

# Countrywide continues to grow

Countrywide, the Mississauga based real estate network which was launched just seven years ago is making major inroads in the Canadian marketplace.

With franchises in place in all provinces from Quebec to British Columbia, Countrywide has become one of the fastest growing real estate systems in the country. "Adding offices in the Atlantic provinces, which is planned in the next few months, will make us truly country-wide," says Hugh Cook, Executive Vice-President of Operations.

At a recent three-day workshop in Niagara Falls, over 60 Countrywide broker/owners and managers from the Ontario region attended to discuss the future trends of real estate brokerage. Guest speaker, Allan Baylis, an internationally renowned speaker and an expert on real estate brokerage, as well as professional and personal growth said the way traditional brokerages have operated in the past is now passe. "The '90s is a decade where we must become more knowledgeable, and professional; we must provide more value-added services; we must build better personal and business relationships, always going the

extra mile with our clients, as well we must create career paths for our salespeople to allow them to grow and develop."

The chairman of Countrywide, Tom Morrissey, addressed the group and throughout his talk continued to stress the need for change. He said the way traditional brokerage is operated will be non-existent by the end of this decade.

"The majority of all real estate brokerages will operate from real estate centres which will house smaller-sized (one to six people), more efficient brokerages while the centre will provide the necessary administrative support systems for them. This concept provides the necessary graduation path for the truly professional realtor who does not have the inclination for the myriad of managerial or administrative headaches."

Morrissey also said that having a number of smaller brokerages operating independently and at arm's length from each other will go a long way in solving the growing concerns of dual agency. "A consumer can deal as a vendor with one broker while a potential purchaser can be represented next door by a buyer broker."

Also present at the three-day

workshop was Stu Shannon, president of Countrywide Western Canada - the master franchise for Western Canada and Gilles Lauzon, president of Services Immobiliers Countrywide Quebec Inc. - the master franchise for the Province of Quebec.

Cook announced new franchise openings in the coming weeks in Fergus, Guelph, Northeast Oakville, Oak Ridges, Holland Landing and Port Colborne as well as Williams Lake and Kelowna, B.C. and Moncton, N.B. Several locations are also being considered for Countrywide Real Estate Centres.

Cook went on to say that new salespersons are being added to carry the Countrywide message across Canada every day and he predicts a sales force of over 2,300 by year end. We are extremely proud that we have not only survived the long, difficult recession but we have continually expanded the network and are now well positioned to become one of the top real estate networks in the country.

Cook indicated that each person, without fail, came away from the workshop feeling rejuvenated, with a positive attitude, prepared to meet the new challenges of the '90s in our industry.

## Home builders group release guides for potential owners

The Greater Toronto Home Builders' Association (GTHBA) has released two new guides designed to inform potential new home purchasers.

"The association believes the homebuying experience should be a positive one, and consumer education is the best way to ensure this," said president Claudio Cinapri.

"These easy-to-understand summaries will assist consumers in making informed decisions."

The guide 'Home ownership: Is it a good investment?' summarizes an independent research study by Clayton Research Associates Ltd., showing why owning a home is a sound, long-term investment.

The study found that over the long term, homeowners accumulate significantly higher net worth than renters.

The guide 'Home ownership: Is this a good time to buy?' focuses on the reasons why Clayton Research believes today's market presents the best time in a long time to buy a home. For example, low interest rates, wide selection, great values at rock-bottom prices and the RRSP Home Buyers' Plan.

According to Clayton, the stage is set for recovery. After the recent period of stagnation, we can expect stronger growth in Canada's economy over the next few years.

The two new pocket-size guides follow the GTHBA's August release of a guide describing the structure and benefits of the RRSP Home Buyers' Plan. To date, more than 20,000 copies of the RRSP guide have been distributed.

All three guides are being distributed through builders' sales offices as well as directly by the association.

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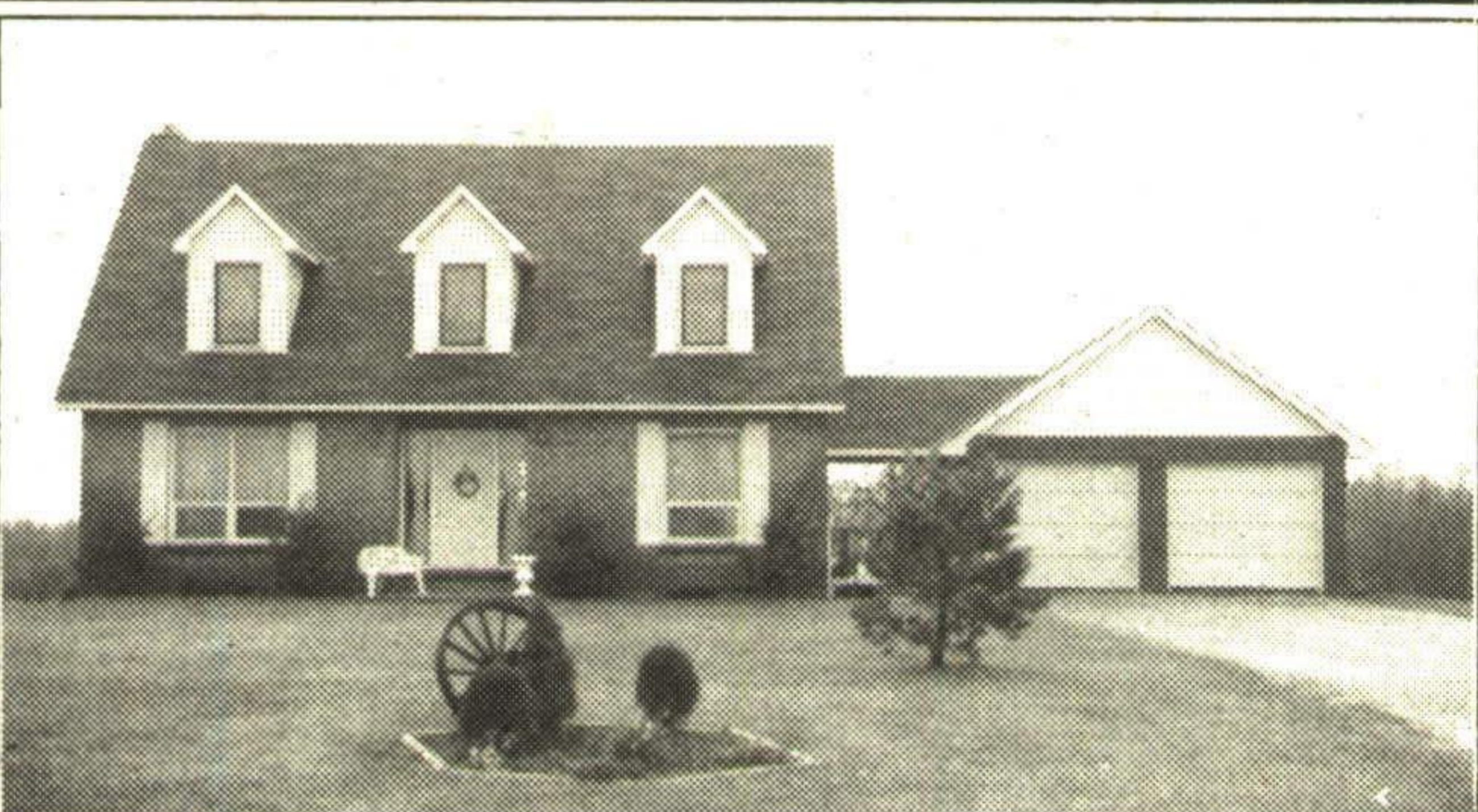


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