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Creating Hope and Building Dreams

Nawel and Vanita Seth:

Partners in Life and Real Estate

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Peter Park, Nawel Seth & Vanita Seth

Nawel and Vanita Seth. There is a story of ambition, passion for their work, dedication to their clients, and love for their family and the world at large. They are partners in every way and, together, this husband and wife team has built an immensely successful real estate business, with thousands of loyal and satisfied clients.

Nawel entered the real estate business in the 1970s; he had earlier come to Canada from India on an academic scholarship. He subsequently obtained a Masters degree in Aerospace Engineering, and an MBA from the University of Toronto. He needed a summer job and, without realizing that real estate agents work on commission or that they require a license, he walked into a real estate office and asked for a job. Shortly thereafter, Nawel obtained his license and began his real estate career while he finished his MBA. In his first three months as a summer student, he achieved more success than other agents in the office, and soon realized that real estate could be a good career choice. "I understood the intricacies of the real estate business and loved the challenge," Nawel says. "I did very well."

Around the same time, Nawel had also been selected in an open competition for a position with the Ministry of Revenue at the federal government. As well, he had offers from several insurance companies with lucrative financial packages. However, he opted to enter the real estate field because, in his own words, "I liked the fact that real estate dealt with hope rather than fear."

In 1978, Nawel realized his dream, and opened his own brokerage company.

Vanita soon joined the business. Vanita jokes about leaving her journalism career in India for real estate in Canada. "Shakespeare delved in real estate for a while. That's how he learned so much about human nature," she laughs. She says real estate was definitely the right choice, and has no regrets about leaving journalism behind. "We have an opportunity to do something for people. It's a job where you can create hope and fulfill dreams. It's a new home. It's the start of something good."

When Vanita joined Nawel's business, they were two pieces of a puzzle that fit together perfectly. "Nawel is very realistic. I'm very idealistic and have a great empathy for people. We balance each other out very well," Vanita says. Vanita's creative approach and Nawel's logical side are the perfect complement for each other. "We've learned to really respect each other's strengths," Vanita says. "He's brilliant and passionate about his work. I'm really creative and sensitive to people's needs. We work together as a team very well." Nawel agrees. "For me, working with Vanita was an easy decision. Moreover, we are blessed with the wealth of a wonderful family: our

parents and two really good kids. They have been our strength and anchor in good and bad times.”

Their strong partnership values, dedication to customer service, and their integrity certainly contribute to the tremendous success they have achieved. They have many success stories, numerous awards at both the local and national levels, and the list of satisfied clients is endless. “Customer satisfaction is what matters most,” Vanita says. “We have always tried to do better. Customers keep coming back to us time and again because they know we put their interests ahead of ours.”

Their clients agree. One client raves about their tireless dedication to service. “They will devote and put in any amount of work necessary to sell your property. Being prior clients, we can say this as a fact.” Another client said, “We were impressed with the professional expertise you demonstrated in presenting a marketing plan, and with the skills you used in negotiations. Clearly, your professionalism was outstanding, You deserve to be very proud.” Another client says their knowledge and negotiating skills were a huge advantage. “Without their professional attitude and knowledge of my local area, I would not have done as well. By persuading me to make that initial investment, I have been able to live in a great community and obtain capital appreciation as well. A good combination!”

Many consumers turn to them for their expert advice and their well honed skills, especially when the market slows down, or where sellers face a difficult financial or legal scenario. Nawel is also a qualified appraiser, and has acquired an uncanny ability for accurate appraisals and financial projections. Together, Vanita and Nawel come up with winning marketing strategies and successful

solutions. They have developed their own proprietary projection models that can anticipate real estate prices for different market conditions. Over the years, their expert advice has been

clients’ properties. Perhaps this is one of the reasons they have one of the highest sale-to-listing ratios in the industry. The website is Nawel’s brainchild, and a great source of pride for him. “Marketing and



Peter Park, Jenny Juan, Aman Kapoor, Agnes Pela, Nawel & Vanita Seth

sought by lawyers, warring estates, and legal courts. A strong, qualified and hard working team of agents, assistants, and support staff are handpicked and personally trained, which contributes to their efficiency.

In more than three decades of practice, Nawel and Vanita have financially helped dozens of families achieve their dream of home ownership and financial independence. In addition to Nawel’s extensive financial background and Vanita’s creative flair and empathy for people, perhaps their greatest selling point is the way they have embraced technology. Their website, www.welistfree.com, is second to none technologically, as well as being consumer-friendly. Currently, it draws between 600 and 1,500 unique visitors per day. Not only does it remain as one of the most popular real estate brokerage websites in Canada, it is consistently listed in the top ten on thousands of search engines. This traffic translates into a stream of ready buyers for their

finance is my area of expertise. I realized marketing is changing, and I wanted to be ahead of the times,” Nawel explains. “Our web services are unparalleled. What we provide to consumers on our website, nobody else does in Canada.” The website has made Nawel and Vanita pioneers in the industry, and they want to ensure that they remain on the leading edge of technology.

Nawel and Vanita are equally passionate about helping others, and possess a strong philanthropic streak. Closest to their hearts, however, is the work they do for education and the environment. They both possess a thirst for knowledge, and always seek to learn more. They believe so strongly in education that they want to give that gift to needy students. Thus, among their many charitable works is the Seth Student Loan program they created through the University of Toronto and York University. “We wanted to do something for needy students, and the university thought it was a great idea,” Vanita

says. "Education is the greatest gift you can give someone." One student they helped obtained an MBA, attended law school, and is now working for a downtown Toronto law firm. He says he owes a debt of gratitude to them. "In trusting me with the loan, they recognized my future potential earnings and hence my current potential. For that I am eternally grateful."

Vanita is active in community organizations that impact on the well being of women and families, and is very passionate about the environment. She recalls lobbying to preserve a historic sugar bush in her neighbourhood and, due to hard work and perseverance, the bush is still there. "Thanks to the committed people, and a caring counselor, they listened to all of us

and kept that place as it should be preserved," she says proudly. They want to create a reward system for builders who are 'green-friendly'. "We are

planning to give recognition to builders who are sensitive to the environment. It's important that builders take a 'green' approach," Vanita says.

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With their passion and dedication to their work, love for their family and their fellow human beings, Nawel and Vanita will no doubt achieve many more great accomplishments in the future. There is no slowing down for them, and both say they love their work too much to think about retiring. "We'll still be working," Vanita predicts. "The discipline of work keeps you young. We'll continue in real estate because it is a passion, and we enjoy it very much." That is great news for their many loyal clients, who will continue to benefit from their first-rate service, experience and dedication for many years to come.



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