



K.M. (KEN) CARMICHAEL

B.Sc., M.B.A

RE/MAX Chairman's Club (2008, 2007, 2006, 2002)
#1 in Sales in Ottawa (2006, 2003: RE/MAX Individuals)
RE/MAX Lifetime Achievement Award (2004)

It's time to take back our industry, by Michael Polzler

The all-you-can-eat real estate buffet in recent years has done little to improve public perception of the real estate industry. Truth be told, inactive and uncommitted realtors have played a serious role in making it even worse, through simple ignorance and inexperience during one of the most heated residential housing markets in recent history. Fortunately, RE/MAX realtors are head and shoulders above the competition, a point best illustrated by statistics from one of North America's largest real estate boards.

Representing a relatively good cross section of agents, the Toronto Real Estate Board (TREB) is one of many boards experiencing the inactivity happening nationwide. We know that if we were to look at statistics from other boards, the same story would unfold. Allow me to share some examples. Last year, 23 percent of Toronto Real Estate Board (TREB) realtors didn't sell a thing – that's almost one in every four. Fifty-six per cent of TREB realtors did less than one deal per quarter. Notwithstanding the agents that are winding down after long, successful careers and those that are just starting in the business – the statistics are quite alarming.

You have to question how some of these companies are still in business. According to TREB figures for last year, close to 50 per cent of realtors with Sutton Group and almost 60 per cent with Century 21 did less than one deal per quarter. Homelife and Right at Home agents were neck in neck, with 68.5 per cent and 70.7 per cent respectively, reporting less than one deal per quarter. And that's before we moved into a recession.

Unlike our competitors, we are holding up quite well under recent pressure. In fact, these are the times in which RE/MAX traditionally thrives. During a boom, it's easy to confuse success with heated market conditions. In a bust, sales professionals require a higher level of service and skill. Experience and reputation are paramount. That's where RE/MAX comes into play.

RE/MAX agents in Canada have earned the highest level of productivity of any company in the country, achieving 35 per cent market share in most Canadian markets. RE/MAX has the highest percentage of top producers (50 per cent of the top ten, over 40 per cent of the Top 100, 1,000, and 2,500) on the Toronto Real Estate Board. **Our agents have the highest average number of deals per agent. TREB Realtors averaged three and a half deals in 2008 while RE/MAX realtors -- on average -- negotiated almost ELEVEN.** Our agents are responsible for one in every three home sales in this country and that speaks volumes about our commitment and dedication.

RE/MAX has seriously invested in training, career development, and technology -- a reality demonstrated on a daily basis by our agents. Our sales professionals are smarter, stronger, and more knowledgeable about the marketplace, outselling the competition three to one.

Despite market conditions, dedicated, full-time individuals who have built their careers on knowledge and exemplary service will continue to excel. Offers to purchase filled with conditions ranging from the



K.M. (Ken) Carmichael
Broker
Tel: 613-563-1155
ken@kencarmichael.com
www.kencarmichael.com

RE/MAX metro-city realty ltd.,
Brokerage
344 O'Connor Street
Ottawa, ON
K2P 1W1



K.M. (KEN) CARMICHAEL

B.Sc., M.B.A

RE/MAX Chairman's Club (2008, 2007, 2006, 2002)
#1 in Sales in Ottawa (2006, 2003: RE/MAX Individuals)
RE/MAX Lifetime Achievement Award (2004)

typical financing and home inspection clauses to vendor take-back mortgages and offers conditional on the sale of the purchasers' home - the home buying/selling process is more complicated than in year's past. It's well beyond real estate 101 and both buyers and sellers will need the services of a skilled professional to help navigate these uncharted waters.

The number of fly-by-night agents who cast a shadow over our business in recent years will subside in the days and months ahead, but they will not disappear until the real estate industry raises the bar on standards. In my opinion, the introduction of apprenticeship programs -- monitored by local real estate boards and provincial and federal real estate associations - would go a long way in better preparing sales associates for a career in real estate. Licenses should be granted only after the individual sales associate has completed a six month or one-year apprenticeship program.

Education is the cornerstone of this industry and by far the best way to improve public perception of our business. As I said in the beginning...we need to take our industry back. We owe it to our customers.

Sincerely,

Michael Polzler
Executive Vice President and Regional Director
RE/MAX Ontario-Atlantic Canada Inc.



K.M. (Ken) Carmichael
Broker
Tel: 613-563-1155
ken@kencarmichael.com
www.kencarmichael.com

RE/MAX metro-city realty ltd.,
Brokerage
344 O'Connor Street
Ottawa, ON
K2P 1W1