



www.royallepage.ca



LePage sales representatives achieve a 66 per cent higher rate of productivity than others within the Canadian residential real estate industry.

- **2008:** Royal LePage celebrates 95 years since founder Albert LePage started a business on the guiding principles of customer service and innovation. Today, Royal LePage is Canada's longest-standing and largest national real estate company.

HISTORY

Royal LePage's tradition of exceeding its customers' expectations dates back to 1913, when Albert "Eddie" LePage

THE MARKET

The strength and affordability of the Canadian residential market in 2007 was at an all-time high with consumer confidence, employment and affordable interest rates keeping Canada's housing market ahead of the United States.

The Canadian housing market has hit a number of record sales over the last couple of years, including the largest annual sales growth since 2002 when annual residential MLS® sales activity totaled 520,747 units in 2007, up 7.6 per cent from 2006.

Royal LePage Real Estate Services has also experienced impressive growth, further solidifying its leadership position in Canadian real estate. Since the mid-1990s, Royal LePage has more than doubled the size of its sales force and almost doubled its market share. Today, the company boasts a network of more than 13,000 sales representatives in over 600 locations across Canada.

Royal LePage's proven track record and market growth speak for themselves: Canadians like the way Royal LePage does real estate. What sets the company apart from other real estate companies is its focus on the client, as reflected in its company motto; "Helping you is what we do." Quite simply, Royal LePage offers a better service.

ACHIEVEMENTS

This year Royal LePage Real Estate Services celebrates 95 years of innovation and outstanding commitment to its customers. In honour of this milestone, the company offers a few of the many memorable Royal LePage moments that helped shape the Canadian real estate industry.

- **The 1970s:** A.E. LePage becomes a national real estate company, acquiring smaller companies across Canada and adding new services. It launches the Carriage Trade luxury properties program, the Town and Country Catalogue, and the quarterly Survey of Canadian House Prices.
- **1984:** A.E. LePage merges with the real estate arm of Royal Trust to form Royal LePage, making it the largest real estate brokerage company in the country.
- **1995:** Royal LePage launches www.royallepage.ca, "Canada's Real Estate Portal," which received more than one million hits per month and in 1996 won the bronze Ace award for Advertising Creative Excellence in Interactive Mass Media class.
- **1998:** Royal LePage launches the Shelter Foundation, providing financial support to over 150 local women's shelters and offering education on violence prevention. The Royal LePage Intranet also launches in April featuring a referral directory, art gallery of logos and images, chat rooms and more.
- **2003:** The Royal LePage Franchise Services Fund is listed on the TSX. Royal LePage acquires Groupe Trans-Action, a Quebec Realty firm with over 80 offices.
- **2005:** Royal LePage welcomes its 10,000th sales representative to the family.
- **2007:** The network climbs to over 13,000. Royal

became the first full-time Canadian real estate sales representative.

A.E. LePage revolutionized the Canadian real estate industry by being the first to have out-bound property showings by automobile, detailed description listings in newspapers, and by using film to showcase fine homes.

As an innovator, A.E. LePage realized that real estate is about much more than just bricks and mortar. He knew that to be successful, customers must feel they are in the best possible hands.

Today, his vision and commitment to service is shared by thousands of Royal LePage sales representatives nationwide who carry his company's commitment to excellence in customer service, quality and innovation into the future.



THE PRODUCT

Through its comprehensive network of real estate offices, Royal LePage has its finger on the pulse of local markets from coast-to-coast. The company regularly invests time, money and resources to develop the knowledge and tools agents need to best market a client's home.

All Royal LePage sales representatives — from those serving small communities to those in major urban centres — directly benefit from the national pool of knowledge, skills and technical expertise. Royal LePage supports its sales representatives

and clients with an industry-leading suite of services, including marketing and technology training and customizable print and multimedia templates on an online platform.

The Royal LePage Marketing Centre allows sales representatives to create high-quality customizable print and multimedia marketing pieces, including business cards, buyer and seller campaigns, feature sheets, web commercials and more.

Effective marketing and management require cutting-edge communication tools. That's why Royal LePage invests generously in technology. Royal LePage displays between 30,000 and 40,000 listings on www.royallepage.ca, Canada's most comprehensive and award-winning real estate website. In addition, the website features properties exclusively listed with Royal LePage, as well as luxury properties on www.carriagetradeproperties.ca, Canada's premier destination for luxury homes.

The company also holds national and regional events where sales representatives from across the country gather to learn best practices and the latest sales tips from experts and each other.

RECENT DEVELOPMENTS

Royal LePage continues to leverage newly developed technologies and expand its suite of services to help its sales representatives grow their business by better serving their clients.

Royal LePage provides a wide range of training and coaching programs that have been recently enhanced to help its sales representatives be the best they can be. Training programs are organized into three main learning streams, those that help in Getting Started, Staying Current and Accelerating Performance. Training is available in classroom settings, webinars and hands-on workshops to assist Royal LePage agents to grow



their business and leverage proprietary tools and services. Performance-enhancing designations such as Seniors Real Estate Specialist®, Accredited Green Agent™, Certified Luxury Home Marketing Specialist, and Buffini & Company's 100 Days to Greatness® focus on the latest strategies used by real estate professionals



Proud to be

Royal LePage helps REALTORS® build their careers through unparalleled support for professional development, marketing programs that are second to none, and an industry-leading, web-based technology platform.

Helping you is what we do.®

to serve specific demographics and create customers for life.

The Royal LePage University is also a major resource for continuing education and provides agents continuing education credits where applicable. Agents are able to develop their career with sales, marketing and technology training that optimizes their competitive advantage.

In addition, Royal LePage TV, an interactive consumer site with a host of videos, offers valuable tips and information on a variety of real estate topics (www.royallepagetv.ca).

PROMOTION

Royal LePage is the go-to source for media outlets and publications that need timely information about Canadian real estate. Market research reports — which identify and analyze Canadian real estate trends — garner national media attention and reinforce brand loyalty. Most importantly, they provide Royal LePage sales representatives with the latest data in Canadian real estate — data that can help customers buy or sell their homes. Some publications include the Survey of Canadian House Prices, the Carriage Trade Luxury Properties Report and the Recreational Property Report. In 2007, Royal LePage was the most quoted real estate company in Canada and over the last ten years has garnered over one billion media impressions.

BRAND VALUES

Royal LePage is proud to be the country's largest national real estate company and 100 per cent Canadian — Canadian employees, Canadian owners and Canadian values as established by A.E. LePage.

The company's values are best expressed in the company motto: *Helping you is what we do.* The corporate culture is based on collaboration, service and support, and its sales representatives are committed to providing clients with the best service possible, even when it means going well beyond the call of duty.



royal lepage shelter foundation

Royal LePage values also include a long-standing commitment to supporting Canadian communities through its charitable foundation, The Royal LePage Shelter Foundation. Through the contributions of its sales representatives, brokers and staff, the Foundation raises over \$1 million each year — Royal LePage pays the cost of administration so 100 per cent of funds raised are donated — to support 30,000 women and children in over 150 Shelters across Canada.

In partnership with the Canadian Women's Foundation, the Royal LePage Shelter Foundation also provides grants and is a major financial contributor to the Fourth R, a high school violence-prevention program.

Since 1998, the Foundation has raised more than \$7 million and is the largest corporate foundation in Canada dedicated solely to helping women to live safer, healthier lives.

THINGS YOU DIDN'T KNOW ABOUT ROYAL LEPAGE

- Royal LePage is 100 per cent owned and operated by Canadians for Canadians.
- A.E. LePage, founder of Royal LePage, changed the name of a street in Toronto to better market his client's property.
- Lucy Maud Montgomery mentions A.E. LePage in volume four of *The Selected Journals of L.M. Montgomery*.
- The Royal LePage First Time Homebuyers Report was one of the inspirations for the book, *Home Girl: The Single Woman's Guide to Buying Real Estate in Canada* (John Wiley & Sons Canada, Ltd., 2007).
- Worldwide government agencies, corporations and media rely on The Royal LePage Survey of Canadian House Prices as an invaluable tool in their own business.