

TOP AGENT

MAGAZINE



Howard Lende



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Anyone who has worked in real estate knows that creativity is numbered among the qualities of a truly effective real estate agent. Howard K. Lende of Toronto's Forest Hill Real Estate, who specializes in catering to the carriage trade crowd, possesses this quality in spades.

Although he initially gravitated towards the entertainment industry (where he had a successful career as an actor performing in commercials and feature films alongside A-list luminaries like Uma Thurman and Christopher Plummer), he soon grew frustrated with the difficulties with work visas required for production in the United States. "I kept getting

the roles, but I'd get bounced because of issues with my papers, so I elected to take a breather."

It was in 1990 that he first ventured into real estate, and was surprised to discover that there were direct parallels to his acting career. "Just as in acting, you are selling a product." However, Howard found that real estate sales allowed him to expand on that, affording him the opportunity to "create a lavish production consisting of magnificent homes and extraordinary locations."

Howard began his selling career with Forest Hill Realty because of its reputation as a top echelon



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company, and has been there ever since. Quick to commend what he calls “an excellent support staff” of secretaries and associates, he just as quickly emphasizes that he prefers to do most of the work himself, which helps him maintain constant control over the entire process, and because “My clientele prefer to work with me directly.”

Howard believes it is his ability to listen to clients, to divine their needs and concerns, that sets him apart from the competition. With the majority of his sales in the three to ten million dollar range, it is this ability, plus the top-tier, exceptional service that he provides, that drives business. Viewing

each transaction as a journey, he strives to provide careful and attentive guidance for each of his clients every step of the way. “Essentially, I attend all concerns and needs...I like to be the merging point between fantasy and reality; the two must always meet in order to have a successful transaction.”

Obviously proud of his hometown, Howard cites the Robb Report’s consistent rating of Toronto’s Forest Hill area as “one of the better neighborhoods in the world.” The publication praises the community for its proximity to the downtown area and for its excellent schools, safety and stability, and notes that homes in the area have



sold for prices in excess of twenty five million (CAD). Howard also points out that the Toronto market is generally consistent and buoyant, regardless of downturns elsewhere. To underline that buoyancy, he points to the fact that there are currently over 130 new condominiums being built in the area, the highest rate in North America. “Every crane in the world seems to be here right now,” he says.

Howard believes much of his success can be attributed to his focus on details: “I want my clients to be delighted throughout the entire process, on the day of closing and every single day that follows. I want to ensure that this remains a first class and positive experience for all parties concerned.”



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Elite Diamond Award Recipient

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