



**WE WILL  
WE WILL**



**ROCKY YOU!**

July 2023

**RE/MAX GARDEN CITY**  
REALTY INC., BROKERAGE

ST. CATHARINES | FONTHILL | GRIMSBY

INDEPENDENTLY OWNED & OPERATED



**Let's face it, there are a lot of real estate companies out there. And each one has, I suppose, its own individual identity and claim to fame. So what is it that sets RE/MAX Garden City Realty Inc. apart? How do we stand out from the rest?**

***In a word – it's our culture.***

We are above all else, Agent centered. We recognize that while the buying and selling public are the Agent's clients, the Agents are ours. And while we do a lot for the general public, e-newsletters, Money Machine seminars to name just a few, we do all things from an Agent's perspective. Our newsletters go out branded from our Agents to their unique database, our Money Machine seminars are designed to generate investor leads for our Agents. And so on.

We'd like to take you on a guided tour of our company, and show you why we believe we are uniquely positioned to help you as an Agent. Our goal is to make you feel right at home and then support you to be all you ever dreamed of being.

## FACILITIES

Walk into any real estate office and have a look around. You'll see pretty quick whether they are client centered or Agent centered. Often you'll be overwhelmed by the lobby, washrooms and closing rooms. But beyond that, the picture changes. Agents often work in bullpens, or if they have offices they are too small to bring clients into, and no time or money has been spent on sound attenuation. Agents who are on duty or have clients have to lug their belongings to one of the client centered areas, like a closing room. The company is Agent centered!



## PRIVATE OFFICES

A lot of care went into the creation of our Agent offices. All the walls are insulated for sound attenuation. And those walls continue up beyond the ceiling for the same reasons. It's a lot cheaper to just run the walls to the suspended ceiling, but it's not nearly as private. Each office has a double pedestal desk, credenza and room for a couple of clients. We wanted to create a private work environment where an Agent could meet with a client or make calls without hearing a dozen other conversations filtering in. Our Agents are our clients, and they are important.



## TRAINING CENTRE

On site at our St. Catharines head office we have a state of the art training center. And it gets used. A lot! Special speakers, seminars, training sessions, etc.



## DINER

---

Directly adjacent to our Training Centre is our 50's diner. It's designed as a break-out area for snacks and even lunches during training. But it also gets used by Agents as a meeting point for interactions as an informal setting with clients. It boasts an assortment of specialty coffees, soft drinks free for the taking, and even has an old-fashioned Wurlitzer juke box. And of course, it's a great place to host our informal staff lunches, special events and frequent parties.



## BOARD AND CONFERENCE ROOMS

---

For the occasions when you have more than two clients, we have a Board Room and a Conference Room. Each are equipped with a flat screen TV with a connection to the M.L.S. and the internet. The Boardroom is also great for small teams and training meetings.

## INCORPORATED TEAM SPACE

---

One of the services we provide to our Agents is the ability to incorporate as a separate RE/MAX sub-franchise under RE/MAX Garden City Realty. This is done primarily for tax purposes, and included in the services we offer a full administration package to run their sub-franchise. We'll say more about this later, but for the time being we'd like to share the fact that they each have unique team space within our head office, each with a separate address and client access both within our head office and also from the common space.

## SPECIALTY SPACE

---

We could go on and on talking about our facilities. Unique space for Marketing, Technology, Administration, Mortgage services, Legal Council and so much more. All in house to better serve customers and agents. To give you an idea of our commitment to size, our head office occupies over 17,000 sq. ft. and is set up for about 80 Agents. That's an overall space commitment of over 210 sq. ft. per Agent. You'd be hard pressed to find another real estate firm of any size that comes close to that. We are Agent centered.



## VIDEO/GREEN ROOM

It seems like there are a million ways to communicate. But none more effective than video, especially when e-mail messaging is used for distribution. To help our Agents we have a video studio set up, equipped with camera and green screen. We handle the filming and rendering. Our media centre can provide great enhancements. And when it comes to pushing out the finished product, rather than just hosting it on YouTube, we have an account available to send it directly to your client base via Bomb Bomb. Apart from Bomb Bomb's fee if you elect to use their services, all the other in-house support, camera man, editing and visuals are at no cost to you.



## 360° I-GUIDE FILMING

Studies show that around 80% of clients in the market to buy a home begin their search on the internet. Of course, we've got a host of sites available to showcase your listing. But to really set it off to the armchair shopper, what better way than a 360° personal command virtual walk through of the property. We can make that happen! With our iGUIDE camera and cameraman, we will film the entire house in such a way that on screen you can walk through room to room, circle back, have a look around, just as if you were there. And our technology will also provide you with a floor plan and square footage of the home. We'll arrange to have high quality still photos shot at the same time. And because we do it in-house, we can do it quicker and at a lower cost than third party commercial offerings on the market.



### Give buyers the tools they want

- Property Floor Plans
- Room Measurement
- 3D Property Tours
- Floor Area Calculations
- Professional Photos
- Agent Information
- Neighborhood Information

### Provide sellers with results

- Listings That Stand Out
- Fewer Homeowner Disruptions
- Reach More Potential Buyers
- Sell Homes Quickly & For Top Dollar

## E-NEWSLETTER

Once an Agent becomes established in real estate sales, between 65% and 85% of his business will come from his sphere of influence, repeat customers and client referrals. The life blood of the business. But how do you stay in touch? Studies have also shown that on average over 87% of clients were satisfied with the service of their Agent, but when it came time to use a realtor again less than 37% used their previous realtor. Reason? They couldn't remember who they used. We've taken a giant step toward solving that problem with our e-newsletter.

Each month, around the 15th of the month, a full colour e-newsletter is sent out on behalf of our participating Agents (and most of them are). These newsletters are branded to the individual Agent, personalized to their client base and go out automatically with no effort on behalf of the Agents. The Agent can amend the database at any time, can get reports of who has opened the newsletter and what articles they read. It's a fabulous way to keep in touch with past clients and friends. And there is absolutely no cost to the Agent for this service.



# Market Trends

SEPTEMBER 2019 / NIAGARA EDITION



Good Afternoon,

September is such a great month of the year. While it's true that the kids are back at school and for most of us life has pretty much returned to normal, we still have some lovely warm, sunny days to enjoy. A throwback to summer.

Moving into the Fall, we expect the real estate market will continue to be strong. All the signs are there. Lots of inventory still coming in, and at the same time buyer interest continues to be high. We are seeing it from all segments. Home buyers, both local and out of town are still active in the marketplace as are investors and renovators. The threat of higher interest rates seems to have subsided and there is even talk of a possible rate cut in the future.

All in all, it's a great time to be living here in Niagara, with so much to enjoy and it's a great time to be engaged in real estate, either as a buyer or a seller.

As always, if I can be of any help, whatever your real estate needs, I'd love to hear from you. Enjoy the read and enjoy every moment of September.

### MARKET OVERVIEW



**RESIDENTIAL MARKET ACTIVITY  
NIAGARA  
AVERAGE SALE PRICE  
5 YEAR COMPARISON (AUGUST ONLY)**

AREAS	AUG 2014	AUG 2015	AUG 2016	AUG 2017	AUG 2018	AUG 2019	7-yr % CHANGE
Port Erie	210,305	221,400	263,255	317,804	370,027	412,439	96.13%
Famhill/Parkton	362,556	436,763	522,227	591,000	595,995	658,544	79.09%
Lincolns		376,542	380,942	357	403,148	537	60.39%
Niagara							9.51%
Niagara West/Lakeview							52.46%
Port St							31.04%

**Interesting Times**

As we move into the later stages of 2019, we see from the table above...

## AGENT INCORPORATION

When an Agent reaches a certain level of income where he/she has a surplus to invest, it would be nice if they could do so without giving over half to the government in taxes. One of the solutions is to Incorporate. Unfortunately, under REBBA 2002, Agents are not allowed to Incorporate until recently.

## WELCOME

Agent Incorporation for Real Estate

**RE/MAX**  
GARDEN CITY  
REALTY INC. BROKERAGE  
EACH OFFICE INDEPENDENTLY OWNED & OPERATED

## AGENT INCORPORATION CONTINUED

1. The solution is for an Agent to set up their own brokerage. But that quickly develops into an administrative and costly nightmare that pulls the Agent away from what they are so good at – listing and selling.

Here at RE/MAX Garden City Realty we've addressed that by helping the Agents who choose to do so, to set up their own RE/MAX sub-franchise under RE/MAX Garden City Realty. We handle all the paperwork to get them set up and once that's done, we handle all the administration necessary to run the corporation. We set up and maintain the books, general and trust ledgers, accounts payable, trade records, commission trust and commission payable. We'll even oversee a RECO audit on their behalf.

## 2. Personal Real Estate Corporations

Then as part of the re-write of REBBA 2002 legislation was enacted allowing single agents to set up their own personal corporations. PREC (Personal Real Estate Corporation). While it doesn't create a sub-brokerage or provide some of the facilities that team incorporations enjoy, it does allow individual salespeople to have their commission paid directly into a corporation thus allowing 'surplus' income to remain under the advantageous corporate tax rate giving the agent more residual cash to invest.

Here again at RE/MAX Garden City we were quick to capitalize on this potential by rolling out videos to our salespeople outlining the process, selling any RECO approved contracts for PREC development and guiding those who choose to, through the process.

### WHY

Incorporate Your Real Estate Business



Tax Savings

for Funds Held Within Your Corporation



Income Splitting

The Ability to Pay Family Members



Scale Your Business

Hire on Your Terms



Saleable Asset

A Business as Opposed to a Data Base

### SERVICES PROVIDED



File Administration



Front Desk Services



Government Services



Payroll Services



Onboarding of Agents



FINTRAC Compliance



RECO Liaison



Training Services



HR Services



Access to all RGC Offices



Real Estate Stats



Consultation with RGC Management



Management of All Accounts including Trust, Commission Trust & General



Marketing Services



**RE/MAX**  
GARDEN CITY  
REALTY INC. BROKERAGE  
EACH OFFICE INDEPENDENTLY OWNED & OPERATED

**RE/MAX**  
GARDEN CITY  
REALTY INC. BROKERAGE  
EACH OFFICE INDEPENDENTLY OWNED & OPERATED

## TREB BRANCH OFFICE

TREB tends to be a closed Board. They don't mind you inter-boarding a listing, but they don't really want you selling in the G.T.A. and so as an outsider you can't get access to their M.L.S. To overcome that, we've opened a virtual TREB office here in St. Catharines. It's a dedicated office that our salespeople can belong to, and thus can become full members of TREB. With the amount of real estate business flowing between St. Catharines / Niagara and the G.T.A. for some Agents this is really a key component of their business.

## **DLC MORTGAGES**

---

Dominion Lending Centres – Easy Street

Mortgages is affiliated with DLC Canada. The nation's largest and fastest growing mortgage brokerage franchise. DLC Easy Street Mortgages enjoys a special relationship with RE/MAX Garden City Realty, with mortgage consultants located within our real estate offices. Get your clients pre-approved right on the spot. Enjoy immediate access to our top mortgage specialists. A quick in-office visit with a consultant will put your client at ease regarding their finances and the qualification process will help cement your relationship



## **DIRECTOR OF CAREER DEVELOPMENT & TRAINING**

---

Here at RE/MAX Garden City Realty Inc. we are very committed to sales excellence. Going hand in hand with that, we are very committed to sales training. Always have been.

So much so, in fact, that as we've seen, we have a dedicated training facility, where we routinely offer training sessions via in-house trainers, guest speakers, panels, webinars etc.



## **PAPERLESS SOLUTIONS**

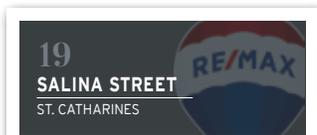
---

Truly paperless involves three key components. The Agents working the front line with listings, offers and all the related forms on their laptop or tablet. The back office processing the deals from intake to closing and lastly e-signature. We've got all three components in place and all at no cost to our Agents – including e-signature. Of course, if you prefer to do things the old way with pen and paper that isn't a problem. Hand your paperwork in as you've done in the past and we'll electronically input it into the system for you.

## QUICK LAUNCH

Some time ago when we expanded our hiring criteria to include limited numbers of new licensees we recognized these candidates had special and unique needs which had to be addressed if they were going to succeed. Hence the Quick Launch Program, unique to the industry was developed.

Simply put, it provides the new licensee with the training and resources they need to get started while at the same time removing the financial burden associated with a real estate sales career. To start, in the Quick Launch Program, the licensee is given cards, signs, frames, open house signs and announcement ads at no cost to them. They are even given an ongoing advertising allowance. We provide formal training, coaching and personal one-on-one mentoring. And while various compensation models are available, the salesperson quickly moves up to a 90% split. It's a great program.



## MARKETING DEPARTMENT

It's all about presentation. Taking a concept and telling the story visually. Turning yourself into a personal brand. Showcasing your new listing with feature sheets and just listed cards. In our in-house marketing department we can do all that and more. From ad design to mail-outs. We can even do full colour presentation booklets and magazines.

## RE/MAX RESOURCES

RE/MAX provides a number of exclusive tools and systems. Some of these tools include MAX/Center, LeadStreet, Design Center, Mainstreet, and more!

## MAX/CENTER

MAX/Center is RE/MAX's one-stop shop for industry-leading tools all located in one place with ONE login. Once logged in, realtors have access to various marketing tools, a goal setting and tracking area, RE/MAX News feeds and lead generation tools.

MAX/Center also puts RE/MAX agent's in touch with many RE/MAX approved 3rd party vendors who offer deals and discounts to RE/MAX Agents.

## LEAD STREET

Accessible via MAX/Center

RE/MAX LeadStreet, powered by Homes.com

LeadStreet is RE/MAX's lead management system; it captures all lead inquiries from their nationwide website, registers them, and then filters them down to individual RE/MAX Agents. This referral service has proven to be more successful than sign calls, generating thousands of customer referrals directly to RE/MAX Agents with no referral fees attached.

## RE/MAX DESIGN CENTER

Accessible via MAX/Center

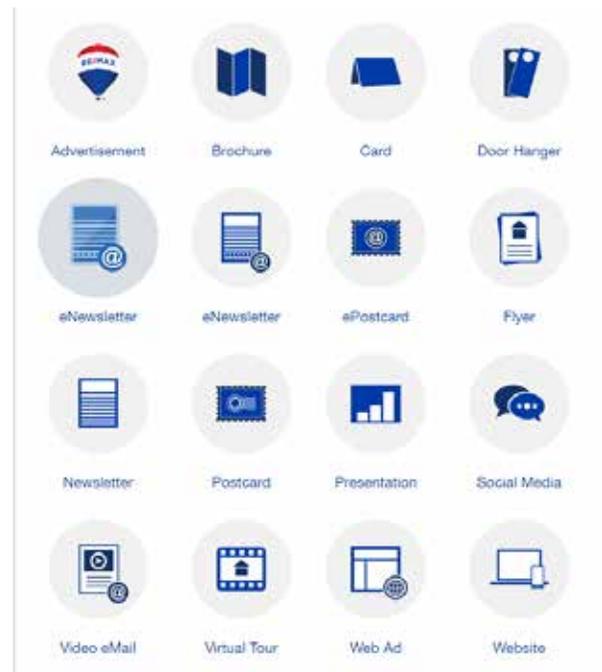
RE/MAX Design Center is an online marketing tool provided to all RE/MAX Brokers/Owners and Associates at no additional cost. Design Center offers more than 2,000 professionally designed templates, over 700 of which are RE/MAX branded, with additional templates added regularly.

With RE/MAX Design Center professional marketing pieces can be created quick and easily.

### Create:

- Tri-fold Brochures
- Flyers
- Property Cards
- Post Cards
- Virtual Tours
- Web Commercials
- Electronic Greeting Cards
- QR Code Postcards and Flyers
- iPad Listing Presentations
- And More!

Once completed, materials can be printed via a personal printer, sent directly to a professional printer or our marketing department, emailed to clients and prospects, posted on a website or sent to social media platforms such as Facebook or Twitter. All materials are fully compliant with RE/MAX trademarks and graphics standards. Multimedia projects such as Virtual Tours, Slideshow Tours, and Express Vignettes can be hosted in an IDX compliant format for posting to MLS.



eFlyer



Letterhead



Video



## LEADSTREET/DESIGN CENTRE AUTOMATION

The RE/MAX Design Center now automatically generates marketing materials for each listing within 48 hours of the MLS being updated and the complete campaign delivered to a RE/MAX Agent's inbox at no cost.

Have a new listing, the morning after it's entered into MLS you should receive an email stating that marketing materials have been automatically generated for it. Some items you can expect are flyers, feature sheets, Facebook ad, single property website, virtual tour and more.

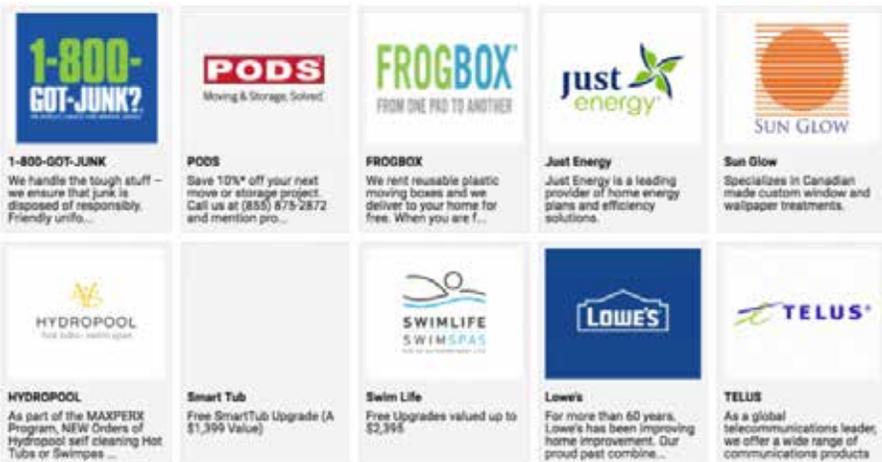
When you schedule an open house or sell the listing, you will receive marketing materials for those events also. At any step along the way, you Can edit and customize those materials.

## MAXPERX

RE/MAX is excited to present MAXPERX: a first-of-its-kind discount program that will help you get packed, moved and settled, while leaving a little more cash in the kitty to put towards those mortgage payments.

RE/MAX has partnered with well-known brands and companies to offer exclusive discounts on a variety of products and services. MAXPERX partners include: 1-800-GOT-JUNK, PODS, FROGBOX, Just Energy, Telus, Lowes, Sun Glow, Hydropool, Jacuzzi, Swimlife Swim Spas, and more!

As RE/MAX continues to roll out the discount program, we'll be adding even more partners to the roster.



## RE/MAX GLOBAL

### ONE WORLD. ONE SEARCH.

RE/MAX has always been a leader in the real estate industry, adopting the latest technology and creating innovative marketing programs. RE/MAX was the first brand to expand its reach to the global market through a revolutionary global listing site.

global.remax.com provides international exposure to your listings and can generate leads from buyers around the world. 750,000+ listings from 80+ countries/territories viewable in 43 languages and 57 currencies.

Agents have the opportunity to search and post listings internationally, making international transactions easier than ever.

## RE/MAX COLLECTION (LUXURY LISTINGS)

Sophistication. Elegance. Class. The RE/MAX Collection offers all this and much more to affluent homebuyers and sellers around the world. This RE/MAX luxury-home marketing program provides exclusive advertising incentives, specialized training and distinctive marketing tools to RE/MAX Agents so they can better serve discerning clients. To qualify for inclusion in The RE/MAX Collection, homes must be at least twice the local average listing price.



## **MAX/CENTER**

---

MAX/Center is the new MainStreet. The international RE/MAX site where Agents share best practices, download resources, send referrals and more.

## **BOOJ (COMING SOON)**

---

Booj will become the center of the RE/MAX technology ecosystem. At its heart, it's a CRM (customer relationship management) system, a website, an e-newsletter and drip campaign center. It will help RE/MAX sales representatives to keep in contact with their clients throughout the entire listing process and even after the sale.



## **100% COMMISSION**

---

RE/MAX cut its teeth on the idea that salespeople deserve to earn more and keep what they earn. In a climate of 50% / 50% compensation with Brokerages, RE/MAX came on the scene offering a full-service environment but with 100% commission going to the Agent. And the industry has never been the same.

Today, we at RE/MAX Garden City offer what we call a Desk Fee program. Salespeople pay a fixed amount each month to cover the common overhead, and management expenses of the office, but then get 100% of the commission from dollars (subject to a 5% office fee and 5% admin fee on the first \$100,000 earned, and \$99 per commission end thereafter).

## **CASH ADVANCE - AVAILABLE SERVICE**

---

There are times when it's just not practical or feasible to wait until closing for your commission. You need your money now. For these rare instances, RE/MAX Garden City Realty has a cash advance program available to the Agent. As long as the deal is firm, you can advance the funds right away. Subject to a small administration fee and a per diem interest charge.

And because it's in-house, there is no delay. You will get paid the same day you apply for the advance. It's simple and it's fast.

## **RE/MAX UNIVERSITY**

---

Accessible via Launchpad

RE/MAX University (RU) offers industry-leading education in all areas of real estate. Through RU, you can take designation courses for ABR, CDPE, CLHMS and more. For a quick motivational or educational boost in under five minutes, there are hundreds of Quick Hit videos available. Or you can access in-depth training by top educators such as Brian Buffini and Tom Ferry. For today's on-the-go Agent, RU training is available 24/7, where you want it – mobile device, TV or computer.

## **COMPENSATION**

### **RAPP PROGRAM**

---

As well as the Desk Fee program, RE/MAX has always offered a commission split plan (RE/MAX Alternate Payment Plan). Salespeople can choose to work in a pre-determined commission split, to a maximum fixed amount, then move to a 90% - 5% - 5% split and once over \$100,000, enjoy a full 100% commission split.

### **PROMPT PAYMENT**

---

Let's face it, you wait a long time to get paid. From your first encounter with a prospect until the listing is signed can take time. Then there's the process of finding a buyer. And even after the Agreement of Purchase and Sale is signed and the conditions are removed, it's often 45 to 60 days till closing. And then you wait for the cheque from the lawyer or co-brokerage.

You've worked hard and waited long enough to get paid. We recognize that. And we don't want to add to the delay. For that reason we pay out commissions two times a week. Tuesday and Thursday. And if you bring us a cheque the morning of a payroll day, we'll see that you get paid out that same day. And of course, in addition to cheque distribution we have set up direct deposit for those agents who prefer to have their commission paid directly into their account

## 2 • TRAINING

*Because RE/MAX traditionally has such a solid core of established, high producing Agents, the thought sometimes is that we don't do training. Nothing could be further from the truth. As we've seen, we have a training centre dedicated to just that. And it gets used – a lot. Here are just a few of the many training options available.*

### SPECIALTY SEMINARS

---

Topical seminars are often hosted in our training centre. City planners, GeoWarehouse, landlord and tenant issues, new mortgage rules and lending criteria. The list goes on and on.

### MASTERMIND

---

There is no better way to learn than first-hand from the industry's best. Whether it's a panel or an open forum, one of the very popular and effective training opportunities is through Agent-to-Agent interaction. Mastermind sessions!

### TECH TRAINING

---

Our full-time Tech Director spends a lot of time with our Agents, both one-on-one and in classroom settings. This is the case when mentoring new Agents. It is equally the case when keeping all Agents updated on changes in the industry and new innovations introduced in the company. Some of the topics covered include:

- (1) Introduction to Lone Wolf Systems
- (2) Office Equipment and Systems (scan to email, email to print, mobile print, etc.)
- (3) In-depth Overview of Matrix, MLS
- (4) RE/MAX Launch Pad and Marketing Tools
- (5) Effective Use of RE/MAX Design Centre
- (6) Social Media and Real Estate Marketing
- (7) Video
- (8) Device Training (mobile, tablets)

### COACHING

---

Coaching blends one-on-one instructions and guidance with a degree of accountability. Consider sports. In every discipline, a coach is essential in order for the very best to reach their fullest potential. The same holds true in business and especially in real estate. It's a huge industry. It's available to one and all, and there is no charge for the service.

### WEEKLY VIDEO

---

Each week our Broker of Record, Wayne Quirk, produces a topical video and sends it out to all our Agents and support staff. Topics are wide ranging and varied including legal updates, RECO issues, sales topics, E & O claims, landlord and tenant issues, latent defects, marketing strategies, FINTRAC and much more. They are intended to keep you up to date with the industry issues and are not to be missed.



### MENTORING

---

Intended primarily for our new licensees under the Quick Launch program, the mentoring program links the new licensee with a seasoned veteran. Much like an apprenticeship in industry, the new Agent gets to accompany a pro on listing appointments, during showings, at open houses and so on. They can also rely on them to help with the first CMA, as well as help the new Agent get oriented to the office and the industry.

## 3 • LEAD GENERATION

### COMPANY WEBSITE

We've just recently re-built our entire website to make it both contemporary and user friendly. Studies show that the greatest majority of real estate buyers begin their search on the internet. And when it comes to corporate real estate sites, RE/MAX leads the way.

On our site you can certainly search for property. That's generally what people come for. You can search by property description, price, features, geographic location and a host of other criteria.

Our feature properties cover a variety of property types ranging from residential to commercial plus farms and land.

For sellers, there's a spot to get a ball park price evaluation on their home. There are also timely and relevant blogs including in-depth analysis of the market and a link to our e-newsletter. Have a look at [www.remax-gc.com](http://www.remax-gc.com)



### INTERACTIVE CHAT FUNCTIONS

Also on our website is a 'chat' button which connects clients in real time to a respondent 24 hours a day 7 days a week. It's great for the consumer who generally wants answers NOW and all chat leads are passed on to our Agents at no fee to them.



**REAL ESTATE  
INFORMATION**

**GOT QUESTIONS?  
WE CAN HELP!**

**COME  
ON UP**



**RE/MAX GARDEN CITY**  
REALTY INC., BROKERAGE

**905-641-1110**

EACH OFFICE INDEPENDENTLY OWNED & OPERATED

### DUTY

As one of the longest tenured, if not the longest, real estate firm in Niagara, our roots run pretty deep. And because our salespeople are among the very highest ranked on production per Agent, we are a busy company. Our Agents are busy. Our phones are busy.

And while we do our best to ensure that the calls are directed to the Agent who sourced the lead, there are still lots of 'I'm looking to buy a house' and 'come list' calls.

All our Agents have equal allocations to duty time, and for those who work it, a lot of leads are generated and money made from duty.

## SOCIAL MEDIA MARKETING

While the concept of social media came into being as a networking and well - social contact site, it has evolved into one of the most powerful marketing tools available today. And studies show that video incorporation exponentially increases its impact. Here at RE/MAX Garden City Realty we have on a number of occasions utilized social media to enhance our image and connect through educators. This serves in particular “First Time Buyers” and “Real Estate Investment”, each 9 segment programs were first introduced to the public via Facebook. They have since been imbedded into our webinars, but original output showed each segment reached about 13,000 people with an engagement rate in the 3,500 range - astounding. Other initiatives include interview formats showcasing our agents. Here again by ‘boosting’ we are able to expose any individual to thousands of unique individuals.



## RE/MAX REFERRAL NETWORK

There’s no doubt that RE/MAX is the dominant force in real estate across the country, with somewhere in the neighbourhood of 35% market share nationally. That means, whenever someone moves to Niagara from locations across the country, there’s a 1 in 3 chance they were working with a RE/MAX salesperson back home. And in almost every case, that move results in a referral to our RE/MAX offices in this area. All business is good, of course, but next to repeat clients, referral business from a trusted realtor back home is gold. It’s a great source of additional business, and for the Agent who develops the connections and works the system, the rewards are significant.



## TELEMARKETING

The telephone has always been a big tool in real estate, and cold calling still remains a mainstay in prospecting for new listings. But with the National Do Not Call Registry it has been increasingly difficult for today’s real estate agent to effectively telemarket. At RE/MAX Garden City Realty we are a subscriber to the National Do Not Call Registry. As such our salespeople have access to telephone numbers listed as do not call, and those that are not. But merely obtaining a list of all eligible telephone numbers is not enough. There needs to be a means of searching and sorting.

Along with the available numbers, we have a program which enables us to search by area, by neighbourhood, or by street. Whatever the criteria we can obtain a list of ‘sanitized’ numbers, we are compliant with the CRTC and free to call. All that remains is picking up the telephone.

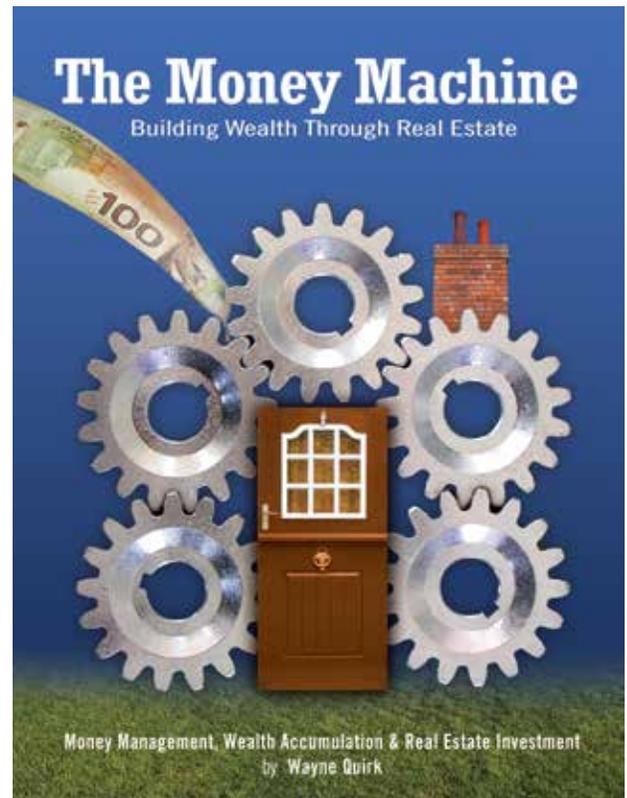


## **MONEY MACHINE SEMINARS**

With a realization that one day most realtors will want to retire, or at least slow down but will have no pensions to fall back on, and with a passion to do something about it, the Money Machine Seminar was born. It's a systematic step-by-step approach to real estate investment and wealth accumulation with the goal of developing a steady stream of passive income at retirement.

What's developed over time, is a seminar that our Agents are encouraged to bring their clients to. We show them the steps to developing an investment portfolio. Hopefully inspire them. And then, their Agent takes them and finds them the right investment.

A lot of happy clients have embarked on a pathway to prosperity and a lot of Agents have acquired a stream of business in the process.



## **4 • CLIENT CARE**

So many of the services that we've looked at are services that support our Agents and assist them in caring for their clients.

Items like our e-newsletter, that is so popular and well received by the public. The Seniors Publications that provides key contact information for everything from recreation to care facilities, to our pre-listing package which helps sellers prepare for the listing.

One initiative that is worth mentioning here, is Toyland. It's a little thing, but often it is the little things that mean so much.



Whenever clients come in to meet with their Agent, if they have their children with them, we like to treat them to a visit to Toyland. It's sort of like a toy box on steroids. While mom and dad get down to business, the little ones get to browse through all the toys displayed in Toyland. And whichever one catches their eye, they get to take it home with them. It gives parents a break from distractions and at the same time lets them know that their kids are special to us.

***WHICH THEY ARE!***

## 5 • BY THE NUMBERS

### NOBODY IN THE WORLD SELLS MORE REAL ESTATE THAN RE/MAX!

It's true. No one on Earth compares. Joining RE/MAX allows you entrepreneurial independence, opportunities to keep more of what you earn, and extra time to enjoy life. And because more buyers and sellers would recommend RE/MAX over any other real estate brand\*\* (hello referrals), you know you'll be part of something remarkable. This could be the decision that changes everything.

# RE/MAX BY THE NUMBERS

**17.4**

Average  
Transactions

Based on 2017 residential  
transaction sides. Source:  
CREA, RE/MAX

**No.1**

In Brand Name  
Awareness

MMR Strategy Group  
study of unaided  
awareness

**7,841**

Offices  
Worldwide

As of year-end 2017

**No.1**

In Global  
Home Sales

Sales leadership by total  
residential transaction  
sides

**120,000+**

Agents  
Worldwide

As if Q1 2018

Over

**100**

Countries and  
Territories

**13.7**

Average Years  
In Real Estate

Canadian Agents, as of  
year-end 2017

\*As measured by residential transaction sides \*\*MMR Strategy Group study of buyers and sellers, asked if there is one real estate brand, or any brands, they would be most likely to recommend to a friend or relative - and if so, which brand(s)

2020

 CANADA

# RE/MAX THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

## NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	BRAND AWARENESS (TOTAL) <sup>1</sup>	AGENTS CANADA	AGENTS WORLDWIDE	OFFICES WORLDWIDE	COUNTRIES & TERRITORIES
 <b>RE/MAX</b>	<b>91.3%</b>	<b>21,357</b>	<b>130,889</b>	<b>8,629</b>	<b>110+</b>
 CENTURY 21	85.1%	10,178	131,800	11,600	84
 ROYAL LEPAGE	81.5%	18,919	18,919	600+	1
 Sutton	59.5%	6,673	6,673	200	1
 CB	50.7%	2,507	96,300	3,100	43
 Sotheby's INTERNATIONAL REALTY	34.8%	699	23,300	1,000	70
 LuxeLife	25.6%	10,456	10,500+	175+	2
 EXIT	18.9%	800	23,000	500	2
 kw KELLERWILLIAMS	18.6%	3,801	169,317	1,060	44
 ENGEL & VÖLKERS	12.9%	541	11,000	800	30
 exp REALTY	6.4%	1,053	24,557	4	4

©2020 RE/MAX, LLC. Each office independently owned and operated. Data in "Agents Canada" column is as of April 30, 2020 for RE/MAX and as of April 2020 for all other competitors. All other data is year-end 2019. Coldwell Banker, Century 21 and Sotheby'sworldwidedata is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2019; all other data is from company websites, the Canadian Real Estate Association and industry reports. IMMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell. 20\_302525





# 2019 SNAPSHOT ONTARIO-ATLANTIC

**#1** NOBODY IN THE  
WORLD  
SELLS MORE  
REAL ESTATE THAN  
RE/MAX

## WE'RE THRIVING

**576** OFFICES | **11,309** AGENTS

## WE'RE EXPERIENCED

**13.9** YEARS | **9.5** YEARS

AVERAGE YEARS  
IN REAL ESTATE

AVERAGE YEARS  
WITH RE/MAX

## WE'RE PRODUCTIVE

**13.6** SIDES | **\$6.74** MILLION

AVERAGE RESIDENTIAL  
TRANSACTION SIDES  
PER AGENT

AVERAGE RESIDENTIAL  
SALES VOLUME  
PER AGENT

**\$155,402**  
AVERAGE COMMISSION

EARNINGS PER AGENT

## WE CELEBRATE INDIVIDUAL & TEAM SUCCESS

\$1 MILLION+  **169**

\$750K TO \$999,999  **106**

\$500K TO \$749,999  **353**

\$250K TO \$499,999  **1,353**

\$100K TO \$249,999  **3,292**

## WE GET RESULTS

**151,058**

RESIDENTIAL TRANSACTION SIDES

All figures are full-year or as of  
year-end 2017, as applicable.

<sup>1</sup> Franchise Sales includes regional sales  
outside the U.S. and Canada.

<sup>2</sup> Based on 2017 residential transaction sides.  
Source: CREA, RE/MAX.

©2018 RE/MAX, LLC. Each office is  
independently owned and operated. 18\_257180

RE/MAX: A VISIONARY NETWORK OF OVER  
**130,000+ AGENTS**  
IN MORE THAN **110 COUNTRIES & TERRITORIES**

## 6 • EVENTS

Always a lot going on at RE/MAX Garden City Realty.  
Here's a quick look at some of our regular parties and events.

### CHRISTMAS GALA

Each year as the market winds down and the Holiday Season begins, we get together for a special Christmas celebration. It's an enchanting evening of fine food, music and laughter, elegant gowns and tuxedos. Our Annual Christmas Gala is an electric crowd of Agents, support staff, spouses and guests. A magical night where we put aside business for a time, and party the night away.



### AWARDS GALA

It seems that every industry has its special awards and recognitions. For Hollywood, it's Oscars, for TV the Emmy's and for RE/MAX Garden City Realty it's our annual Awards Gala.

Held early spring each year, we get together to celebrate the amazing accomplishments of Niagara's finest realtors, the men and women of RE/MAX Garden City Realty. Achievements that are recognized include Annual Production Awards, Career Production Awards and even Rookie of the Year. So many legends! It's an amazing night.



## HACKERS GOLF TOURNAMENT

It began with a few Agents getting together for a round of golf. But like so many things in life what began as an event became a tradition. We call it 'Hackers' because everyone is free to join in, even if they've never held a golf club. A scramble format ensures everyone participates evenly. It's a lot of fun and a lot of special moments.



## BROKERS BBQ

This one marks the end of summer. It's our Fall Round-Up. It began as a backyard BBQ but as we grew, so did the venue. Now we take over Henley Island for an evening of great BBQ food, music and partying. Another honored tradition.



## **ADMIN DAY**

We have, hands down, the best support staff in the business. Front reception, back office and all points in between. Officially Administrator's Day falls in April, but we elect to honor our staff in June with a backyard party at the home of our Broker, Wayne Quirk. Generally a theme, Chinese, Thai, Italian. Great food and an assortment of prizes to be won. Always a fun night.



## **ASSORTED PARTIES**

All work and no play makes for a dull boy or girl. So we have parties -- lots of them. Themed parties like Halloween, Christmas Pot Luck, or just a luncheon to celebrate a birthday. Lots of special events. Lots of fun always.



***Christmas Gift Exchange***



***Christmas Parade Party***



***Childrens Tree Trimming Party***



***Halloween Pot Luck***



***Anniversary Party***



***Bowling Party***

## COMMUNITY CARE

The story is told of an old man walking down a beach the day after a storm. Thousands of sea dollars had washed up on shore. Stranded out of water they were destined to die. The old man time and time again would stoop down, pick up a sea dollar and toss it out to sea. By and by another man approached and asked the old man what he was doing. 'Saving sea dollars' came the reply. 'Old man, there are thousands of these creatures on the beach. You can't possibly make a difference.' At which point the old man looked at one he was holding in his hand, tossed it out to sea and said 'made a difference with that one!'

So much need in our community – in our world. We've been blessed. It's important we give back. That we make a difference. Over the years, RE/MAX Garden City Realty has donated literally hundreds of thousands of dollars to various charities and areas of need. We aren't going to list them all, but there are three or four core charities that we support on an ongoing basis that we'd like to tell you about.



## BREAST CANCER RESEARCH

Another International initiative undertaken by RE/MAX is the support of Breast Cancer Research. A key component of the program is donations from real estate deals. Over the years we've undertaken a number of ventures to raise funds, like our Yard Sale for the Cure. A lot of work. A lot of reward.



## LOCAL INITIATIVES

The list could go on and on. We have a room at the new Hospital dedicated to RE/MAX Garden City. Heart and Stroke, Niagara Dream Centre, School lunch program. Time and again a need arises and the men and women of RE/MAX Garden City step up. We recognize that we are blessed. *We believe we are blessed to be a blessing.*

## CHILDRENS MIRACLE NETWORK

Designed to support Children's Hospitals close to home CMN raises money that goes directly to the closest Children's Hospital. There are a number of vehicles used to raise money, but the main is through the Miracle Home Program. By this, Agents donate an amount of money from every sale or listing sold. Collectively RE/MAX has raised over \$167 Million through this program. Here at RE/MAX Garden City it's in the hundreds of thousands of dollars.



Children's  
Miracle Network



## CARING & SHARING AT CHRISTMAS

Christmas is a very special magical time. But not for everyone. For many families living below the poverty line, it's just another day. Hardest hit are the children. For years now, the Agents and staff at RE/MAX Garden City Realty have dug into their wallets and purses to make a difference. Each year, we adopt a number of families throughout Niagara and try to make their Christmas special by providing Christmas hampers full of food and toys. Maureen McIvor, from our Fonthill office, along with her husband Tom do the shopping, trying their best to be Mr. & Mrs. Santa and get a child's wish list filled, and mom and dad's too for that matter.

