

New real estate firm has latest in computers

If Mark Mallalieu wants to get an idea of the homes available in other markets in Canada, he simply turns on his computer. Within seconds, he gets an up-to-date posting of the situation.

That impressed him to such a degree, he and his wife Barbara decided to purchase the Milton franchise for National Real Estate Service (NRS), the latest entry into town of real estate companies.

The couple paid the franchise fee and pay a monthly on-going fee indiscriminate of the number of homes their franchise sells. It's a different concept and one which Barbara says is more in line with the free-enterprise system.

"It makes no difference how much we sell," she said. "We pay a negotiated fee

each month and then we're free to sell as much as we like."

Husband Mark concurred that the existing franchises seemed much the same. In September, he opened a private real-estate company, J. Mark Mallalieu Real Estate. In December, he became acquainted with NRS and purchased a franchise shortly thereafter.

"When we were looking for franchises," he said, "we didn't see the sense of trying for an existing franchise. This is different.

"Also, we publish our own catalogue every two weeks. No one else does this. We even allow clients to take our catalogues home. Most real-estate companies won't let you take the MLS (Multiple Listing Service) catalogues home because they contain

private information."

The major difference lies with the computer set-up. All franchises across the country are interconnected through computer. All listings are up to date allowing prospective clients to get an idea of the market, at that exact moment in time. So far, the computer connects to NRS listings only.

The computers, a first in the Canadian market, are connected with a \$4-million national network linked to a sophisticated printing operation. All printing for NRS franchises is done in Vancouver.

The couple is quick to point out that NRS is not a new company. It's basically a reformation of Block Bros. Realty, of Vancouver, which dates back 30 years. It was purchased by Olympia and York in 1979.

The company is on a national blitz to sell more franchises in the east. At the end of 1985, it had 117 offices and 2,400 sales people. About 60 new offices are planned this year.

The Mallalieus picked a difficult time to start a real-estate franchise in Milton. The listings are few.

"The current real-estate market is hard," said Mr. Mallalieu. "We're all competing for listings. But we're connected to MLS and we can provide the same services as any other company."

So far, the office consists of one broker and five salespeople, all newly hired. He said his plans are to increase the numbers of agents to 10 by the end of this year and 20, should all go well, by late 1987.

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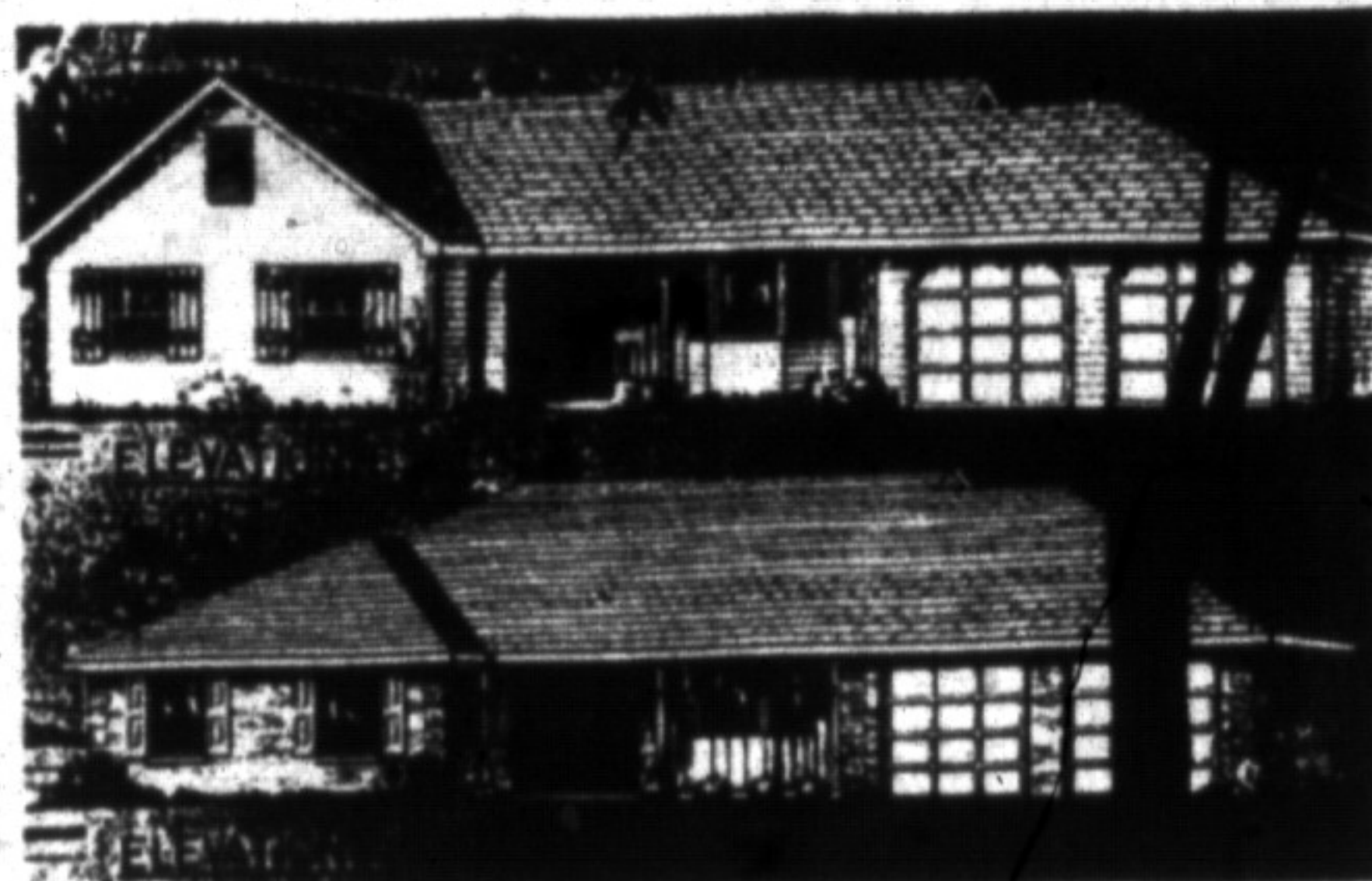


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