

TOP AGENT MAGAZINE



JONATHAN SCHWARZ

Jonathan Schwarz, President & Broker of Toronto-based Revolution Realty, holds himself to extremely high standards of service and professionalism. Those standards, in fact, inspired him to open his own brokerage. “Whether someone is renting their first apartment or purchasing a multi-million-dollar home, I’m

going to give them the same high level of service,” he says.

Having grown up in a real estate family, Jonathan took a part-time job during his first year at university for a broker who represented a builder at a low-rise preconstruction site in Oakville, Ontario. “They had 24 houses on the project. Six remained and they hadn’t sold one in two years,” says Jonathan. Figuring there was nothing to lose by letting Jonathan attempt to sell the remaining homes, the broker hired him. “He said, ‘I’ll give you \$6,000 a house. You’ll be paid directly by the builder. Go nuts.’” Jonathan sold them all in two weeks. He later earned his real estate license and worked part-time for Century 21 while finishing school.

During his first few years back in Toronto, Jonathan experienced rapid success in resale and preconstruction condominium real estate. But before long he wanted to learn more. “I didn’t fully understand the land side,” he says. “I wanted to know how it worked from a development perspective, taking a project from raw land through planning to the point where we could sell the preconstruction.” For five years, he rejoined the broker who hired him in college and worked in land sales alongside his resale business.

Jonathan thoroughly enjoys helping people with what is often the largest purchase of their lives. He helps break things down, simplifying the real estate process for clients to ensure a manageable experience. “Real estate can be overwhelming, especially for first-time buyers,” he says. “It’s gratifying to make it a joyous process.” Everyone at Revolution Realty considers each client engagement an opportunity for honesty, professionalism and integrity. It’s a mindset that extends to how the members of Revolution Realty treat each other.

Revolution Realty remains on the leading edge of technology. “We’re a future-friendly organization, constantly adopting the newest technology to improve service and simplify experiences for clients and staff.” Jonathan goes on to explain their use of specific marketing tools, depending the listing. “Every property is unique; there is much more to selling than just putting it on MLS and creating property-specific websites. “Matterport 3D virtual tours are a must, especially because buyers can view them on Google Cardboard and

Samsung Gear VR. Imagine sitting in your hotel room in London and having an immersive, 3D walkthrough of my listing in Toronto!” He also leverages his access to agents in every specific area of the GTA; he knows exactly who has sold properties meeting similar criteria of his listings.

Always wanting to do more, Jonathan plans to grow the brokerage he opened three years ago. “I have two REALTORS® besides myself and I’m meticulous about how we’ll grow. When new agents start I want to give them leads and proper training,” He is particular about ensuring clients are treated with the high level of service on which Revolution Realty built its name. Because of this, he will bring take time to ensure every new agent maintains the same standards. These agents will thrive given Jonathan’s networking and tenacity. “We’re working on key relationships with people who represent developers and my team will literally have first access to many of the preconstruction condos in the city.”

Besides providing unmatched attentiveness to clients and to their own people, Revolution Realty believes in helping the community and the world. “I’m a member of Leadership Sinai with Mt. Sinai Hospital in Toronto, which helps with the hospital’s fundraising,” says Jonathan. He also gives back to his REALTOR® community as a member of the Toronto Real Estate Board’s Arbitration Panel and Condo Committee. And at the company level, Revolution Realty decided to take part in the Toronto Zoo’s efforts to repopulate the endangered white rhinoceros. They adopted an animal at the Zoo, even incorporating him into their logo. “Our white rhinoceros is a majestic creature; he’s representative of our strengths and our struggles.”



To learn more about Jonathan Schwarz, visit <http://www.revolutionrealty.ca> or <http://www.torontojon.com>, email jon@revolutionrealty.ca or call 416.738.2272