

Royal LePage CEO attends local meet and greet celebrating merger

Royal LePage President & CEO Phil Soper, recently named CEO of the Year, attended the Meet & Greet hosted by Royal LePage Meadowtowne Realty (RLPM) on Nov. 14 in Georgetown.

The party, which celebrated the recent merger between Johnson & Associates and RLPM, was attended by more than 150 people, including Halton Hills Mayor Rick Bonnette and members of Halton Hills Council, as well as Royal LePage Realtors from Milton, Mississauga and the surrounding areas.

"RLPM is an exceptional brand with national reach which is a benefit to all of us at RLPM. Together we are the number one brokerage in the Halton Hills/Erin marketplace," said Finn Poulstrup, Broker/Manager.

"It's been a good fit and together with make a tremendous impact in the local real estate marketplace."

He pointed out about 90 agents now work with RLPM in the Halton Hills and Erin area.

The two well-established companies joined forces in September and Meadowtowne now has branches in Georgetown, Acton, Erin, the Georgetown Market Place, Milton, Mississauga and Port Loring (near Parry Sound), with more than 300 sales and support staff.

The meet and greet was a "fantastic" evening that included Soper's presence who only three days before was named Canadian Public Relations Society's 2014 CEO of the Year.

Created in 1991, the CEO Award of Excel-



Royal LePage CEO & President Phil Soper (centre) greets Royal LePage Meadowtowne Realty Gloria Riddall, Broker of Record/Owner (left) and Alex Ocsai, Broker/Owner at the local meet and greet.



More than 150 people, including the Mayor and members of Council, attended a meet and greet at the Royal LePage Meadowtowne Realty office, 324 Guelph St. in Georgetown. The event celebrated the recent merger between Johnson & Associates and Royal LePage Meadowtowne Realty.

lence recognizes communications excellence and advocates that a successful CEO must be an excellent communicator who can express a clear mission and shared values with a broad range of stakeholders, supported by outstanding business performance.

Past recipients of the award include: Galen G. Weston, Loblaw Companies; Dominic D'Alessandro, Manulife Financial; John Betts, McDonald's Restaurants and Charles Baillie, TD Bank. Soper is the first CEO from the real estate industry to be recognized with this honour.

"Mr. Soper's work in defining the company's vision and communicating it with

impact across Canada has been a demonstration of how communications can be a game changer in business strategy and business results," stated the Canadian Public Relations Society (CPRS).

Since taking the reins at Royal LePage in 2002, the business has more than tripled revenue and doubled agent count.

Soper's frequent commentary on economic issues and the North American real estate industry contributed to the bestowment of the award, and that he was an early adopter in leveraging social media channels to enhance the company's effectiveness and communications reach, stated the CPRS.



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