, and drone shots showcasing the lush greenery and the home's premium ravine lot, which fronted a serene pond.

A key piece of our strategy was a 12-minute, immersive video tour featuring Tanya, offering buyers a guided experience from the comfort of their homes. This video garnered nearly 2,500 views (and counting!) on YouTube, drawing attention and engagement.

[🔗 Watch the full walkthrough: YouTube Video](#)

To deepen buyer engagement, we created a custom website with compelling storytelling and high-end visuals, ensuring potential buyers could experience the home before stepping inside.

[🔗 Explore the property: 771 Reece Court](#)



SOLUTION CONT...

Beyond the Basics: Innovative Marketing Strategies

We didn't stop at the standard MLS listing—we built a luxury marketing ecosystem:

- Exclusive Marketing Platforms: Featured in Luxury Real Estate, QR codes leading to a digital representation of the home.
- Lifestyle-Driven Content: Neighbourhood-specific drone footage emphasizing the unique setting and lifestyle.
- Luxury Brochures: Professionally designed, high-end print materials that left a lasting impression.
- Innovative Open Houses: Exclusive agent previews and immersive public open houses designed to create buzz and drive competition.



IMPACT

The result? 8 weeks to sold @ \$2,070,000. Three multiple offers. A final sale price that maximized both value and favorable terms for our clients.

771 Reece Court wasn't just another listing it was a testament to the power of strategic marketing, deep market knowledge, and unwavering client collaboration.

At Keystone, we don't just sell homes. We craft compelling stories that connect buyers to a lifestyle, ensuring every listing stands out even in the toughest markets.





CLIENT

EXPERIENCE SHARED

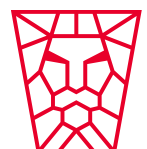
“We recently sold our home in one of the most challenging of markets, and Tanya and her team was truly the difference-maker. From pre-list prep, to staging, the care in the photos, video and marketing & social strategy, all the way thru to closing, Keystone brought experience, wisdom and calm, every step of the way.

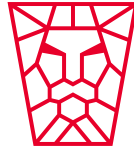
They helped us position the home beautifully and priced it smartly — which led to strong interest and multiple offers, ultimately driving a great outcome that we felt really good about.

The team’s communication was clear and consistent, and we always felt supported throughout the process. In a market where many homes are sitting, Tanya helped us stand out and deliver a deal we feel good about.

In today’s market, almost nobody has been able to deliver the way this team has. We’re incredibly grateful — highly recommend!”

Home Owners - 771 Reece Crt., Milton





Inspired by Project Reece's success story?

Discover how FH Keystone can elevate the sale of your luxury property with our innovative and tailored strategies. Visit our website to explore our services or contact us directly to start your journey with a team that delivers results.

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