

Local realtors unveil new marketing concept

Halton Hills residents will see local lawns sporting new "For Sale" signs as representatives of Saxe real estate announced that they, along with four independent Brampton realtors have banded together and formed Welcome Home, an association designed to combat large trust companies and the increasing number of franchise real estate operations.

Organizers say the newly-formed group approach is the first of its kind in North America.

The Welcome Home Group is an association of medium-sized real estate firms with a combined sales force of more than 65 people. The founders of the association say the group will provide the selling power of the large multi-office organization combined with the personalized service of the independent broker.

The five charter members of the Welcome Home Group are R.J. Barker Ltd., Hare Real Estate (Peel) Ltd., Kyle-Jamieson Ltd., Mathews and Wood Real Estate Ltd., all of Brampton and Stephen P. Saxe Ltd. of Georgetown. More firms have expressed an interest in joining the association, organizers say.

LARGE FRANCHISE
Doug Jamieson of Kyle-Jamieson Ltd., says the trend to large franchise operations such as fast food outlets and supermarket chains is spilling over into the real estate industry.

"We want to take advantage of that trend," said Mr. Jamieson, "but at the same time we want to retain the independent brokers' traditions of personal concern and service. That's the best of both worlds."

"We offer a working alternative to the medium-sized broker who doesn't want to get swallowed up by the large U.S.-oriented franchise operations. We're unique in that there is no similar operation anywhere, that we're aware of. We are a truly Canadian operation and we hope that will be an incentive to any firm that wishes to join us."

Mr. Jamieson said the main benefit of the association to the public will be in the increased selling power and the improved level of efficiency available through a larger organization.

The member firms benefit from shared information and a greater degree of co-operation, he said.

First Cancer Society meeting

For the first meeting of the season, the executive members of the Halton Hills Unit of the Canadian Cancer Society met on September 18th, at the society's office, 5 Westway Street.

Rita Bairstow read the minutes from the previous meeting. President Barbara Skinner stated that there is very urgent need for more volunteer drivers to transfer patients from Georgetown into the Princess Margaret Hospital in Toronto for treatments. Gas mileage is paid to our drivers, at the rate of 20 cents per mile. Transporting our patients for these treatments is a very large and important part of our Society's work, and is an extremely vital service in Halton Hills. It is hoped that anyone who is retired, or who works shift work, or who has some free time, will call the Society's office at 877-1124, and assist us in this area.

Campaign Chairman Claudette Smith, reported that a grand total of \$38,460, has been raised in the 1979 campaign. This financial figure is most impressive, and everyone is most appreciative of the great job done by our many canvassers.

EDUCATION BOOTH
Mary-ellen Bridge, Education Chairman, has organized the educational material for our booth at the Georgetown Fall Fair. Betty Hull's knitting activity group has knitted a beautiful selection of infant and toddler wear, to be on sale at the fair. There will also be a raffle for a lovely knitted bedspread.

Service to Patients Chairman, Merry Little informed us that the doctors in Georgetown have received pamphlets describing the "Coping with Cancer" program, which is a new program designed to help cancer patients and their family members and friends.

This program has been very well received in many other parts of Ontario.

A newly formed "visiting group" under the leadership of Alex Jickling, is now organizing visits by volunteers to cancer patients in our community. Our annual meeting shall be held on October 30th. We shall also meet with the members of the Acton branch on November 20th.



SIGN OF THE TIMES

Stephen Saxe (left) and Tom Hooper pose proudly with their new look lawn signs, which is just a part of their new realtors' association Welcome Home.

(Herald photo)

"We will be able to pool our resources," said Mr. Jamieson "while at the same time maintaining our independent status. This is not a franchise operation. We will share a common sign format, we will be able to cut down on the overlapping goods and services such as stationary and business cards, and we'll work together for a common goal."

The member firms will be able to draw on one another's specialized skills and talents. If one company specializes in appraisals, or industrial sales, or financing, they will be able to share this with the other firms and in return, draw information from them.

Mr. Jamieson stressed the fact that the association would not be a brokerage nor would it operate its own multiple listing system.

"We will share information, but the association itself will not be taking listings," he said. "It is not licensed as a brokerage, but rather as an association of brokers."

Training programs and information seminars will be held to provide each salesperson in each company with up-to-the-minute information on the latest techniques in marketing, research and similar matters. A strict code of ethics will be established to maintain a high standard of

integrity within the association, say organizers.

The founding member companies foresee an expansion program to make the association province-wide. Eventually, they hope to grow to be a national organization.

"But," said Mr. Jamieson, "we will always keep the head office or central association here in the Brampton-Georgetown area."

"We're only as strong as our weakest member and so we intend to set up a review procedure before admitting new member companies. We want medium-sized, independent firms with a reputable track record."

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