

ANOTHER ROYAL LePAGE ADVANTAGE

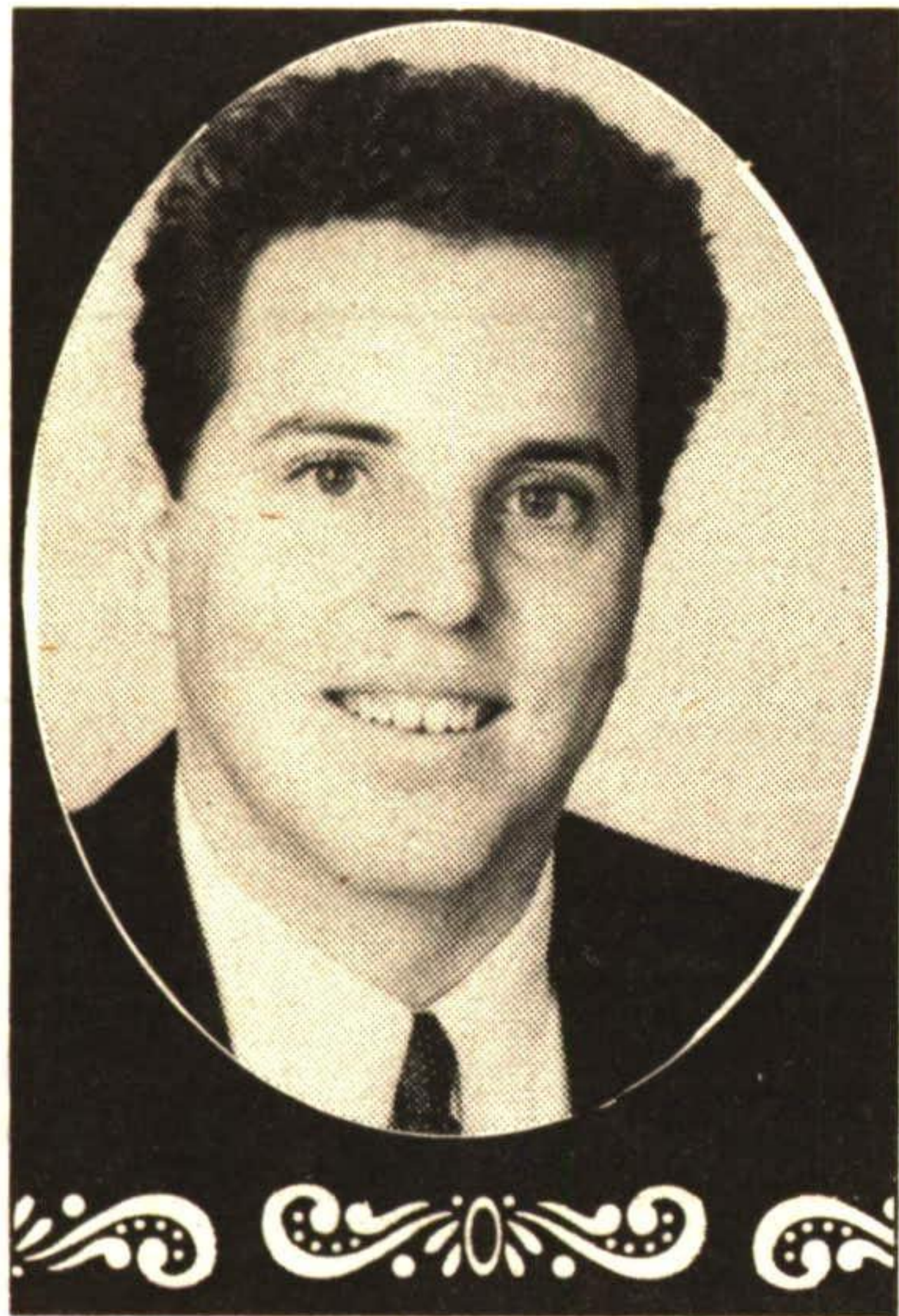
877-0173

ROYAL LePAGE

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PRESIDENT'S GOLD AWARD

For their exemplary record of sales success combined with their unparalleled attention to the needs of their clients, Royal LePage is pleased to honour our most accomplished sales representatives for this past year.



DEAN JACKSON



MARY MAAN



CAROLE MacLEOD

Royal LePage delivers the ultimate real estate experience

Royal LePage is combining the latest in real estate information and services technology with its committed sales force to deliver the ultimate real estate experience to today's consumers.

Gone are the days when consumers were content with sales representatives who put a sign on the lawn and an advertisement in the newspaper. Today's consumers want good value for their hard-earned dollars. They demand specialized services, real estate information backed by market analysis, and most of all, results.

At Royal LePage, we're responding to those demands.

HomeMatch - The Royal LePage Advantage

This service differentiates Royal LePage from the competition through the development of new technology and service systems that provide real estate consumers with unique service products.

As the key initiative of the Advantage project, HomeMatch is an exclusive system designed to bring buyers and sellers together. HomeMatch consists of three major components:

- the **Automatic-Prospecting** function which continuously matches prospective buyers with properties listed for sale in the market
- the **Reverse Prospecting Match** which relentlessly searches for prospective purchasers for each new listing and,
- an **Instant Messaging** feature that ensures each listing receives the maximum exposure through full-property descriptions made available to all Royal LePage sales representatives in the immediate trading area.

HomeMatch also includes a customized **Marketing Action Plan** which outlines all the steps Royal LePage sales representatives will take to sell your home. Finally, we back up our commitment to customer satisfaction through the **Royal LePage Personal Service guarantee**. This unique guarantee offers vendors the option of cancelling the listing if they are not fully satisfied with the service provided.

Better, more informed choices

Clearly, this is the first time in the service-oriented real estate industry that consumers will be provided with tangible goods. Our sales representatives are armed with information for buyers and sellers alike, and they can help a client make better, more informed choices with accurate and reliable real estate market statistics and analysis.

The introduction of HomeMatch and the Royal LePage Advantage will have a significant impact of the real estate industry and the way in which it conducts business.

Since 1913

At Royal LePage, we've responded to the needs of real estate consumers since 1913.

Our innovation and emphasis on service over the years have enabled us to survive good times and bad. Royal LePage has many strengths. First and foremost are our people. Our sales representatives have been dedicated to setting the standards for service excellence in the real estate brokerage business since the beginning. Our company's solid foundation helps us continue to provide our services in any marketplace and economy. And, our ability to anticipate our customers' needs, before they materialize, puts us in the forefront.

Since the beginning, Royal LePage has worked hard to establish a reputation as the best real estate organization in Canada. We want our services to be different and better than those offered by our competitors. Our strengths are what consistently drive us to outperform our competitors.

Royal LePage has had a long history, not only of superior service and trustworthiness, but also of providing new and innovative products and the highest level of training and development programs for our salespeople. Royal LePage is always one step ahead of the game.

Our foundation

In spite of the support available to each and every one of our sales representatives, all our products and services would be meaningless without these men and women.

It is our sales representatives who shoulder the responsibility of delivering these products and services to today's real estate consumers. And, it's their skill, expertise and dedication that has placed Royal LePage in the number one position as the real estate organization people trust most.

The sales representatives on these pages have achieved a level of service excellence that is unparalleled in the real estate industry. They've worked with people on a daily basis, helping to provide them with one of life's most basic necessities - shelter. Day after day, these representatives have worked with clients to make their dreams of homeownership come true.

We salute their dedication.

THE BEST PEOPLE - THE BEST TOOLS - THE BEST RESULTS



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