

TOP AGENT MAGAZINE



Tina Baer—The Gold Standard

Tina Baer has always had a talent for finding a treasure. Before entering real estate with Profusion Immobilier, an affiliate of the world-renown Christie's International Real Estate, she worked as a recruiter, seeking the perfect employees for companies who wanted the highest quality executives. Now she puts those talents to work matching people with their dream homes.

Baer made the career change because she wanted the freedom to be successful in her career and still be a very present member of her family. Real estate proved to be the perfect fit. She was already familiar with the field, having grown up with a father who was in the business. "I knew it was an interesting and sound career," she says. "I'm very much a people person. It was something that just made sense."

In spite of the fact that the real estate industry fits Baer's personality so well, her daily work isn't about her. The focus is on the people she helps. "The most important things to me is that people know that I am genuinely trustworthy," she says. Her rock solid reputation and strong referral base show that people do indeed find her worthy of their trust.

The quality of her work and of her customer service makes her a perfect match with the company she represents. Christie's International Real Estate is one of the most highly esteemed luxury real estate firms in the world. Baer specializes in Montreal's Westmount neighborhood, an affluent segment of Quebec. The neighborhood features everything from luxury condos to bungalows to estate homes, but the common thread is that clients are discerning and require the highest quality from their real estate agent.

Because of the nature of Montreal and her affiliation with Christie's, Baer works with numerous relocation clients, many of whom are coming from across international borders.

"I have a lot of buyers who come from out of town, because Montreal is a fabulous city," Baer says. "I show them everything from A to Z—not just houses, but also the schools, restaurants, our culture. I don't just sell them a house and walk away."

Any home purchase is a major investment, and that becomes even more true as the price tag grows larger. The level of trust that is required for such a purchase is considerable. Having been in the business since the late '80s, Baer has built a loyal client base. Now those clients are beginning to put their children's futures in her hands, as they refer a new generation to buy their first homes from her. "I know this is nothing to be taken lightly," Baer says. "Nothing comes easy, but if you work hard, you will reap the benefits."

The trust her clients place is also something she takes seriously. "I have a genuine rapport with each and every client," she says. "My work doesn't seem like work most of the time, because I like spending time with these people."

It's not just the clients who are shopping for multimillion dollar homes who get Baer's personal attention. "No client is too small to be important," she says. "They all get a fair shake, and I don't pressure them into doing anything that isn't right for them."

It is important to Baer that her clients feel completely comfortable with the process and with their new homes. "I want them to love their experience in Montreal and love their house, whether they live there for a year, two years, five years or forever," she says.

Contact Tina Baer at Profusion Immobilier
an exclusive affiliate of Christie's International
Real Estate Montreal, Quebec, Canada.
(514) 932-8443 office | (514) 603-9870 cell
tbaer@profusionimmo.ca