



Based in Guelph and serving the local and Tri-Cities area, the GoWylde Team is comprised of 11 members. The ranks include two listing agents — Brad and his mother — three buyer agents, a marketing pro, office manager, full-time stager, listing assistant, concierge coordinator, and a lead manager. While the GoWylde Team is far-ranging in its skillsets and personalities, it is also family-oriented, with four of its members belonging to the Wylde clan.

Today, roughly 50 percent of Brad and the team's business is generated by repeat and referral clientele, a noteworthy feat. For his part, Brad credits their unique, measured team dynamic for much of the success enjoyed to date. "When building our team, we considered each part of a transaction, from when you're first meeting with a client and beyond closing," Brad explains. "We looked at all the different components and started building our team that way. We wanted professionals who complemented each other's strengths, and we have an array of personality types and skillsets. It allows us to provide our clients with comprehensive service."

The GoWylde Team boasts select core principles that guide their business model, from a decisive focus on cutting-edge techniques that puts Brad and his cohort ahead of the curve, to a people-centric group dynamic that places clients' interests ahead of their own. Likewise, Brad and the team's service offerings run the gamut, ensuring that an array of real estate needs are met. All the while, the GoWylde Team produces quantifiable successes, time after time. "When you look at our team's average list sales price ratios and average days on the market, year after year we're consistently beating market averages," he says. "We also offer a range of services, from help with down-sizing and the sale or donation of furniture to full-staging, decluttering, and property maintenance. We're full-service and have built our team structure with carefully selected members who are experts in their field. It truly allows us to provide better service to our clients."

Brad Wylde always had a fascination with homes and real estate. When he set off for college, he decided to pursue studies in architecture and construction, but it was during his summer holidays working as a project laborer for his mother's real estate business that he realized his passion was geared toward sales. Six years ago, Brad partnered with his mother to build a noteworthy roster of talent in the GoWylde Team. Defined by superlative service, diverse experience, and a demonstrable track record of results — Brad and the GoWylde Team have already carved out a legacy in their Ontario province. To date, Brad has earned RE/MAX's Titanium Award, while the team has earned a regional spot in the Top 100 bracket for RE/MAX, and the 12th spot company-wide across Canada.



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This unconventional yet powerful approach extends to the GoWylde Team's method for listing property, which injects memorable humor into postings to secure a reader's interest. With a full-time stager on staff, homes headed to market also benefit from attractive styling that strikes a memorable first impression.

To give back to their community, the GoWylde Team donates a portion of each commission to the Guelph Humane Society, and partners with the organization often to promote adoption events and fundraising efforts. Brad is a recent first-time father. In his free hours, he most enjoys spending time with his wife and newborn daughter, as well as snowboarding and fitness.

Looking ahead, Brad and the GoWylde Team hope to

continue their upward trajectory, with plans to expand their service options and establish themselves as a one-stop-shop for all things real estate related. For now, they'll continue to bring their brand of all-encompassing service to the greater Guelph and Tri-Cities area, with the same focus on personalized care that they've built their reputation upon. "We're continually trying to improve, innovate, and be cutting edge with our service," Brad finally reflects. "Anyone can be successful in this business, but you have to focus on what your skills are and work with people that compliment you. Together, we always put our clients' best interests first and protect and do what's right for them. We treat every person with respect, no matter their situation and we never think that we're too good to improve. We're much stronger as a team, working together."

**Brad Wylde**

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