

Fobert's buys RE/MAX, firm's fortunes balloon

By CHRIS AAGAARD
Herald Staff Writer
The fortunes of a local real estate firm are

rising on a RE-MAX balloon. Fobert's Real Estate Inc., a 20-year old

Georgetown real estate business, will join RE-MAX Ontario Ltd. whose affiliates lead real estate sales in many areas around Toronto, including neighboring Brampton-Bramalea.

The move, Fobert's president Harold Fobert explained last week, means a continent-wide referral service for people trying to sell their homes, plus the adoption of the RE-MAX system which offers "unbeatable" incentives to salespeople to sell houses quickly.

"The salesperson is almost in business for himself," Mr. Fobert said in an interview with The Herald. "He doesn't just get 45 or 50 per cent of his commission, he gets 95 per cent."

SIGNS OF THE TIMES
The signs which have become so familiar in Mississauga, Milton, Toronto and dozens of other communities across the province in only a brief 4 years, will soon be sprouting throughout Georgetown and district.

They're not hard to miss. The signs are painted in brilliant red, white and blue and feature the RE-MAX hot air balloon in the top-left hand corner.

Under the Re-MAX banner, Mr. Fobert is the president of the Georgetown affiliate and Dan Timmons is the vice-president. "The growth of the company is phenomenal," Mr. Timmons said. "There are 72 offices in Ontario and 33 new offices expected to open shortly."

All this from a company which made its debut in the province in March, 1980.

Sales representatives for RE-MAX share the costs of running an office and advertising.

WIDE NETWORK
They can freely visit and do businesses in offices throughout the country and the United States, drawing on the extensive services net-

working provides to sell clients' homes.

Both Mr. Fobert and Mr. Timmons said the

sales staff of Fobert's will remain the same under the RE-MAX name, plus it expects to

attract other aggressive sales reps into the fold.

"Almost every listing

they get, they sell," Mr. Fobert said. "When you go to a RE-MAX seminar, you'll never meet a more enthusiastic bunch of people in your life."

Of the 12 firms listed in a 1983 sales analysis of selected real estate companies on the Brampton Real Estate Board, RE-MAX is on top. The RE-MAX slogan is "Above The Crowd".

An introductory pamphlet says, "The RE-MAX concept encourages greater efficiency and competency

of them in Ontario. "The high calibre of our agents insures better service," Mr. Fobert said.

He added that, while his company has remained "toe-to-toe" with national competitors operating in town, "we look forward to being an even bigger factor in the business in Halton Hills."

Fobert's name goes back 20 years

By CHRIS AAGAARD
Herald Staff Writer

"A generation and half associate the name Fobert's with real estate and construction in Georgetown," Harold Fobert said as he recalled the company's 20 year history.

The company he founded in the midst of Georgetown's building boom has passed a major milestone indicative of Fobert's success: It's joining a continental network of real estate businesses under the RE-MAX banner.

Harold Fobert came to Georgetown in 1964 as a real estate salesman. He later began building homes himself, before forming his own real estate firm - Fobert's Real Estate Inc. - in 1983.

Until two years ago, Fobert's was located in a commercial plaza between the Brucewood and Windsor Road intersections on Guelph Street.

COMMERCIAL BUILDING
It moved to the company's own commercial building two years ago - Knolcrest Properties - at the corner of Delrex Boulevard and Guelph Street. Motorists can recognize the building by its electronic sign flashing the time and temperature.

At one time, there were Fobert's offices in Milton and Georgetown. The office in Milton was sold in 1979 to a local real estate broker who has since joined the RE-MAX network. The Brampton office was closed.

Herald feature series

120 years of business in Georgetown

In 1979, Dan Timmons became a partner in the firm.

Mr. Fobert's company entered the market not long after the A.V. Howe aircraft company in Milton closed, forcing thousands of homeowners out of work - and out of their homes.

Many homes in Georgetown were selling for considerably less than the cost price, Mr. Fobert recalled.

ATTITUDES CHANGE

He said his firm proved that the homes could be sold and still get fair value for sellers.

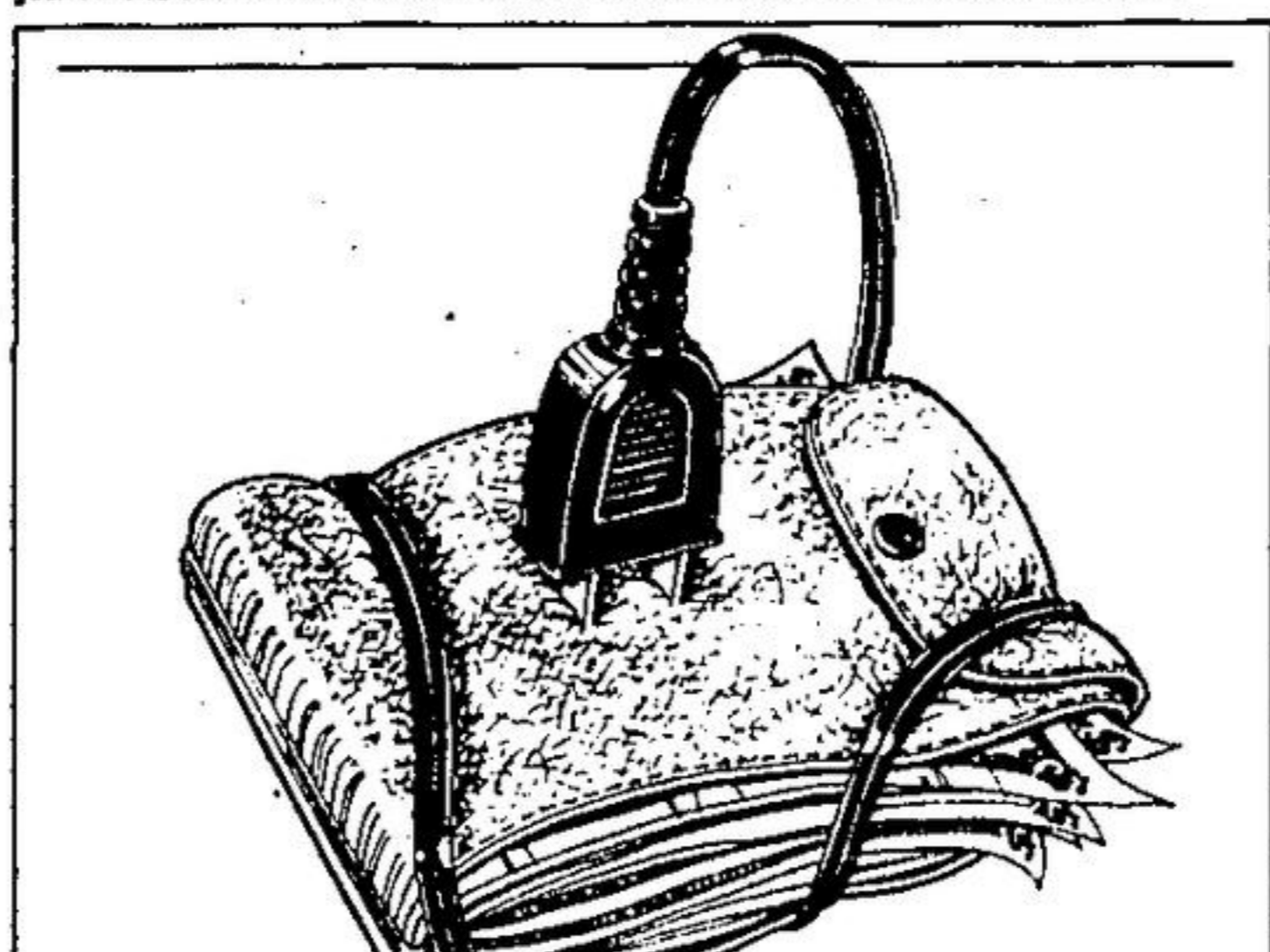
Mr. Fobert commented that he has watched attitudes towards development change in Georgetown, fluctuating from aggressive community growth in the 1950s and early sixties, to a slowdown which has only recently shown signs of lifting.

"Progress is a natural growth which you can measure from year to year," Mr. Fobert said. "You need people to have the services which residents demand today."

the HERALD Business



Fobert's RE-MAX vice-president Dan Timmons and president Harold Fobert display one of the new signs which will soon crop up in town. Fobert's has joined the RE-MAX network which has a continent-wide referral network.



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