

TOP AGENT

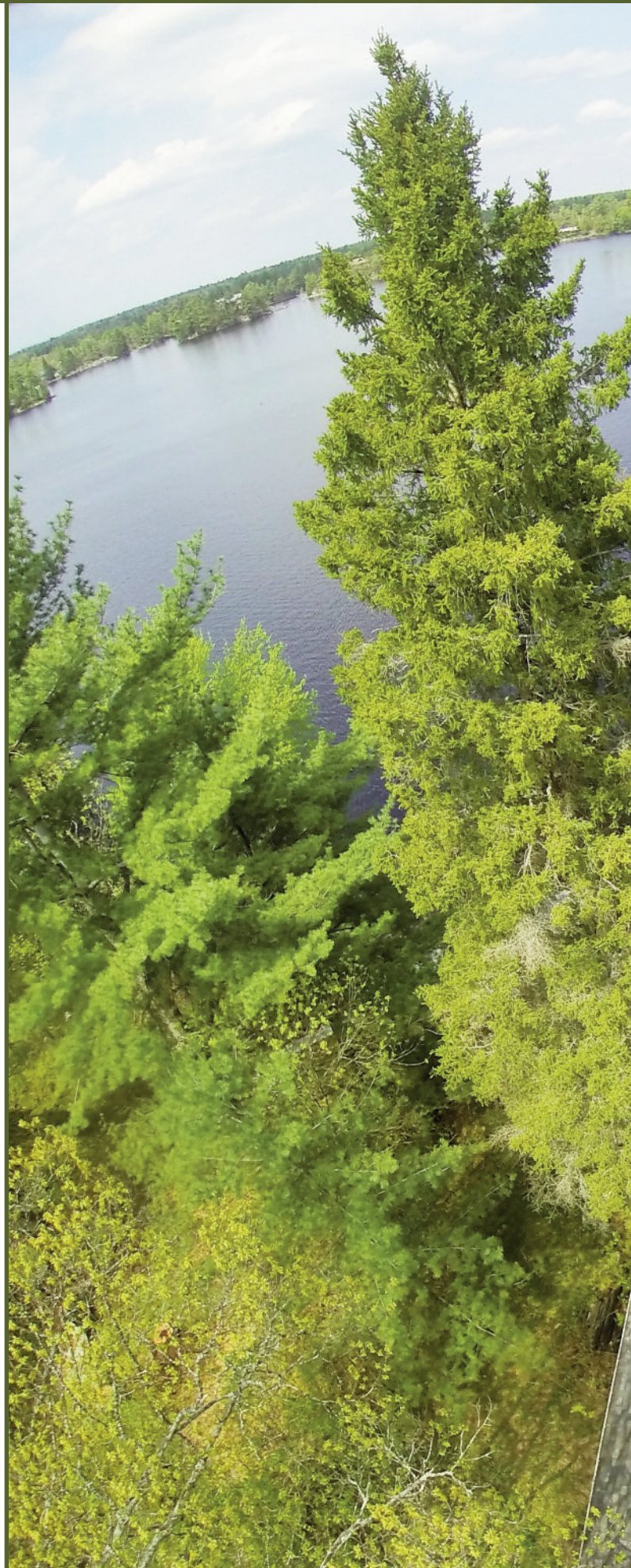
MAGAZINE

Georgina
Kasmetis

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Broker Georgina Kasmetis has a voice of calm, graceful assurance. Her tone speaks of a genuine love for every aspect of her work. And with twenty-nine years of real estate experience, it's clear she has nothing to prove, no need to be anything but genuine and easygoing with her clients. "I have a wealth of information and a love for people," says Georgina, Owner of Lawlor Realty in Toronto, Canada. "Each of my buyers and sellers is unique, and my duty is adapting my tools and experiences to best meet an individual's needs. I listen attentively. I pride myself on my integrity. I fully educate each client on their specific transaction, which is often a huge life change and very emotional."

One of Georgina's own biggest changes came at the start of her real estate career, when she made friends with Carmelita Lawlor. "I was on the path to becoming a lawyer, but then I met Carmelita, a real estate agent and former nun, and she was





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such an amazing woman that when I had the chance to apprentice at her company I jumped at the opportunity.” Tragically however, after a few years of working with Carmelita, Carmelita passed away from terminal cancer. Having no family of her own, she left her company to Georgina. “When I took over, given the size and competition of Toronto’s market, everyone told me I needed to franchise or we’d never survive. I refused to believe that; it wasn’t my mindset, and it didn’t honor the memory and ethics of Carmelita’s business.”

Georgina was determined to keep Carmelita’s business name and her brokerage small and focused on personalized service. “Our clients become our friends, our extended family. What sells a house is not a franchise, but a broker with a good heart and cutting-edge knowledge of the market. That was, and remains, what Lawlor Realty represents.” As her business is centered wholly on

client need, five years ago Georgina opened a branch location outside Toronto, in the Peterborough and Kawarthas region, where many of her clients purchase second homes and investment properties. Now both offices are thriving, but Georgina refuses to boast about units moved or volume sold. Lawlor Realty operates almost entirely on repeat and referral clients—Georgina estimates 95 percent—and this is how they measure success. “We just keep finding joy in our clients’ satisfaction, being honored to be involved in the emotional journey of buying or selling a home.”

Where it’s no struggle for Georgina to focus on relationships rather than on monetary transactions, she does admit that she’s always struggled with scheduling down-time. “When you’re new in the game you never stop, but over the years I’ve learned that time off is recharging—for me and my clients. Now I write everything in my planner with



pencil!” Georgina finds golf, pilates, yoga, and travel are great ways to clear her mind. “I love travelling. Being a dedicated broker, means you’re not just an agent, but also a psychologist and a coach. When I travel I leave all that behind and focus on personal growth.”

Though no matter where in the world Georgina’s globe-trotted, people keep telling her the same thing—what she already knows: that her hometown is one of the

most eclectic and vibrant in the world. “I grew up in Toronto and I’ll always be devoted to this city. It’s why I continually participate in local charities, especially sponsoring youth activities and animal advocacy.” Georgina also demonstrates her appreciation of Toronto through her recent and expanding work with international buyers. “Foreign investors are the crucial fuel of both Toronto’s market and the city’s flavor,” says Georgina, “so I make sure to stay abreast of



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this aspect of our business and, daily, to keep my eyes on world real estate trends.” But whether it’s multi-millionaire investors or a retired couple in the process of downsizing,

every one of Georgina’s clients receives the same, caring service. “I live day-to-day, and to me this means trying to be the absolute best person I can be to everyone I meet.”

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