

Stouffville Re/Max gives reps golden opportunity

While many would be entrepreneurs dream of owning their own businesses, the associated costs can be overwhelming.

Re/Max Imperial Realty gives its representatives the opportunity to work independently, while enjoying the benefits which come from being associated with a familiar and highly regarded organization.

Ron Good has owned the Stouffville office of Re/Max for several years, and he believes the company's model gives motivated representatives the best of both worlds. "Basically they're in business for themselves, but not by themselves, because they operate under the umbrella of Re/Max."

Each representative pays a desk fee and a management fee to the owner, plus an institutional fee.

In exchange they receive office space, a high percentage of commission earnings and the advantage of wide-ranging company promotions.

"Re/Max's obligation is giving them a first-class working environment, which I think I've done here in the last seven months since we moved to our new offices," says Good. The company is now located in the classy new Imperial complex at the west end of town.

"They're able to meet their clientele in the best business atmosphere because they have individual offices, which is certainly something that they can take pride in to show their professionalism."

The Re/Max arrangement is especially beneficial to skilled sales people because it allows them to retain 95% of the commission they earn.

"They earn the money, and therefore they retain the maximum amount," notes

Good. "As well, representatives benefit from promotion by the parent organization, which includes television, radio, journal and newspaper advertising across North America."

"They're also supported by Re/Max Imperial or myself through sponsorship of various sports teams and involvement in events like the Home Show."

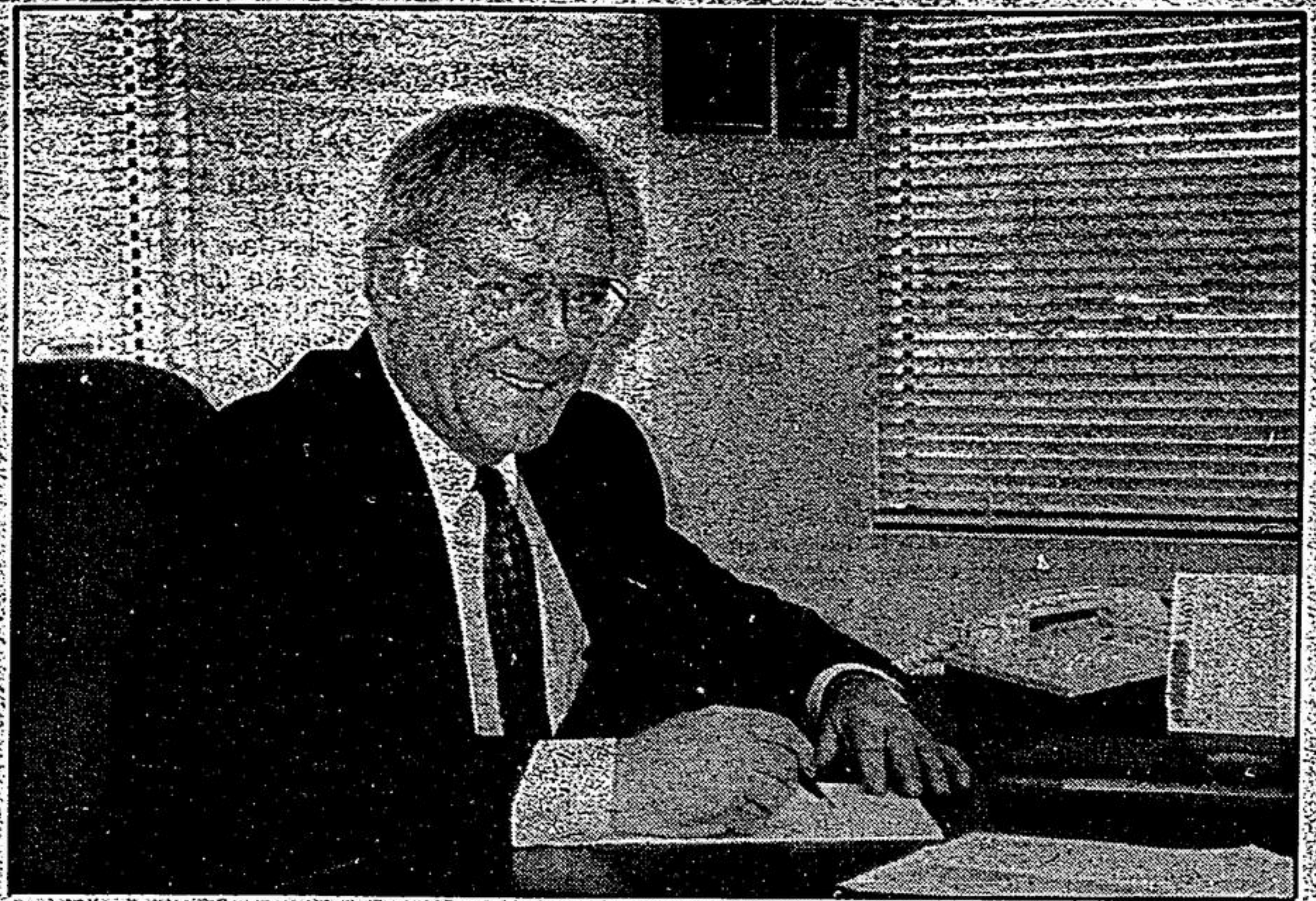
This year, Re/Max is sponsoring a local T-Ball team, and he goes to see the games whenever he can. "I'm a bit of a baseball nut, but I also admire the people that take the time to work with kids."

Good believes that involvement in the community is a very important aspect of doing business.

"I'm on the executive of the Chamber of Commerce. That's strictly to try to be aware of what's going on in the business community and to support it." Re/Max has also been responsible for sponsoring a variety of activities for local seniors.

Although the present market slowdown means it will usually take longer to sell a house, "there are still people who have to buy and people who have to sell," Good points out, "and representatives have to use their expertise to put buyers and sellers together through creative financing, and by informing both parties of the circumstances that will allow them to buy or sell."

Because it's a buyer's market, realistic pricing is a key factor in selling, he stresses. "If you've got higher interest rates, you've got lower prices; if you've got lower interest rates, you've got higher prices. It all comes down to one thing: the ability of the buyer to pay a monthly payment. Some people can only afford \$1,500



Ron Good, owner of Stouffville's Re/Max Imperial Realty, says the representatives at his office get the chance to work independently while remaining linked with a highly regarded organization.

a month, regardless of what the rates are."

He also believes that concerns about the sluggish real estate market have been overplayed by the media. "They talk about real estate, but car sales and other major purchases are all down." And trying to predict the economic future is a pointless exercise, he adds.

"In September of 1987, an expert was quoted in the Wall Street Journal as saying how great the economy was and how it would continue to flourish. Two months

later there was the great stock market crash."

Experts, he smiles ruefully, have a 50/50 chance of being right.

And if people are serious about a career in real estate, or in any other type of business, they have to learn to cope with the downs as well as the ups, he concludes. "If people are committed to a business, they have got to expect good times and prepare themselves for bad times as well."

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