



Community Involvement

Helping you help others

A home should be a place of safety, security and comfort. Sadly, for thousands of Canadian women and children, this is not the case. That's why we started the Royal LePage Shelter Foundation, a foundation which helps local shelters provide a safe haven and new beginnings for more than 30,000 women and children annually. Every year we donate more than \$1 million through agent contributions, the generous support of our brokers and the fundraising activities of the Royal LePage network. We receive such strong support because:

- Royal LePage is the only Canadian real estate company with its own charity, empowering agents and sales reps to make a positive difference on both a local and national level.
- Our foundation is the largest public foundation in Canada dedicated exclusively to supporting shelters and ending violence against women and children.
- Many Royal LePage offices across Canada partner with a local women's shelter to provide much-needed financial support as well as other essential goods and services. Funds raised by the local Royal LePage offices remain in their local community and because Royal LePage pays the costs of administration, 100% of all money and effort goes toward the cause.
- In addition to helping victims, we also work hard to prevent domestic violence. With our national partner, the *Canadian Women's Foundation*, we provide grants to provincial agencies that help women gain independence and economic self-sufficiency.
- The Royal LePage Shelter Foundation is also a major financial contributor to the *Fourth R*, a high school program for preventing dating violence, substance abuse, and risky sexual practices.



The Royal LePage Shelter Foundation
www.royallepage/shelter

Helping you is what we do.™



www.royallepage.ca



Marketing & Technology Training

Helping you develop your career

At Royal LePage, we're committed to your continued professional development. You have access to the industry's most comprehensive training programs in marketing and technology — at no additional cost*! Take advantage of learning programs facilitated in person, online and via teleconference, such as:

- **Realtor Marketing Workshops:** Attend interactive marketing and technology training in your region twice annually. The marketing-oriented curriculum features the Royal LePage Marketing Centre and other proprietary services that make the most of current industry opportunities.
- **Business Builder Webinars:** If you're new to Royal LePage or just need a refresher, attend the monthly *Welcome to the Royal LePage Marketing Centre* Webinar and kick-start your marketing efforts. Stay current with Royal LePage's latest marketing and technology tools, by attending the monthly *What's New Monthly* Webinar.
- **Royal LePage University:** Learn online at your own pace, and choose from over 40 sales, marketing and Microsoft courses. Earn continuing education credits, where applicable, and earn special designations.

*Participating Platinum offices.





Marketing Services

Helping you market your way to success

As a Royal LePage agent, you have access to the latest market information and top-notch marketing tools. Plan to sell your properties or promote your personal brand with:

- **Marketing Centre***: A panorama of professionally-designed print and multimedia templates to help you be an expert marketer! Enjoy free and easy access to feature sheets, slide shows, postcards, newsletters, campaigns, brochures, Web commercials, business cards and more — something for your every marketing need.
- **www.royallepage.ca**: Our award-winning website provides consumers with the tools and resources they want, and generates the qualified leads our agents need to do business. The Royal LePage website features exclusive and luxury listings found only on our site, a library of info and advice about buying and selling property, in addition to all the Royal LePage MLS listings.
- **The Red Market**: Royal LePage's online print and promotional store provides you with unique, custom-branded merchandise at competitive prices. Products include stationary, brochures and innovative client gifts.
- **Sales Presentations***: State-of-the art buyers, sellers and FSBO presentations are fully customizable by you. Position yourself as the most qualified choice to your prospective clients.
- **Public Relations Reports**: Royal LePage is *the* leading authority on Canadian real estate with the development of many industry-renowned reports that garner national media attention. Our research provides key information about marketplace trends, making Royal LePage agents a go-to source for all things real estate.
- **Consumer Promotions**: Royal LePage maintains strong national brand recognition through consumer-focused initiatives such as online contests and print and online campaigns. All Royal LePage promotions communicate our "helping you" commitment.
- **Web Services**: In addition to www.royallepage.ca, our Clientclick websites provide you with a personalized online presence. These personal selling tools attract savvy consumers looking to the Internet first to research properties for sale.
- **Email Platform**: Royal LePage offers an @royallepage.ca address to all network members, protected with anti-spam and anti-virus systems. It is a safe, reliable and award-winning platform that you can access from any computer with Web access.

*Participating Platinum offices.

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Referral Opportunities

Helping you expand your referral network

Royal LePage believes in helping you build a global referral network. Here's how:

- **Leading Real Estate Companies Of The World™:** As one of the few Canadian members of this worldwide organization, you have unparalleled access to a qualified network of consumers looking to buy, or sell internationally owned property. Agents also receive referrals from member firms in the US and abroad.
- **Agent Network:** With more than 13,000 agents and 600 offices coast-to-coast, you can contact your trusted colleagues across the country in order to help you buy or sell a home in almost any city across Canada.
- **National Events:** Our National Chairman's Club Retreat and National Sales Conference are terrific opportunities to network and share best practices with your Royal LePage peers.
- **Award Ceremonies:** We recognize hard work and achievement by rewarding our top performers. With more than five award levels and annual local award ceremonies, our award program provides you with the recognition you deserve.
- **Royal LePage Relocation Services:** This company provides move management services to employees of corporate and government clients, affording Royal LePage agents with the opportunity to receive referrals of relocating employees.

Helping you is what we do.™



www.royallepage.ca



Support Services

Helping you meet your real estate goals

Our business demands high-tech tools to stay current and connected with clients and colleagues, and the latest market news. Royal LePage enables you to communicate by investing in information systems that help you to be more efficient, more effective and more successful than the competition, such as:

- **Royal LePage Network:** The online gateway to Royal LePage's unparalleled sales, marketing, communications, training and technology tools connects you with the people, information and resources you need to be successful.
- **Customer Care Centre:** Our toll-free, fully bilingual help line is available to answer your questions and assist you nine hours a day, five days a week.
- **Royal LePage Team Canada:** From the tiniest communities to the largest urban centres, Royal LePage Canada employees work hard to equip you and your peers across the country with the knowledge, skills and tools to ensure your success.
- **Strategic Partnerships:** Our partnerships with leading national companies positions you to do your business more effectively, at a lower cost and with added value to your clients. Strategic partnerships include, TD Canada Trust, Atlas Van Lines, Rogers Wireless, Canada Post, Teldon Print Media, Please Hold Canada and Canon Canada.





Sales Training & Coaching

Helping you be a top producer

Royal LePage offers the following real estate sales training and coaching programs that rival the best in the industry — for just a fraction of the cost:

- **Welcome to Royal LePage:** A live series of conference calls featuring a real-time review of the tools and services that Royal LePage offers to bolster your success.
- **Teleseminars:** Royal LePage productivity specialists help you manage your business through a series of teleseminars.
- **Coaching:** Our coaching programs help you build and execute business plans, improve your time management, and increase your productivity. Both team coaching and individualized coaching programs are offered.
- **Designation Programs:** Our designation programs are designed to give you the skills to serve the needs of varying emerging demographics. Our Senior's Real Estate Specialist designation (SRES) helps you build skills in counseling the boomer and mature demographic through the buying and selling process. Our National Association of Green Agents and Brokers (NAGAB) designation provides you with information and skills to educate your client on home energy efficiency and conservation in the interest of helping buyers and sellers save money and the environment.





Luxury Home Marketing

Canada's Most Exclusive Program

Helping you market to exclusive clientele

At Royal LePage we know that exceptional homes require exceptional marketing. Our Carriage Trade program showcases select properties to discerning buyers worldwide and offers buyers and sellers luxury service and exposure. Our Carriage Trade suite of products and services includes:

- **Luxury Brand:** The Carriage Trade brand evokes a modern, timeless and distinctive identity, which affluent consumers immediately associate with luxury.
- **www.carriagetradeproperties.ca:** Carriage Trade's luxury listing website is Canada's premier destination for luxury properties. The website provides the exposure and attention that exceptional properties deserve.
- **National Brand Advertising:** The Carriage Trade brand and website is advertised in leading international luxury magazines and websites that target high net worth consumers.
- **Luxury Advertising Program:** Offers you major advertising discounts with the industry's leading luxury home and lifestyle magazines and websites. Exclusive rates are available for Royal LePage agents with a Carriage Trade listing.
- **Marketing Materials:** Discerning clients recognize the value of quality tools. To enhance your position and presentation, Carriage Trade has a suite of exquisitely designed marketing materials including a stationary line, promotional gifts and a consumer focused brochure.
- **Listing Materials:** Includes the distinctive Carriage Trade lawn sign, customizable postcards, brochure templates and a customizable listing presentation.
- **Carriage Trade Public Relations Report:** An annual market analysis of trends and activity in eight major cities across Canada, combined with a national consumer poll that measures attitudes, upbringing and beliefs of high net worth Canadians. This report provides you with the materials to be an industry expert.



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Brand Strength

Helping you open doors

Royal LePage is the country's largest national real estate company and is 100 per cent Canadian — Canadian employees, Canadian owners and Canadian values — established by our founder, A.E. LePage:

- **Our History:** We have a proud heritage of exceeding client expectations dating back to 1913.
- **Our Ownership:** We are the only 100% Canadian-owned national real estate company.
- **Our Founder:** A.E. LePage was the first agent in Canada to make a business of selling homes. He was the first to have property showings by automobile, the first to have detailed description listings in newspapers and he was the first to use film to showcase fine homes. Today, his vision and commitment to service is shared by thousands of Royal LePage sales representatives nationwide.
- **Our Size:** Over the past ten years Royal LePage has doubled in size and tripled its share of the Canadian residential real estate market. Our network of more than 13,000 agents allows you to contact a trusted colleague across the country to help you buy or sell a home in almost any city in Canada.
- **Our Product:** Through our comprehensive network of real estate offices, we have our finger on the pulse of local markets from coast-to-coast. We regularly invest time, money and resources to develop the knowledge and tools to help position you as the most qualified representative to buyers and sellers.
- **Our Brand Values:** They are best expressed in our company motto: *Helping you is what we do.* Our corporate culture is based on collaboration, service and support. Our agents are committed to providing the best service possible, even when it means going beyond the call of duty.

