



## 2013 OTTAWA'S MARKET LEADERS

"Sometimes, I think my most important job as a CEO is to listen for bad news. If you don't act on it, your people will eventually stop bringing bad news to your attention and that is the beginning of the end." – Bill Gates

# We stick to our word

## Prudential's Vertex Team finds strength in diversity

Regardless of where someone is from or what language they speak, "integrity," "trust" and "honesty" are three words that matter.

No one knows this better than the Vertex Team with Prudential Town Centre Realty. This group of six licensed realtors and three support staff has more than 50 years of combined experience and a track record that has put it among Prudential's top three per cent in North America.

According to Team Leader Wadah Al-Ghosen, a big part of that success stems from having a team as diverse as the community it serves.

"Our team is from varied backgrounds and ethnic communities, able to support clients in French, English and Arabic," he said. "It's important, especially living in such a multicultural city with so many people coming here from elsewhere, to have that diversity of perspective and experience."

The Vertex Team works extensively with high-income clients, real estate investors and local embassies. With-in house expertise that includes social media marketing and staging, the Vertex Team can provide a full-range of services that it tailors to each client's individual needs.

Helping families and individuals relocate to a new city constitutes a big part of the Vertex Team's work, an area of specialization complimented by the fact that Prudential is owned by Brookfield Relocation Services. Clients interested in real estate as an investment can also find assurance in the fact that the members of the Vertex Team are themselves investors with experience in the local residential and commercial markets.

"We stick to our word and it shows," Al-Ghosen said. "Most of our clients are repeat clients or referrals."

Recently, The Vertex Team took advantage of the opportunity to help address a shortage of new building stock in the Orleans area. The Team is working as the marketing department for Melkart Developments, which is building along Orleans' "Golden Mile" on Innes Road an 80-unit upscale condo building, eight executive-style bungalows and three single-story homes.

To learn more about how the Vertex Team can help you, please visit [www.theVertexTeam.com](http://www.theVertexTeam.com). For more information on Melkart, please visit [www.Melkart.ca](http://www.Melkart.ca).



Left to right: Hytham Atiyat, Sales Representative; Wadah Al Ghosen, Real Estate Broker; Katrina Hadden, Sales Representative; Sabrina Leblanc, Sales Representative; Erica Proulx, Sales Representative



[www.theVertexTeam.com](http://www.theVertexTeam.com)

### TESTIMONIALS

#### 'A strategic negotiator'

Stephanie Arbez and her husband first engaged with the Vertex Team in the spring of 2011, when their efforts to purchase a home without the help of a realtor hit a snag.

"It was immediately obvious the value that the Vertex Team provided," Arbez said. "They did a very thorough visit of the home with us and noticed many things that put them in a position to negotiate a much better price than we would have achieved on our own. They are very strategic negotiators. We were definitely sold on the value of having an agent to help with purchasing a home. We'll never purchase a house again without the Vertex Team's help."

#### 'A very high ethical compass'

A few years ago, Moe Alsaied found himself in a tight spot. He had just completed a move from Waterloo, gotten engaged and had to buy a new house and sell his fiancé's in short order. He needed a full-service realty team that he could rely on to deal with all of the little details, including finding, and working with, inspectors and lawyers.

"The Vertex Team made everyone involved feel comfortable," Alsaied said. "They pointed out things that I hadn't even thought of. I did not expect the two transactions they did for us in the space of a few months to be so seamless. They have a very high ethical compass when it comes to navigating the intricacies of the real estate market."



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