



MORE OF THE SAME
IS NEVER AN OPTION

The next generation of real estate has arrived

Merad Safaian
REAL ESTATE BROKER

MERAD SAFAIAN

“

*Every home has a story
my job is to tell it in a way that buyers can't resist.*

”



ABOUT MERAD SAFAIAN

Broker | Co-Founder of Merad Homes

Merad Safaian is a respected real estate broker, builder, and developer in Toronto's luxury market, known for his integrity, expertise, and results. With experience as both an investor and a builder, he brings a rare perspective that blends market knowledge with construction insight - helping clients make confident, informed decisions.

Specializing in homes from \$3M to \$15M, Merad doesn't just list properties - he strategically positions them to stand out, attract the right buyers, and achieve top value. His approach combines sharp negotiation skills, high-impact marketing, and a builder's eye for quality.

Recognized among the top agents in 2020, 2021, 2022, and 2024, Merad ranks in the top 5% at The Agency across 14 countries and thousands of agents. He is also a proud recipient of The Agency's 2024 Chairman's Award - a testament to his consistent performance and client trust.

Clients describe him as more than an agent - he's a negotiator, marketer, advisor, and partner who treats every property like his own. His brand is built on record sales, repeat clients, and long-term trust earned through results.



NUMBERS & AWARDS

AWARD WINNER

Multiple Chairman Award

20 YEARS

Experience in SALES & MARKETING

CLHMS

The Certified Luxury Home Marketing Specialist

TOP 5%

Of all The Agency across 14 countries and
thousands of agents



Top Agent | Producer
Diamond Award 2024 Agency Toronto



The Agency Chairman Award 2024
At The Agency Global Forum



Innovation & Creativity Award 2023



Top Agent | Producer 2022



Top Agent | Legendary Award 2021



Platinum Award 2021

WE KNOW REAL ESTATE

AND WE HAVE THE NUMBERS TO PROVE IT. WE ARE SETTING NEW STANDARDS FOR THE INDUSTRY. **ONE DEAL AT A TIME.**



#1 Among Top 50 Firms for Average Sales Price
REALTRENDS

1 Community with Real Connections all over the world
We are 2x as Productive as the Average Agent

\$72B +

IN GLOBAL
SALES VOLUME

\$1.92M +

AVERAGE SALES
PRICE

\$12.8M +

AVERAGE
ANNUAL

MARKETING

NO TWO PROPERTIES ARE ALIKE, AND EACH HAS A STORY TO TELL.



Property Branding & Marketing

Our award-winning creative and content team is made up of copywriters, graphic designers and digital strategists, who are experts in crafting those stories visually and narratively. They curate compelling print and digital campaigns to ensure a property's performance is maximized for sale. Masterful design and powerful storytelling-all in a day's work.

Notable Sales

253 Dunvegan Rd

FOREST HILL

Price: \$9,000,000

Represented Both Buyer & Seller

SOLD



48 Yorkminster Rd

ST. ANDREW

Price: \$4,778,888

Represented Both Buyer & Seller

SOLD



7 Gerald St
ST. ANDREW-WINDFIELDS

Price: \$4,788,000

Represented Both Buyer & Seller

SOLD



91 Donwoods Dr
THE BRIDLE PATH

Price: \$3,588,000

Represented Both Buyer & Seller

SOLD



1540 Watersedge Rd

CLARKSON

Price: \$14,980,000



35 High Point Rd

BRIDLE PATH

Price: \$18,200,000



18 Brookfield Rd

BRIDLE PATH

Price: \$5,998,000



7 Douglas Cres

LEASIDE

Price: \$4,488,000



134 Highgate Ave

WILLOWDALE EAST

Price: \$4,088,000



7 Bamboo Grove

BANBURY

Price: \$3,288,000



SOLD



12 Bridle Path
THE BRIDLE PATH

SOLD



159 Old Yonge St
YORK MILLS

SOLD



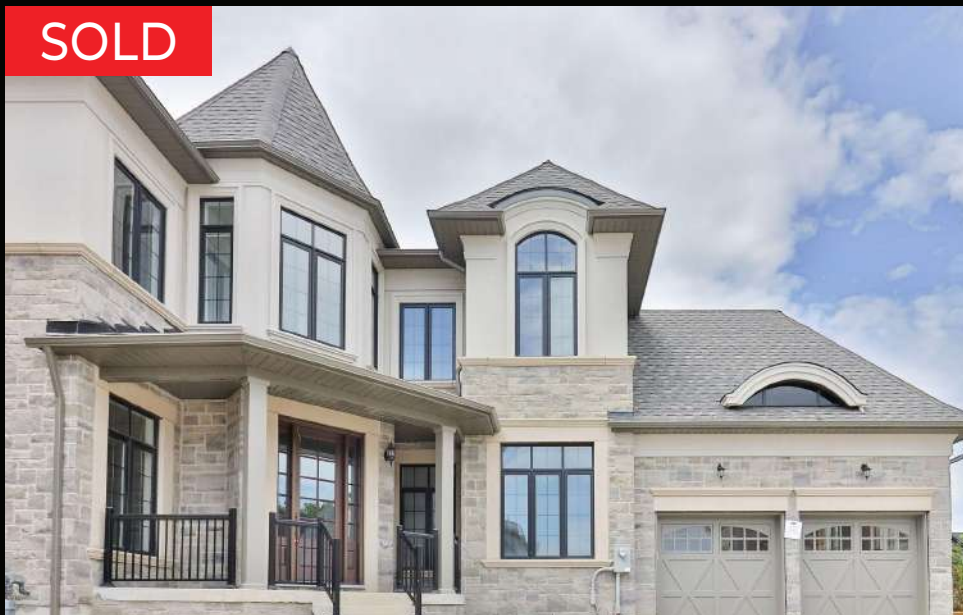
3541 Riva Ave
FRIDAY HARBOUR

SOLD



170 Forest Hill Rd
FOREST HILL

SOLD



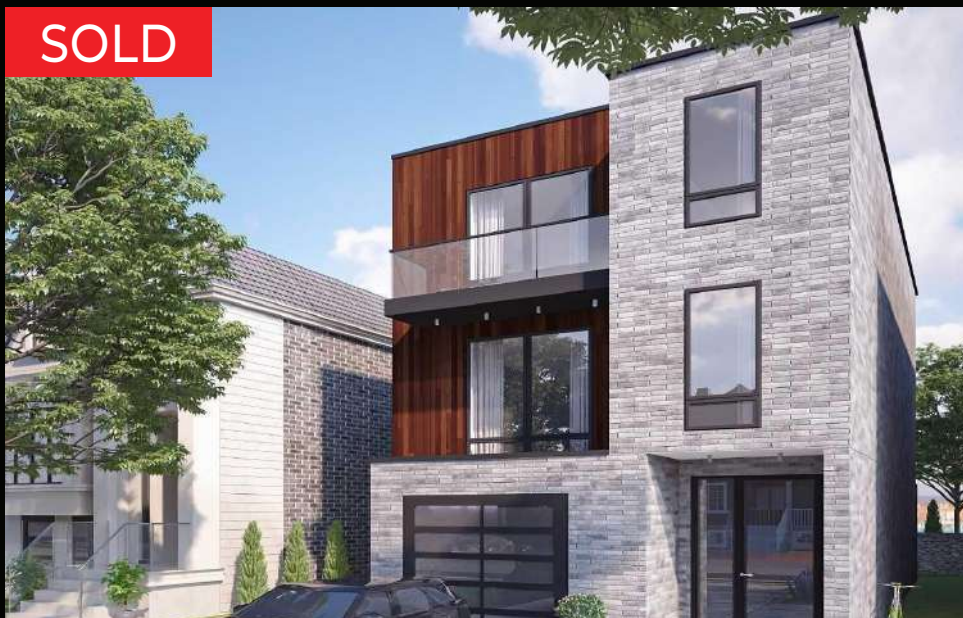
16 Becky Chueng Crt
WILLOWDALE EAST

SOLD



322 Empress Ave
WILLOWDALE EAST

SOLD



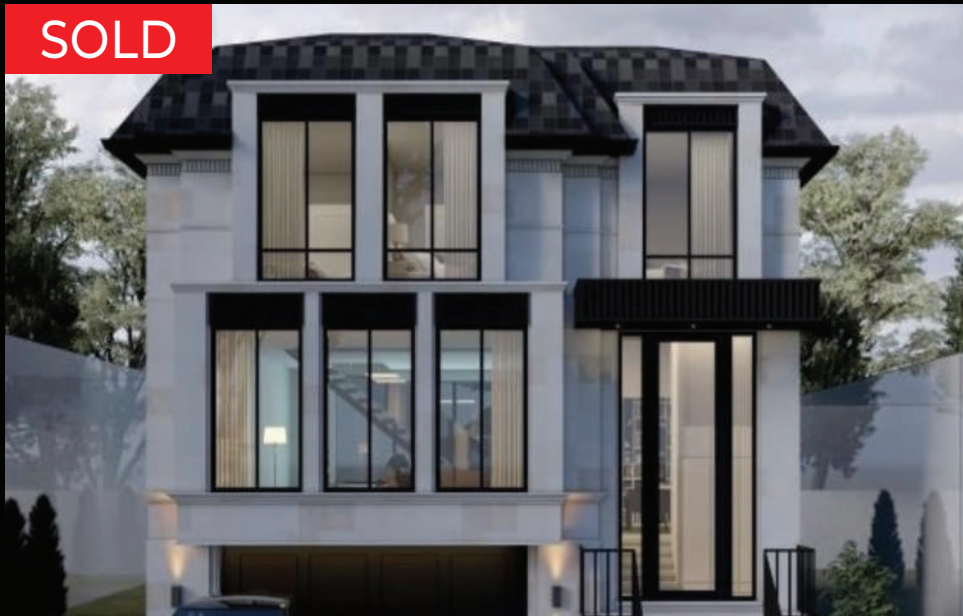
180 Lake Shore Dr
NEW TORONTO

SOLD



136 Burndale Ave
LANSING-WESTGATE

SOLD



177 Joicey Blvd
BEDFORD PARK

SOLD



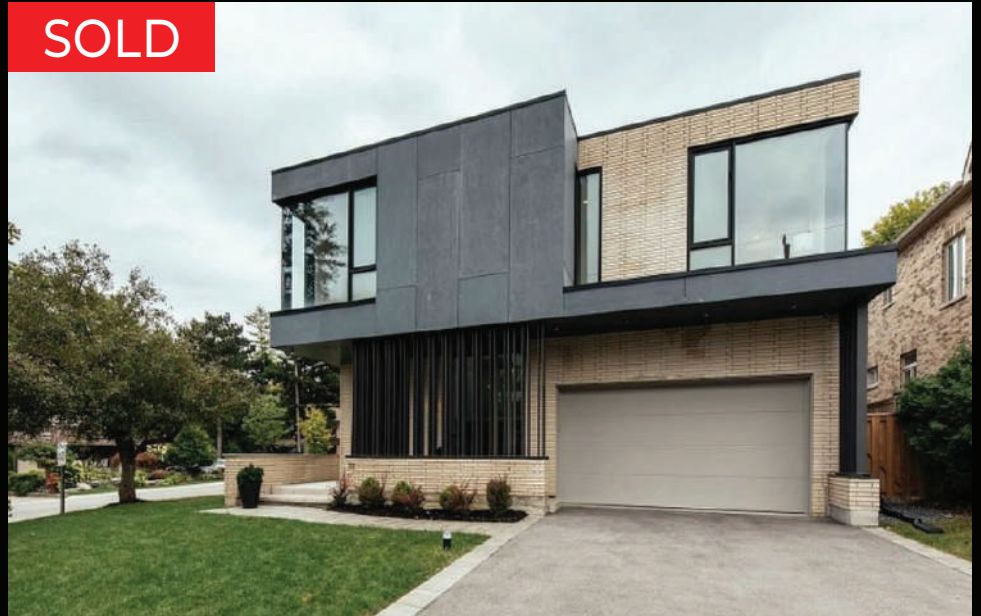
349 Fairlawn Ave
BEDFORD PARK

SOLD



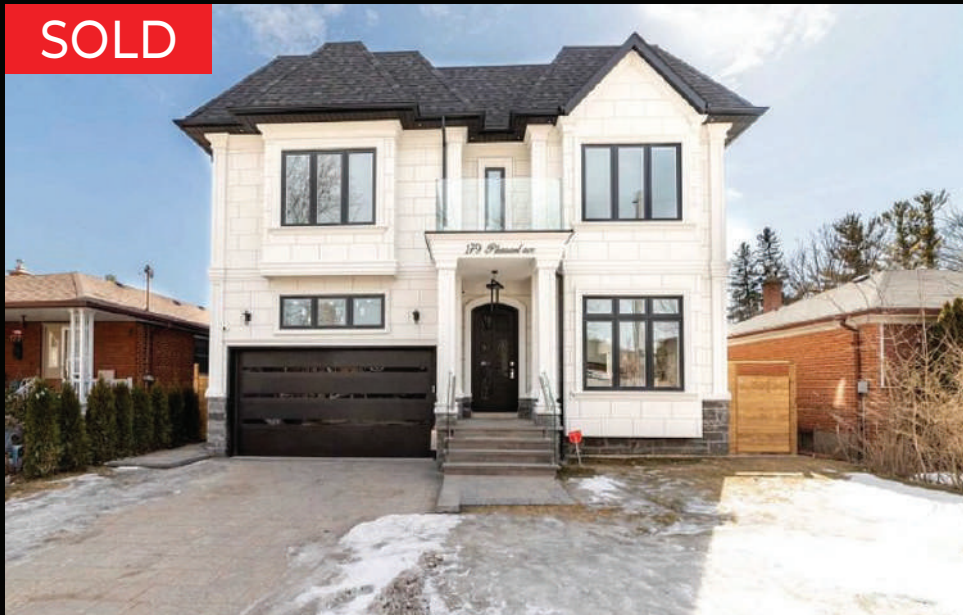
4 Challister Crt
BAYVIEW VILLAGE

SOLD



93 Meadowview Ave
MARKHAM

SOLD



179 Pleasant Ave
NEWTONBROOK WEST

SOLD



16 Paul St
THORNHILL

SOLD



24 Glenavy Ave
MOUNT PLEASANT EAST

SOLD



313 Glen Rd
ROSEDALE

SOLD



19 Foursome Cres
ST. ANDREW-WINDFIELDS

SOLD



75 Fifeshire Rd
ST. ANDREW-WINDFIELDS

SOLD



430 Manor Rd E
LEASIDE

SOLD



625 Soudan Ave
LEASIDE

SOLD



33 Randolph Rd
LEASIDE

SOLD



14 Burnham Rd
LEASIDE

SOLD



207 Sutherland Dr
LEASIDE

SOLD



171 Belsize Dr
LEASIDE



SOLD

19 Foursome Cres



SOLD

24 Citation Dr



SOLD

24 Glenavy Ave



SOLD

33 Randolph Rd



SOLD

37 Angus Dr



SOLD

74 Copperstone Cres



SOLD

93 Meadowview Ave



SOLD

39 Stuart Cres



SOLD

253 Essex Ave



SOLD

136 Burndale Ave



SOLD

201 Rhodes Ave



SOLD

179 Pleasant Ave



SOLD

313 Glen Rd



SOLD

39 Rhodes Ave



SOLD

18 Brookfield Rd



SOLD

9471 Yonge St, #1109



SOLD

880 Grandview Way, 880



SOLD

1171 Queen St W, #1412



SOLD

14 York St, #4006



SOLD

300 Front st, #2511



SOLD

265 Poplar Plains Rd, #202



SOLD

15 Grenville St, #2610



SOLD

15 Grenville St, #2609



SOLD

32 Massey St, #D



SOLD

320 John St, #203

Notable Built



MERAD HOMES

BURNHAM RD

LEASIDE



MERAD HOMES

RANDOLPH RD

LEASIDE



MERAD HOMES

STUART CRES

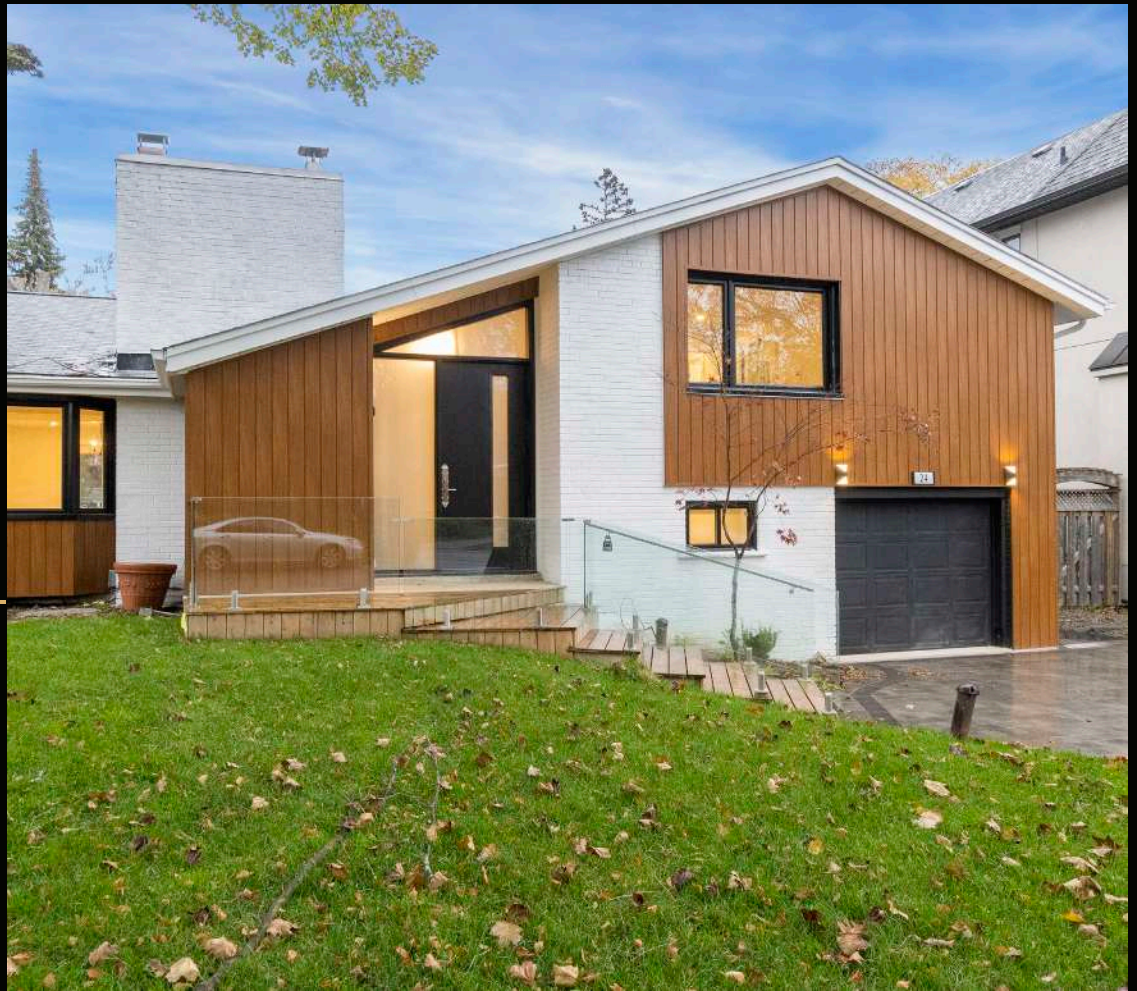
WILLOWDALE



MERAD HOMES

CITATION DR

Bayview Village



Published & Magazine



HAVEN

HOMES & LIFESTYLE

CAPTURE THE FOUR SEASONS EVER CHANGING VIEW 7 DOUGLAS CRES



DISCOVER THE BEAUTY OF "7 DOUGLAS" CRESCENT IN TORONTO'S GOVERNORS BRIDGE NEIGHBORHOOD WITH ITS STUNNING VIEWS OF ALL FOUR SEASONS THROUGH FLOOR-TO-CEILING WINDOWS. 265 FT DEPTH LOT, EXPLORE AND BE AMAZED!

PRICED AT \$5,188,000



REPRESENTED BY MERAD SAFAIAN AND AL MOUSAVI

AUG 2024

DWELL DISCOVER LUXURY LIVING IN TORONTO ESTATE

FROM LUXURY HOMES & LIFESTYLE

In the heart of Bayview-York Mills' prestigious Million Dollar Row, a rare gem has emerged, promising an unparalleled blend of opulence and tranquility. The Southern Rivine estate, a sprawling 114 ft x 294 ft property, stands as a testament to luxurious living set against a backdrop of lush conservation land.



Recently, the area witnessed a record-breaking sale of \$15.5 million, underscoring its status as a prime real estate destination. Currently, the market's pinnacle is represented by a \$20.8 million residence at Forest Heights Boulevard, setting the bar for opulent living.



Step outside, and the estate's true charm reveals itself. The oversized backyard is a lush, private oasis that seamlessly merges with the surrounding conservation land. Whether it's enjoying a morning coffee, hosting evening gatherings, or pursuing any outdoor sports, the expansive outdoor space offers limitless possibilities for relaxation and entertainment.

Located in one of the most sought-after neighborhoods, this property embodies the best of both worlds—a blend of modern amenities and classic design.



16 FIFESHIRE RD

LISTED AT: \$8,488,000



DWELL

LUXURY HOMES & LIFESTYLE

Discover Toronto's Premier Estate at

23 BAYVIEW RIDGE

Nestled on Toronto's prestigious 'Millionaires' Row' at Bridle Path Bayview Ridge, this newly redesigned estate stands as a testament to the art of living well.

When arriving at this grand 1.25-acre estate, rolling hills and serene landscapes set the stage. As you enter, you are greeted by a ravine lot with panoramic views of a lush 15-acre golf course. Beyond the verdant greens, the city skyline creates a captivating display of shimmering lights, adding an extra layer of enchantment to this already stunning property.



23 Bayview Ridge, a marvel of architectural design, spans an impressive 12,000 square feet across two floors. Constructed with solid concrete and adorned with striking zig zag metal accents,

the grandeur of the estate is further highlighted by a spacious circular driveway and a fourth garage that accommodates up to 22 vehicles. Inside, the estate offers a haven of comfort and style with 9 bedrooms and 11 bathrooms. Newly redesigned and awaiting your personal touch, this estate represents a unique opportunity to embrace a lifestyle where true value is found in the harmony of exquisite surroundings and fulfilling living.

PRICED AT \$11,000,000



127 JOICEY BLVD

\$4,688,000

Control **Miele**
Rubinet **SCAVOLINI**



Built with the World's Finest Brands, Interior Crafted by Italy's Scavolini

Listed for \$4,688,000, this breathtaking Cricket Club home is a true masterpiece. In partnership with Scavolini, the kitchen and interiors redefine luxury. With over 4,000 sq. ft., 10-foot ceilings, and premium brands like Miele, Samsung, and Control4, this home offers unparalleled elegance. Listed by Merad Safaeian and Al Mousavizadeh from The Agency.



Toronto Life

BY ALI AMAD | FEBRUARY 9, 2024

"DON'T RUSH—WAIT TO BUY THE RIGHT PROPERTY"

ROSEDALE: 313 GLEN ROAD



Listing agents:
MERAD SAFAIAN
Surrounded by
million-dollar estates

"Before we came on board, the owners tried listing this home three times with three different agents, without any success. To boost the value of the property, we added a parking pad in the front yard and upgraded the interior lighting. While my clients had previously listed around the \$3-million mark, I listed lower, at just over \$2.5 million, to generate buzz," elit.



"Inventory is low right now, and many of the houses on the market are in poorer condition. There are discounts out there, but I think buyers shouldn't rush. Instead, wait to buy the right property—and to hold on to it."

The place: A two-storey box within walking distance of Evergreen Brick Works
Listing price: \$2,528,000
Date sold: January 18, 2024
Bedrooms: 3+1
Bathrooms: 4
Size: 2,500 square feet

www.torontolife.com

DWELL

LUXURY HOMES & LIFESTYLE

91 DONWOODS DR
A PROPERTY THAT DEFINES SP.
ESSENTIALS OF LUXURY

One of the few SP properties which represents five key elements of luxury living: Privacy, Prime design, a Paradise neighborhood in Hogg's Hollow, the Perfect lot, and Permit-ready status for immediate building. Welcome to your future dream home at 91 Donwoods Drive. Nestled on a serene, no-exit street in the prestigious Hogg's Hollow, this private, forested lot offers the perfect opportunity to build your dream home. Backing onto a lush ravine and renowned golf course, the property delivers a peaceful, country-in-the-city feel. Approved plans and final permits are in place for an impressive 7,507 sq. ft. living space, or you can work with the builder to fully customize a design to suit your vision. A rare chance to create a one-of-a-kind residence in this exclusive, stylistic setting.

PRICED AT \$3,780,000
REPRESENTED BY: MERAD SAFAIAN

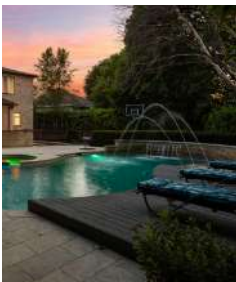


91 DONWOODS DR

dwell

Toronto Luxury Living: A Bespoke Masterpiece in Prestigious St. Andrew

In Toronto's elite St. Andrew enclave, where tree-lined streets and architectural grandeur define the landscape, one residence rises above the rest: an impeccably redesigned estate that pairs timeless elegance with resort-caliber amenities. Set on the largest pie-shaped lot on this sought-after street, this custom home is a statement in sophistication, craftsmanship, and contemporary comfort. From first glance, the transformation is unmistakable. A brand-new architectural façade framed by professionally landscaped grounds makes a commanding impression, while inside, the tone is set with heated tile floors, soaring ceilings, and a grand entry that blends warmth with refined luxury.



The open-concept main level is designed for both everyday living and entertaining, with rich hardwood floors, custom millwork, and unbroken sightlines that invite a sense of flow. At its heart is a fully bespoke Wolf chef's kitchen - anchored by an oversized island and flanked by premium appliances - where a sunlit breakfast nook framed by signature round windows offers serene views of the private backyard. In a neighbourhood synonymous with prestige, this St. Andrew masterpiece is a rare opportunity to own a home that seamlessly blends architectural excellence, luxurious amenities, and enduring design.

Listed at
\$4,778,888 CAD

Represented by
**Merad Safaian
& Al Mousavi**
The Agency Toronto



MANSION GLOBAL

BUILT LIKE A ROCK—STONE TORONTO MANSION DESIGNED TO AN INTERNATIONAL QUALITY STANDARD LISTS FOR \$8,188,000

A three-story custom Toronto home, the only residence in Canada to comply with a global standard for quality known as ISO 9001-hit the market late last week for nearly C\$8.2 million



MERAD SAFAIAN
BROKER

AL MOUSAVI
SALES-REP

The Indiana stone, brick and limestone residence was designed by Kirkor Architects, according to the listing with Merad Safaian & Al Mousavi of the Agency Toronto. The home meeting ISO 9001 certification standards speaks volumes about the caliber of construction behind this home.

JustLuxe

www.justluxe.com

ENDLESS VIEWS OF FOUR SEASON NATURE THROUGH FLOOR-TO-CEILING WINDOWS

7 Douglas Crescent



It's the incomparable, ever-changing vista of all four seasons that truly elevates this property. Magnificent view of the ravine in the middle of the forest within the city, backed to the ravine with direct access through a stone path.

What makes 7 Douglas Cres truly unique to the market is its rich history intertwined with modern luxury. Originally built in the early 1900s, this charming residence has been meticulously maintained, preserving its timeless architectural elegance while seamlessly integrating modern amenities for today's discerning buyer. Each corner of this home whispers stories of generations past, creating a warm and inviting atmosphere that simply cannot be replicated. From the intricately detailed woodwork to the original stained glass windows, every element of 7 Douglas Cres exudes character and charm, offering a rare opportunity to own a piece of history without compromising on comfort and style.

265 FOOT DEPTH LOT

With over 4000 square feet of living space, it's a luxurious retreat in the city, enjoy the gourmet kitchen with a stunning onyx island. With maple floors, heated steps, and bathroom floors, comfort is paramount. The master retreat and ensuite provide a luxurious escape, while the lower level offers walkout access to the ravine. Direct access to scenic trails, including those at Brimley and Chofley Park, beckons exploration. And the indoor/outdoor hot tub? It's the cherry on top for family fun and entertaining! This masterpiece must be seen to be believed!

OUR GLOBAL REACH

#1 Top Luxury Brokerage

(INMAN'S GOLDEN I AWARDS)

FOR AVERAGE SALES PRICE: \$2.5M (REALTRENDS)

#7 Among Top 50 Firms

FOR AVERAGE SALES PRICE: \$2.5M (REALTRENDS)

Inc. 5000 Fastest-Growing

PRIVATE COMPANIES FOR 7 YEARS

130+ Offices in 12 Countries

INCLUDING THE WORLD'S MOST COVETED LUXURY MARKETS

#16 on the 2024 Realtrends 500

LIST OF TOP RESIDENTIAL BROKERAGES

Financial Times

ONE OF THE AMERICAS' FASTEST GROWING COMPANIES FOR 7 YEARS





SELLING HOMES *Like No One Else*



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