



# URBANUPGRADE & NEWINFILLS

## **MEDIA BACKGROUNDER – [www.calgary.urbanupgrade.ca/](http://www.calgary.urbanupgrade.ca/)**

Urban Upgrade & NewInfills was formed in 2015 when real estate veterans, Thomas Ferianec and Frances Dares merged their resale and new home businesses. The brokerage consists of an independent group of 9 licensed, full time, and experienced Realtors who are consistently industry top performers.

By combining forces, the pair found success by taking a branding-centric approach when selling homes and a people-centric approach when developing a sales team. The real estate industry has seen massive shifts in how it conducts business in the last decade and realtors now need teams of website developers, photographers and videographers to compete as more people are shopping online, especially in 2020.

Urban Upgrade & NewInfills are an example of a larger trend of smaller, boutique, independent real estate brokerages. These types of brokerages are rapidly gaining market share in Ontario and the US at the expense of the larger franchises. Boutique brokerages allow a real estate team more control over the marketing and services offered to clients. A boutique real estate agency is nimble in the face of changing markets as franchise fees can be reinvested into areas that better service the clients.

The newly independent brokerage was formerly with Re/Max House of Real Estate, where it consistently ranked as the #1 performing team. Urban Upgrade & NewInfills industry leading methods have led to their homes being sold faster and for a higher price. (See Infographics on media kit.)

Urban Upgrade & NewInfills provides real estate services for residential properties in Calgary and surrounding areas. It is experienced in single-family homes, condominiums and townhomes. It lists properties from luxury single-family residences to small condominiums.

A specialized new home marketing division, NewInfills was formed to assist builders and developers of infill properties with the marketing and sales of their homes. The first to provide this specialized service in Calgary, NewInfills remains number one for new infill sales in Calgary. NewInfills works with prospective new infill buyers as well, often times assisting with purchasing homes still under construction and off-market. It provides regular consultancy on buyers' preferences.

Urban Upgrade & NewInfills have a relentless focus on developing talent and supporting its team. The brokerage provides the training and mentorship needed to become high performing industry professionals. It offers its agents ongoing marketing and statistics training, industry training, professional support staff, high quality marketing materials, online promotion and sales coaching.

The brokerage routinely outperforms its peers in real estate, selling more properties, for more money and in less time. It tracks performance statistics on an annual basis and consistently has top ranking performers. Infographics.

As a local independent brokerage, Urban Upgrade & NewInfills supports local charities and has raised money for the Calgary Food Bank, the Calgary Drop-In Centre, and the Alberta Children's Hospital. Its annual fundraisers are popular with clients and raise thousands of dollars in cash.