

# Former Terrace Bay resident selling London



Poster in London, Ontario advertising James Osmar.

by Darren MacDonald  
The News

James Osmar doesn't beat around the bush when asked why he put his face on a huge billboard in downtown London, Ont.

"The billboard was done to promote me," says Osmar, who was born and raised in Terrace Bay.

"The more people that know me, the more business I'm going to do."

Today, Osmar is a real estate agent with a six figure income operating out of London—and a strong believer in the value of self-promotion.

He left Terrace Bay in 1981 to attend Confederation College, but he had a desire to roam around.

"From there I bought a van, and decided I was going to tour around for six weeks on a holi-

day," he says. "And as I was touring around, I ended up in London."

He cut his vacation short and took up a bachelor of arts degree at Western University.

"I bought a house, moved to London and started university all in the same year," he says.

He dabbled in the stock market while in school, and joined Canada Trust after graduation. But after nine months he left to start work for the real estate company Re/Max.

"There's just more of a business mindset here," Osmar says. "For example, if I don't pay the bills, I don't get an

office. It's as simple as that." Osmar says he's thriving in the hot house atmosphere that

Re/Max provides him. For example, although 1991 was generally a bad year for the real estate market, Osmar says he had his best year ever, moving 50 properties.

"And this year, I'm on stream to sell 70," he says.

A married father of a three and a half year old son and

year old daughter, Osmar says he doesn't get back home as much as he used to.

"I used to come back to Terrace Bay about twice a year, but now it's only about every two years," he says. "The kids make travel a bit more difficult, and when you're listing three or four properties a week, you just can't take that much time off."

Osmar's parents still live in Terrace Bay, and he has two sisters living in Northern Ontario as well.

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almost always talk about how neat it was to grow up in Terrace Bay," he says.

"When you're growing up in a small town, you can count on going to your local meeting spot and seeing 10 or 15 familiar faces. And that was always good. In a city of 300,000 people, those situations aren't as likely."

Osmar may not know all the faces in London, but with a massive billboard carrying his picture, chances are, London knows his face.

"Some people call it ego, I call it dollars and cents," he says. "If people are noticing my face, chances are I'll get the listing, and my listing's going to get sold."

He spends more on promoting himself—\$30,000 a year—than many people earn in salary, but he says too many people make the mistake of not investing in themselves.

"I go to a lot of educational rallies and seminars for real estate people—places where you're rubbing the number one sellers on the continent," he says. "And when you sit down and discuss ideas with these people, you start to realize what works."

But one thing he can't get in the big city, Osmar says, is the natural beauty of Terrace Bay.

"The wilderness and the countryside was so close," he says. "In London, there's hardly a hill"



## Schreiber Hydro Electric Commission 1992 Schedule of Rates

Schreiber Hydro Electric Commission has made application for approval of the following schedule of rates and charges for 1992.

When approved, these rates will be reflected on all hydro bills issued after March 1, 1992 for all electric customers and April 1, 1992 for residential customers. This increase covers consumption of electricity after the date of February meter readings.

### Residential Service

First 250 Kw @	13.35	per KW.h
All additional	7.16	KW.h
Minimum bill	\$8.30	

### General Service

Regular:		
Billing Demand		
First	50 KW. @	No Charge
Balance	KW @	\$5.70 per KW

### Energy Charges

First	250 KW.h @	13.35 per KW.h
Next	12,250 KW.h @	7.87 per KW.h
All additional	KW.h @	5.59 per KW.h

General Service Minimum Bill \$8.30



## The North of Superior District Roman Catholic School Board

### INVITES

Applications for the Position of **CUSTODIAN** at St. Martin School in Terrace Bay, Ontario. This is a **Temporary Full-Time Position** (40 hours/week) commencing March 16, 1992 for an indefinite length of time.

Application deadline is **March 10, 1992**. Application forms may be obtained at St. Martin School during regular school hours.

D. Aitchison  
Principal

G.J. Matys  
Director of Education