

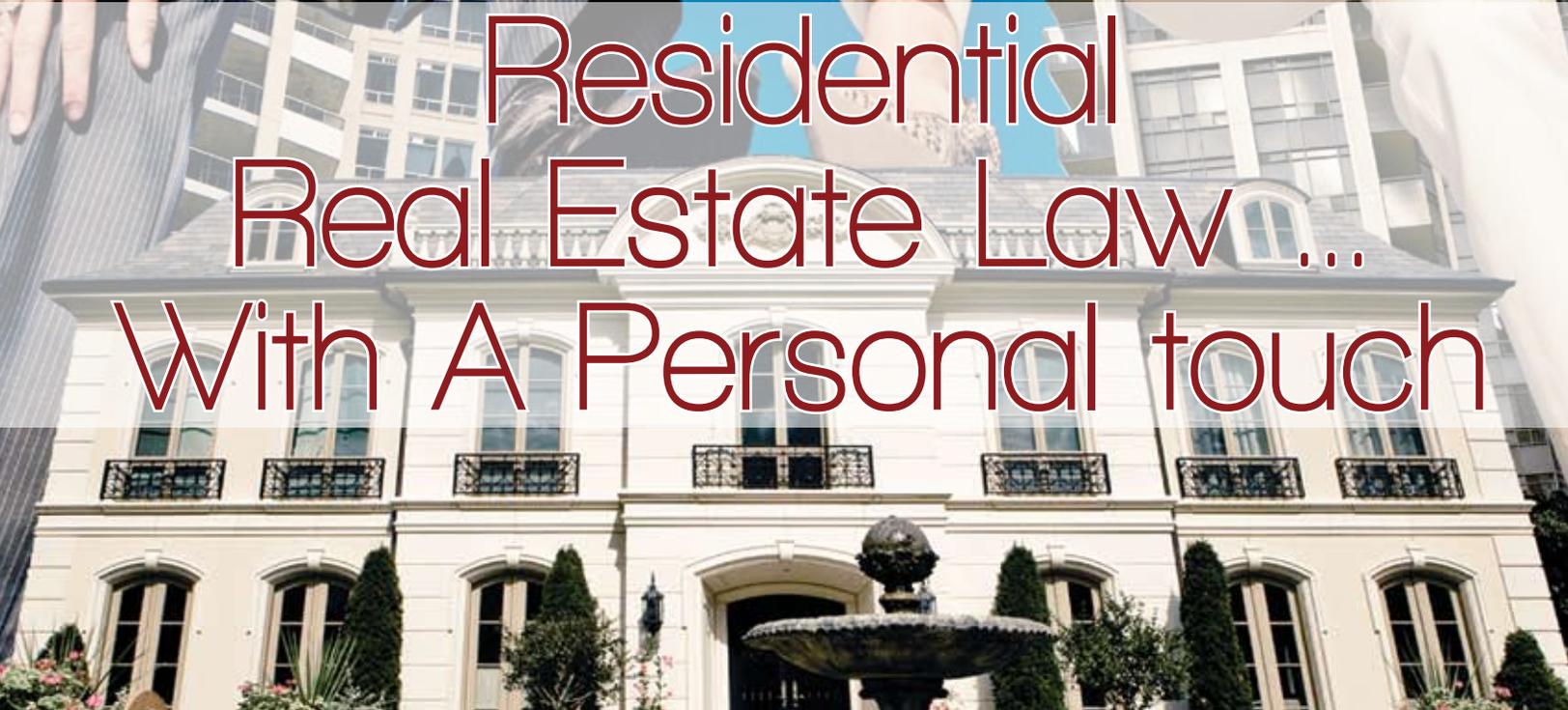
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TORONTO CENTRAL EDITION

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Residential
Real Estate Law ...
With A Personal touch





Residential Real Estate Law ... With A Personal touch

By Heather Navarra, The Write Type

There's no doubt that the law firm of Feld Kalia, Barristers & Solicitors, or F|K, is delivering residential real estate legal services in a unique way that is garnering rave reviews from industry participants.

Business partners David Feld and Sonia Kalia have developed a model that focuses on putting their clients' needs first. Having attended the University of Toronto, David earned a B.Sc. Specialist Degree with Honours, followed by his law degree (LL.B.) at the University of

Western, while Sonia has a B.A. from York University and her LL.B. from the University of Western. With strong ideas about how clients should be treated, these two lawyers left successful careers in other firms to create and nurture their own. Having done so, they have realized a significant business accomplishment in achieving their goal of providing excellent legal services while tailoring their communications in a way that respects clients' individual needs. Put simply, Feld Kalia provides clients with the style of service that David and

Sonia would want to receive themselves.

"With every communication," says David, "whether in person, by phone, fax or email, we think about what we're doing from the receiver's perspective." Clients and agents alike consistently comment that they appreciate F|K's accessibility and responsiveness, and how well they were guided through the closing process. It's certain that F|K approaches its practice differently from other legal professionals.

Bold and leading-edge, this husband-and-wife team approach life with a high degree of energy – in all that they do, they remain focused and positive. Diligent and attentive to detail, they are both self-professed perfectionists. They bring a unique flare and creativity to the legal terrain, from their slick logo to the interesting ways they interact with clients.

F|K is gaining recognition in the real estate industry for being leading-edge. “We consider ourselves pretty high-tech,” says David, “We keep our clients informed in real-time. People know of us because of our tech-savvy. We use it to bring ourselves closer to our clients, to provide the most client-centred service possible. Most of our clients and agents have email and many have a Blackberry or some kind of Smartphone, or at least a cell phone. So we designed a digital firm that can deliver information to all the players, all the time, in any form required without compromising the personal touch. By keeping everyone in sync, the opportunity for delay-causing issues is greatly reduced.”

Focusing solely on residential real estate law, and providing services for properties across Ontario to clients both local and international, the firm is experienced. “Our volume is high and we get exposed to a plethora of tricky situations,” David shares. “This allows us to gain expertise at an exponential rate.”

Because of F|K’s determination to serve their clients well, this proactive firm is adept at problem-solving in order to protect their clients’ best interests. F|K values the contributions its employees provide. “It would be impossible without our team of dedicated professionals who love what they are doing as much as we do,” says Sonia.



Attentive service to clients’ individual needs has been F|K’s goal from the outset. “We analyzed and continue to analyze every step of the process,” shares David, “from the first phone call of a nervous first-time home buyer to handing clients the keys to their mansion, we managed to intimately intertwine each step of the process with the use of technology. Unique to our law firm is that real-time responsiveness.”

“We continuously undertake projects to improve our process,” continues Sonia. “Our short-term goals are to continue to develop and refine our infrastructure, so that we can maintain the same quality of service we have been providing, despite our exponential growth.”

Although David describes the system as a ‘personalized digital machine’, it’s really the human touch that clients appreciate most. Each communication is tailored for the particular client. “People want

answers immediately when they have a question,” says David. “Our clients usually experience a surprisingly quick response time. The use of email allows us to communicate directly, quickly and accurately. Our answers include the documents that we are discussing – say, the Agreement of Purchase and Sale – and we can highlight and focus on specific sections to communicate our thoughts more clearly.”

Sometimes clients don’t meet David or Sonia until the day before their closing, but they often say they feel like they have known these friendly lawyers for years. Compassionate and empathetic, they have refined people skills. “Being first-time home owners ourselves, we are thinking about our clients and what they are experiencing. We recognize that, although this is an exciting time in most people’s lives, it can also be difficult for familial, financial or logistic reasons. We have learned time and time again that, by keeping our clients in the loop, we can give them a very positive experience.”

Recognizing the value of good deeds, their high level of service has become a point of differentiation. Indeed, with all of their business coming from referrals,

marketing is all 'word of mouth'. Past clients, real estate agencies and agents, lending institutions and mortgage brokers consistently provide referrals, touting F|K as their lawyers of choice. Companies see the difference after using their service just once, then sing the praises of the great results they just witnessed. Good work has become F|K's best marketing tool.

Complementing their service is a fresh, new website that demonstrates F|K's commitment to providing value (www.feldkalia.com). Simple and easy to read, it provides clear and comprehensible information about the real estate process. Easily navigable and user-friendly, it has become a valuable resource for both new and seasoned buyers and sellers, as well as real estate agents. F|K's office – situated in a charming Toronto home – carries on the theme that F|K's primary goal is keeping their clients comfortable throughout the process.

Because the law is always changing, David and Sonia participate in ongoing education. Additionally, David has given seminars at the Law Society of Upper Canada, banks and real estate agencies, helping to educate others about what to expect with regard to every aspect of a closing. "We are excited about these opportunities to teach others. The more information we get out there, the better."

With their goal of becoming the most successful residential real estate law firm, F|K is on the right track. The firm demonstrates that they value their clients through their high level of commitment, and they are continually expanding their market share. The results consistently achieved on behalf of F|K's clients are triggering referrals that will continue to lead to their success.

FELD KALIA BARRISTERS & SOLICITORS,

467 RICHMOND STREET EAST
TORONTO

Tel 416.203.6347

Fax 1.866.456.7672

info@feldkalia.com

www.feldkalia.com



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