



Multiple Listings

By Jim Adair, REM Editor

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Broker Grant Hayes and his wife, sales rep Jay Lough-Hayes, recently opened Peterborough Realty in Peterborough, Ont.

"After reading the October REM about Mike Cartwright's office, Main Street Realty in Newmarket, offering a full-service brokerage with 100 per cent of the commissions going to the Realtor, we decided to follow his pattern," says Lough-Hayes. "Our fee structure is similar - \$199/month and \$299/deal. No charge on residential leases and double-end deals are

one transaction. Here's an opportunity for Realtors to keep the money they work so hard for."

The couple has more than 25 years of combined experience in the local market.

"We believe the future holds for smaller brokerages, more 'qualified' salespeople and less expensive offices fees," she says. "We were the first team in our area to offer a 'move for free, you pack, we drive, you unpack' service, which most of our clients take advantage of time and time again."

The office is located in the

downtown Cafe District in Peterborough.

Rosann Copfer has joined the management team at Coldwell Banker Canada as director of marketing and product development for Canada.

Copfer was previously senior marketing manager of new product development at Canadian Tire, where she was responsible for developing and implementing marketing initiatives designed to grow targeted markets. In that role, she guided the development of pilot projects and partnered with Brock University's Think Tank plus program. Previous roles include marketing manager with Stem Advertising, where she was responsible for national and local marketing initiatives for McDonald's restaurants of Western New York and Northern Pennsylvania. In her new role, she will be based at the Canadian national office in Burlington, Ont.

Exit Realty Corp. International had a record-breaking turnout for



Grant Hayes and Jay Lough-Hayes



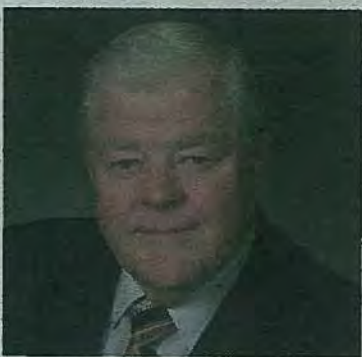
Donna Harding



James Caicco



Kevin Talbot



Norm Jolliffe



Paul Baron



Paul Purewal

an Sales Rally recently in Moncton.

"The champions of this company are always in the room regardless of the event. They have a mindset for prosperity and clearly understand the value of teaching, training and coaching," says Joyce Paron, president - Canada.

The event included a trade show and five speakers who "engaged and empowered everyone," the company says. Exit CEO and founder Steve Morris closed the event with a presentation titled, "An Unstoppable Attitude".

Century 21 Platinum Realty in Edmonton has new owners and is moving to a new office.

New owners Brad Warkentin, Chapman Im, Patrick S. Au, Duane Springsteel, Lynne MacDonald and Anna Trojandniuz say they plan to maintain the strong bonds they've built through their years as Century 21 System members and to create a welcoming and comfortable environment for their clients.

"We have an idea to bring our agents back together to have regular meetings and to encourage more education," says MacDonald. "We're upgrading our software and adding new technology to help serve our clients better."

Century 21 Platinum Realty is

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With headquarters in Scarborough, Century 21 Leading Edge Realty has been operating for more than 10 years. The company also has offices in Toronto, Aurora, Gravenhurst, Markham and Unionville. Owner Paul Baron has been in real estate since 1984.

Paul Purewal has joined Avison Young's brokerage operations in Vancouver as an industrial sales and leasing associate, focusing on the Fraser Valley, B.C. market. He was most recently an industrial sales and leasing broker at Macdonald Commercial (Fraser Valley, B.C. office).

Purewal began his real estate career at Burchell Edwards, the largest independent real estate company in Birmingham,

company says. The new office is at 7605 104 Ave.

The Adventure Realty Network has added three brokerages to its network. Harding Premier Realty of Halifax, led by broker/owner Donna Harding has developed a reputation as a leader in her market, the company says. Harding Premier Realty is now focused on the expansion of a strong independent brand.

Broker/owner Norm Jolliffe of Lake Country Real Estate in Orillia, Ont. has many years of successful and far reaching brokerage management experience will further strengthen the network, the company says.

Talbot Realty of Goderich, Ont. has also joined the network. Broker/owner Kevin Talbot and his team of experienced Realtors have developed a strong reputation throughout Goderich and the Lake Huron market, it says. Operating in non-franchise relationships, Adventure strengthens the independents' competitive position, delivers a robust national referral network and puts members into a unique and open peer group, the company says.

Century 21 ProNorth Realty in Sault St. Marie, Ont. has new owners: Joe Ruscio and James

England. He was then recruited by Dixons Countrywide, an England's largest corporate-owned real estate firm, where Purewal won several awards as a top-negotiator and then as a manager. Purewal moved to Vancouver in 2008 to focus on industrial sales and leasing activity in the Fraser Valley.

Employing a "clients first" attitude, Century 21 Limestone Realty is now open to assist the residents of Kingston, Ont. and its surrounding areas.

"Our goal is to continue building an exciting office where the agents with positive attitudes have the best tools available to succeed and are treated fairly and with respect," says Shane Ruys, co-owner of Century 21 Limestone Realty. Co-owner William Taylor and Ruys have both been in real estate for over 12 years. ■ REM