

TOP AGENT MAGAZINE



ROGER QUIRION

With a background in tech sales and marketing, and a passion for architecture and design, Roger Quirion was almost tailor made to become a successful REALTOR®. “I had personally bought and sold several properties and I always thought that being a REALTOR® was something I could excel at.” Quirion got his license in 2008, beginning his career with The Sutton Group, where he quickly made a name for himself being present in some of the most affluent neighbourhoods in Montreal. After being featured in several local decorating magazines for the amazing transformation he gave to the loft space that he converted into an office, Quirion caught the attention of the prestigious Sotheby’s International Realty Agency, who recruited him in 2010.

Quirion’s diverse background has been key to his remarkable success “My experience has given me a great advantage when it comes to marketing properties. My first priority is getting a listing show ready. I’ve taken classes in staging and have a lifelong love of design, so I offer my clients that expertise. Uncluttering and depersonalizing the space really does get you a higher price or a quicker sale. Once the space is ready, I know exactly how important it is to give a listing the right web presentation, professional photography and engaging descriptions; my ability to understand market trends really gives me an understanding of what people are looking for. I take advantage of every marketing opportunity available to me, maximizing exposure and getting the listing seen by as many potential buyers as possible. I also have experience in contract negotiations with major international corporations, so I’m very skilled when it comes to creating a win/win situation and conclusion for every transaction.”

Quirion’s communication skills have also been a way he’s set himself apart. “I really listen to what my clients tell me, once I get an understanding of what my client’s motivations are, only then do I move forward with my plan to best meet their needs. In real estate you are usually dealing with people in the midst of a major life change, they either want to expand or

reduce, sometimes it’s a stressful situation due to a separation or death, at other times, the objective is more positive and dream worthy like the purchase of a secondary home. I’m a very good listener and sensitive to people’s feelings, allowing me to approach them in a much more effective way.”

Since the beginning of his career, Quirion has set sales records throughout Quebec, helping to drive prices to record heights in some of Montreal’s most affluent neighborhoods. In 2012, he was the only REALTOR® in Quebec to be interviewed by the NY Times and has contributed to real estate and patrimonial housing articles in publications such as the Montreal Gazette and The National Post.

With only eight units left to sell, Quirion is nearing the end of a major development project, 333 Sherbrooke where he served as sales and marketing director securing the acquisition of almost 100 condos in the high-end residential complex. Future plans include continuing to grow his business in Quebec while looking to expand into luxury properties in the Miami/Ft. Lauderdale area of Florida. “Seeing how much my clients appreciate the level of service that they’ve received and having them tell me it is by far greater than what they’ve received in the past, is very fulfilling. I feel extremely fortunate to do what I do.”



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