

ARTHUR JOHNSON

Area realtor heads Ontario association

Georgetown Real Estate broker Art Johnson has been elected president of the Ontario Real Estate Association for 1978.

Mr. Johnson is the president of Johnson-Carney Limited, a real estate and mortgage brokerage firm with its head office in Georgetown, and 17 branch offices in south-central Ontario. The firm employs almost 250 people, including 200 licensed salespeople.

Mr. Johnson, 41, is a graduate of the University of Guelph, and holds the designation F.R.I. (Fellow of the Real Estate Institute of Canada). He is a director of the Canadian Real Estate Association, and has been a director of the Ontario Real Estate Association since 1975. He is also a past president of the Brampton Real Estate Board.



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Johnson-Carney Limited was formed in the summer of 1970 with the amalgamation of two existing companies, P.J. Carney Real Estate Limited of Georgetown and Arthur Johnson Realtor. At the time of the amalgamation, the company had four offices in Georgetown, Brampton, Orangeville and Woodland Beach, and had 20 salespeople.

Johnson-Carney Limited now has 17 fully staffed offices, and is also doing business in a number of other communities around the Metro Toronto area. This brings Johnson-Carney's business sphere to a total of about 30 communities, Mr. Johnson said.

When Johnson-Carney sets up a new office, they choose their market areas based on the growth potential of the area. The new locations are chosen in close co-operation with the real estate board in the area as well as existing brokers, Mr. Johnson said. In the last four or five years, the growth in the company has been a result of purchases of existing operations.

"This has proven very successful," Mr. Johnson said. "A very high percentage of the staff has remained with the firm after the new company has been brought in." In Georgetown, a number of the original people are still with us.

Mr. Johnson credits the firm's training program for its salespeople as being a major factor in the success of the company.

"We consider ourselves to be one of the foremost companies in North America in the area of sales training," Mr. Johnson said. The company has two employees involved in the area of sales training full-time: Graham Reeve, director of development, and Jane Cole, sales training supervisor. Mr. Johnson was formerly involved in sales and management training, and said continues to play a major role in Johnson-Carney's management training programs.

"I believe we're successful today because of our training programs," Mr. Johnson said. "Our selection process requires that an individual be interviewed by a minimum of three of our management personnel. Should they decide to come into real estate, we will encourage them to do so only if we believe they will succeed, which to us means that they will enjoy selling real estate. We believe that is first and foremost. The second consideration is whether or not they can earn a good living doing it."

Mr. Johnson first moved to Georgetown in 1967, becoming involved in the activities of the Brampton Real Estate Board.

He became president of the Brampton Real Estate Board in 1971, and became involved with the Ontario Real Estate Association shortly after, serving on a number of committees. In 1975, Mr. Johnson was elected director-at-large in charge of the legislation committee. In this capacity, he was involved in a number of presentations to the provincial government, in particular, presentations involving the Niagara Escarpment Commission and the Planning Act Review Committee.

In 1976, Mr. Johnson became vice-president of the Ontario Association and held that position for two years. He was also chairman of the education committee.

"One of the things I feel we achieved during the period when I was vice-president which gave me great satisfaction was the development of a training course for the association, which is now being successfully presented in a number of centres across Ontario."

Mr. Johnson said the association has been effective in its activities in recent years, and he sees no need for a number of major changes. He does think there are areas in which "I feel I can help the association achieve its objectives."

One of the projects of the association has been to draw up a draft proposal to change the Real Estate Agency Act. Over four years ago, Mr. Johnson said, the association studied its relationship to the Ontario government, and concluded that it could do a better job of controlling its members than the government could. A draft bill was drawn up by the association which permitted the regulation of the real estate industry by the public at large, industry representatives, and, "in the beginning, at least," some government contributions.

Mr. Johnson said the provincial government has encouraged the association to continue with its work on this project. Mr. Johnson said he would like to see the proposed legislation become law during his term or shortly thereafter. The association is hoping the bill will be presented to Queen's Park during the spring session of 1979.

The second area in which Mr. Johnson is interested is that of management systems. He said the staff of the association has worked well, but with the changing members in the elected volunteer positions, there is a lack of direction and continuity from year to year. Mr. Johnson said he is hoping to bring a set of

management objectives to the executive committee and the directorate. If the committee and the directorate adopt these objectives, the various committees of the association will be asked to draw up their own set of objectives, to provide continuity.

The Ontario Real Estate Association is made up of members from the 47 real estate boards in Ontario, and provides membership services to the various boards. Membership in the association is not compulsory, Mr. Johnson said, but all the boards have joined.

"The association is not really above the boards," he said. "The board is really the key organization. The board could function without the association."

"It's the 47 boards which really make the decisions as to what happens at what happens at the association. The association is a grass-roots organization, concerned in what's happening at the grass roots," Mr. Johnson said.

Mr. Johnson and his wife, Barbara, live in Mississauga with their children, Brian, Barbara Lee and David.

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