



# Multiple Listings

By Jim Adair, REM Editor

Do you have news to share with Canada's real estate community? Let REM know about it! Email: [jim@remonline.com](mailto:jim@remonline.com)

Brokers Michel Friedman and Eva Liu have formed a new independent real estate brokerage in Toronto called Orange Square Realty.

Friedman is a 22-year industry veteran, and has been vice-president of a large independent brokerage, general manager of an international franchise, broker of record of his own multi-branch company, manager of various real estate offices and a freelance real estate trainer. He takes on the role of broker of record, recruiter and trainer at Orange Square Realty.

Liu has been a director of financing for a large independent brokerage for the past eight years and previously served in the same role at an international real estate franchise, as well as various brokerages. She takes on the roles of office manager and accounting.

The owners say the company will operate on the principals they believe in: "Putting the agents' interests first by giving them maximum support and intensive training for a very reasonable fixed fee."

Friedman. It offers agents an option of residuals or fixed-dollar bonuses paid monthly, training courses and a company telephone for agents' home offices.

"The office, which will be located in central Toronto, will feature free parking, private and semi-private offices and state-of-the-art computer and telephone systems," says Liu.

The owners say their goal is to become the largest independent brokerage in Ontario within five years.

Long-time Vancouver Island broker and REM columnist Marty Douglas has joined Re/Max Ocean Pacific Realty as managing broker for both of the brokerage's Comox Valley locations.

Douglas was first licensed in real estate in B.C. in 1970 and has led award-winning real estate teams for national franchises and independent real estate companies, all in the Comox Valley. He has served the real estate industry

the Real Estate Council of B.C. and the Real Estate Errors and Omissions Insurance Corporation, all as chairperson. In 2010 he was recognized as an Honorary Member of VIREB.

"In today's marketplace, technology allows the real estate business to be in the hands of amateurs. It deserves to be in the hands of professionals," says Douglas.

Royal LePage Your Community Realty has acquired two Prudential Renascent Realty offices in Keswick and Sutton, Ont. owned by Jackie McEachern.

McEachern earned her real estate license in 1971 and purchased the former Family Trust offices in Keswick and Sutton after earning her broker license. She is a hands-on broker who built her offices to a current sales force of 28 sales representatives, says Royal LePage.

Vivian Risi, broker/owner of Royal LePage Your Community Realty, began her real estate career

a sales office of 18 people into a network of 10 offices and 850 Realtors. For 10 consecutive years, Risi's company has owned the top share of the markets in their local communities, the company says.

For the second consecutive year, more than 100 Realtors from six provinces gathered for the Network Blue networking event, organized by two Ontario Realtors. Georgiana Woods, sales rep at Coldwell Banker Case Realty in Toronto and Nancie Mleczo, broker of Coldwell Banker Pinnacle Real Estate in Hamilton, organized the event in Niagara Falls and extended it to two days so participants could enjoy a social networking day in the Niagara Region, making new friends and building their referral network.

"These relationships have enhanced our business opportunities through referrals and sharing of knowledge," says Mleczo. "With two guest speakers and a panel of five sales reps or brokers from different markets, there was plenty to share and learn," she says. Last year's event was held in Mississauga.

Karrie-Ann Sheppard has joined Better Homes and Gardens Real Estate Canada as its new director of client services.

Sheppard's duties will include "guiding and directing the implementation of new franchisees into the BHGREC network and (she) will lead the client services team in the delivery of resources and operational support, and talent attraction," the company says in a statement.

Sheppard has more than 17 years of sales and customer service experience. She was previously with Richard Robbins International.

Recently Apex Results Realty opened its doors in Burlington, Ont. Bob Van de Vrande, previously broker of record with Sutton Group Results Realty, says he has converted the company "to adapt to the changing real estate business with the motto 'Real Estate is Changing...And So Are We'".

He says that in the past couple of years there has been "a move away from large corporate franchises that charge salespeople high costs plus recurring fees, towards more flexible independent companies." These companies "with a local presence allow Realtors to brand themselves in the marketplace," says Van de Vrande, "This enables them to offer a personalized service that is directly tied to their own reputation – rather than

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to a company name."

Apex Results Realty offers salespeople a full-service office, exclusive professional development and in-house training, he says. "We consider ourselves the real estate company for grownups. We are there to support them and to provide the services, office location and administrative help they need to succeed."

The brokerage has 40 salespeople, and Van de Vrande says he is already looking at the possibility of additional offices in surrounding areas.