

# KELLER WILLIAMS CANADA

## April 2012



# KWU

## KELLER WILLIAMS UNIVERSITY

### MEGA CAMP

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RED Day

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## RED Day (Renew ~ Energize ~ Donate)

Across North America on May 10th, Keller Williams associates will be actively engaged in Red Day. It is a company wide initiative and a day of giving back to our local communities.

As a celebration of KW'S Chairman of the Board Mo Anderson's birthday, RED Day exemplifies Keller Williams culture of making a difference for others.

"We thank Mo Anderson for setting the example for us. RED Day is an extensive community-service project." says Diane Mitchell, KW Canada's Co-Director.

RED Day Committees across Canada have been busy organizing the day long events that range from contributing to food shelters, building homes with Habit for Humanity, painting and improving community shelters, landscaping and cleaning community grounds and various food drives.

John Furber, Canadian Co-Director says, "RED Day is about giving. It is a powerful demonstration of who we are as realtors and how we feel about our communities and the people who live there".

To participate or contribute to your local RED Day contact your Market Centre RED Day representative or Team Leader.

## RED Day Representatives Coast to Coast

**KW Canada Regional RED Day Representative: Linda Williamson**

### Market Centre Representatives

237	KW Ottawa Realty, Ottawa	Liane McKinley
269	KW Realty South, Calgary	Deb White & Krista Ivanov
392	KW VIP Realty, Ottawa	Josh West
403	KW Referred Realty, Don Mills	Jennifer O'Kane
425	KW Solid Rock Realty, Ottawa	Gina Cristello
571	KW Golden Triangle Realty, Kitchener	Darlene Grant
656	KW Real Estate Associates, Mississauga	Natalie Greico
706	KW Valley Realty, Abbotsford	Sita Mulder
777	KW Advantage Realty, Toronto	Linda Williamson
833	KW Elite Realty, Port Coquitlam	Andy Wallace
837	KW Real Estate Service, Willowdale	Ora Ross
838	KW Energy Realty, Whitby	Jennifer Frey
848	KW Realty Centres, Newmarket	Bree Honey
873	KW Realty, Halifax	Susan Young
890	KW Lifestyle Realty, London	Christine Cecchetto
904	KW Edge Realty, Burlington	Christine Fletcher - Henson

# 2012 ALC Members Across Canada

## Thank you for your Leadership!

**The ALC is the heartbeat of the Market Centre – involved and invested in decisions that affect our agents.** The Keller Williams ALC or Agent Leadership Council is made up of the top 20% of agents in each Market Centre. This dynamic 'Board of Directors' is actively involved in the leadership decisions that make the market centre more productive and profitable. By having input from these associates, each Market Centre can tailor their strategies to thrive in all stages of the market. (Meetings take place monthly and all agents in the Market Centre are encouraged to attend). During this meeting, profit/loss statements are reviewed (open books policy), educational/training ideas are implemented and brainstorming is done to find the best ways to make the market centre more successful.

### **Abbotsford**

John Welsh  
James Lal  
Karen Bridge  
Sita Mulder  
Steve Gobeil

### **Beach/Riverdale**

Candace Kaszas  
Linda Williamson  
Karina Sadu  
Judy Coffey  
Mike Clarke  
Philip Brown  
Lou Piccioni

### **Calgary**

Debbie Komitsch  
Karina Sunderji  
Sheila Morrison  
Arthur Wong  
Gord Ross  
Rod Forsythe

### **Don Mills**

Mary Ann Gutierrez  
Jennifer O'Kane  
Carlo Sconza  
Balan Manian  
Nuria Cano-Ortiz

### **Halifax**

Sandra Chaisson  
Susan Young  
Jeff Kielbratowski  
Brenda Kielbratowski  
Paul Sentner  
Larry Allen  
Andrew Perkins

### **Kitchener**

Darlene Grant  
Humberto Gomez

Dan Balm

Angela Parks

### **London**

Lisa Bunker  
Jason Bunker

### **Mississauga**

Scott Haslett  
Wes Watson  
Michelle Orsini  
Peter Scarcella  
Ron Balagtas  
Ken Healey

### **Newmarket/Aurora**

Jason Mansingh  
Natalie Grieco  
Peter Scarcella  
Ron Balagtas  
Ken Healey

### **Port Coquitlam**

Paul Hendricks  
Sean Herbinson  
Maureen Marsiglio  
Sandra McMunn  
Tom Mitchell  
Steve Peroff

### **MC 237, Ottawa**

Dan Salhany  
Martin Elder  
Jean Richer  
Paul O'Reilly  
Kris Sherry  
Shane O'Sullivan  
Jason Pilon  
Dan Oakes  
Haris Yusufzai  
Glenn Floyd  
Liane McKinley  
Gerard Windle  
Mary-Anne Gillespie

Rob Rudell  
Meg Hetherington  
Tom Kahnert

### **Ottawa**

Gina Rose Cristello  
Yong Zhang

### **Ottawa**

Dianne Gillette  
Kathy Walker  
Josh West  
Anne Winch  
Karen Cayer  
Wanda Clark

### **Willowdale**

Ora Ross  
Kenneth Yim  
Ash Solhdoust  
Kirby Chan  
Jerome Schrier  
Justine Lee

### **Whitby/Oshawa**

Rhonda LaFlamme  
Masood Vatandoust  
Jacob Asparian  
Michael McDougall  
Max Vanderheide  
Lisa Faye

# KW Canada March Rankings



## Top Canadian Market Centres - KWRI

### Market Centres - Ranked by Owner Profit

Keller Williams Advantage Realty, Toronto	5
Keller Williams Realty, Halifax	73
Keller Williams Ottawa Realty, Ottawa	88
Keller Williams VIP Realty, Ottawa	185
Keller Williams Energy Realty, Ottawa	204

### Market Centres - Ranked by Profit Share

Keller Williams Advantage Realty, Toronto	6
Keller Williams Realty, Halifax	59
Keller Williams Ottawa Realty, Ottawa	87
Keller Williams VIP Realty, Ottawa	164
Keller Williams Energy Realty, Whitby/Oshawa	194

### Market Centres - Ranked by Closed Volume

Keller Williams Ottawa Realty, Ottawa	2
Keller Williams Advantage Realty, Toronto	30
Keller Williams VIP Realty, Ottawa	32
Keller Williams Energy Realty, Whitby/Oshawa	44
Keller Williams Elite Realty, Port Coquitlam	47

### Market Centres - Ranked by Closed Units

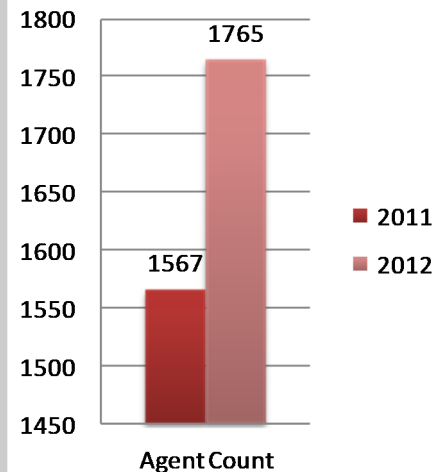
Keller Williams Ottawa Realty, Ottawa	6
Keller Williams Energy Realty, Whitby/Oshawa	110
Keller Williams VIP Realty, Ottawa	122
Keller Williams Advantage Realty, Toronto	155
Keller Williams Elite Realty, Port Coquitlam	183

### Market Centres - Ranked by Closed GCI

Keller Williams Ottawa Realty, Ottawa	4
Keller Williams Advantage Realty, Toronto	58
Keller Williams Energy Realty, Whitby/Oshawa	60
Keller Williams VIP Realty, Ottawa	93
Keller Williams Referred Realty, Don Mills	139

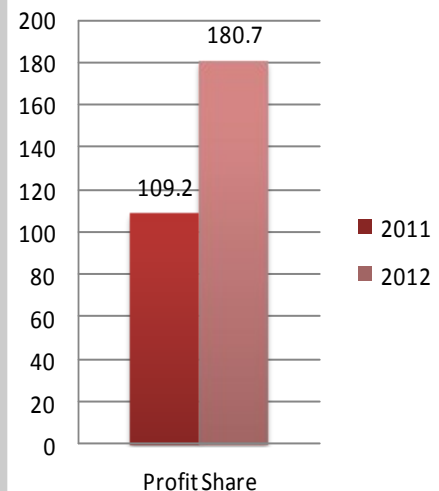
## Agent Count KW Canada\*

**13% Increase**



## Profit Share KW Canada\*

**65% Increase**



\*YTD 03.31.12. charts represent year over year comparison - KW Canada

# KW Canada Top 25 Producers GCI



## Individual

<u>Associate</u>	<u>Market Centre</u>	<u>Associate</u>	<u>Market Centre</u>
#1 Paul Allan	MC 571 Kitchener	#14 David Casey	MC 237 Ottawa
#2 Paul O'Reilly	MC 237 Ottawa	#15 Michael Eisner	MC 403 Toronto
#3 Dianne Gillette	MC 392 Ottawa	#16 Whitney Jorgensen	MC 777 Toronto
#4 Eli Skaff	MC 425 Ottawa	#17 Shane Foley	MC 237 Ottawa
#5 Cameron Weir	MC 777 Toronto	#18 Joel Brodie	MC 237 Ottawa
#6 Campbell Osler	MC 237 Ottawa	#19 Mako Britz	MC 706 Abbotsford
#7 Rod Forsythe	MC 269 Calgary	#20 Sheila Morrison	MC 269 Calgary
#8 Eric Glazenberg	MC 837 Toronto	#21 Christine Domina	MC 838 Whitby/Oshawa
#9 Larry Allen	MC 873 Halifax	#22 Marvin Alexander	MC 848 Newmarket/Aurora
#10 Jin Chen	MC 237 Ottawa	#23 Mohnish Aggerwal	MC 237 Ottawa
#11 Joy Bagga	MC 833 Port Coquitlam	#24 Stephen Young	MC 838 Whitby/Oshawa
#12 Suzanne Mills	MC 838 Whitby/Oshawa	#25 Ron Dulle	MC 706 Abbotsford
#13 Sandra Scherre	MC 848 Newmarket/Aurora		

## Team (2 Producing Associates)

<u>Associate</u>	<u>Market Centre</u>	<u>Associate</u>	<u>Market Centre</u>
#1 The Ismailzadeh Team	MC 837 Toronto	#14 The Heart N' Home Team	MC 656 Mississauga
#2 The Real Estate Guys	MC 403 Toronto	#15 The McKinley Team	MC 237 Ottawa
#3 The Al-Shaikhy Team	MC 237 Ottawa	#16 The Johnstone Team	MC 237 Ottawa
#4 The Shulman Team	MC 403 Toronto	#17 The Bilinski	MC 237 Ottawa
#5 The Kaushansky & Brown Team	MC 777 Toronto	#18 The Signature Team	MC 890 London
#6 The Bill & Chaney Team	MC 392 Ottawa	#19 Judy & Larry Foran	MC 873 Halifax
#7 The Betty Hillier Team	MC 392 Ottawa	#20 The Green Team	MC 237 Ottawa
#8 The Lee Team	MC 837 Toronto	#21 The Lamerias Team	MC 838 Whitby/Oshawa
#9 The Real Pros Group	MC 833 Port Coquitlam	#22 The Bertrand Team	MC 237 Ottawa
#10 The Shipanock & Kazubinski Team	MC 392 Ottawa	#23 The Underwood Team	MC 237 Ottawa
#11 The Richer Team	MC 237 Ottawa	#24 Team Molkos	MC 403 Toronto
#12 Team Trump	MC 777 Toronto	#25 The House Calls Group	MC 269 Calgary
#13 The Elder Team	MC 237 Ottawa		

## Group (3 or more Producing Associates)

<u>Associate</u>	<u>Market Centre</u>	<u>Associate</u>	<u>Market Centre</u>
#1 The Pilon & Hamilton Team	MC 237 Ottawa	#14 Floyd Team	MC 237 Ottawa
#2 The Mitchell Team	MC 848 Newmarket/Aurora	#15 SuperMario	MC 237 Ottawa
#3 Mike Clarke Group	MC 777 Toronto	#16 The Home Team	MC 848 Newmarket/Aurora
#4 Dale Way Team	MC 237 Ottawa	#17 The Cleeves Team	MC 571 Kitchener
#5 The Lisa Fayle Team	MC 838 Whitby/Oshawa	#18 Jim Reitzel	MC 571 Kitchener
#6 The Shawn Lepp Team	MC 838 Whitby/Oshawa	#19 The Referral Team	MC 403 Toronto
#7 Mulholland and Ross	MC 837 Toronto	#20 The Marcus Team	MC 237 Ottawa
#8 The Peroff Team	MC 848 Newmarket/Aurora	#21 The Mullin Lloyd Team	MC 838 Whitby/Oshawa
#9 The Gary Cooke Team	MC 833 Port Coquitlam	#22 The Dekker Team	MC 425 Ottawa
#10 J & A Murphy Team	MC 873 Halifax	#23 The Silbernagel Team	MC 403 Toronto
#11 The Sachko Team	MC 838 Whitby/Oshawa	#24 Team Bourgon Boulерice	MC 237 Ottawa
#12 Dan Oakes Group	MC 237 Ottawa	#25 R & R Elite Homes	MC 833 Port Coquitlam
#13 The Hooper Group	MC 237 Ottawa		

# KW Canada Top 25 Producers Units



## Individual

<u>Associate</u>	<u>Market Centre</u>	<u>Associate</u>	<u>Market Centre</u>
#1 Eli Skaff	MC 425 Ottawa	#T14 Jason Bunker	MC 571 Kitchener
#2 Brenda Kielbratowski	MC 873 Halifax	#T14 Ken Healey	MC 656 Mississauga
#T3 Paul Allan	MC 571 Kitchener	#T14 Jin Chen	MC 237 Ottawa
#T3 Whitney Jorgensen	MC 777 Toronto	#T21 Sharon Maslen	MC 269 Calgary
#5 Mako Britz	MC 706 Abbotsford	#T21 Darlene Grundy	MC 269 Calgary
#6 Suzanne Mills	MC 838 Whitby/Oshawa	#23 Eric Glazenberg	MC 837 Toronto
#7 Larry Allen	MC 873 Halifax	#T24 Campbell Osler	MC 237 Ottawa
#8 Grant Sprague	MC 873 Halifax	#T24 Ashley Stevens	MC 838 Whitby/Oshawa
#T9 Mohnish Aggerwal	MC 237 Ottawa	#T24 Mark Loeffler	MC 777 Toronto
#T9 Carol Ferchau	MC 269 Calgary	#T24 Glenn Gardner	MC 269 Calgary
#T9 Rod Forsythe	MC 269 Calgary	#T24 Ron Dulle	MC 706 Abbotsford
#T9 Joy Bagga	MC 833 Port Coquitlam	#T24 Scott Leaf	MC 833 Port Coquitlam
#13 Cameron Weir	MC 777 Toronto	#T24 David Casey	MC 237 Ottawa
#T14 Jerry Lynds	MC 873 Halifax	#T24 Brian McRobert	MC 838 Whitby/Oshawa
#T14 Shane Foley	MC 237 Ottawa	#T25 Dario Castiglia	MC 706 Abbotsford
#T14 Jenna Swinwood	MC 425 Ottawa	#T25 Donald McNeill	MC 706 Abbotsford
#T14 Michael Eisner	MC 403 Toronto		

## Team (2 Producing Associates)

<u>Associate</u>	<u>Market Centre</u>	<u>Associate</u>	<u>Market Centre</u>
#1 Team Marshall	MC 833 Port Coquitlam	#T17 Team Trump	MC 777 Toronto
#2 The Manian Team	MC 403 Toronto	#T17 The Underwood Team	MC 237 Ottawa
#3 The Real Pros Group	MC 833 Port Coquitlam	#T17 The Bilinski	MC 237 Ottawa
#T4 The Shipanock & Kazubinski Team	MC 392 Ottawa	#T17 The Heart N' Home Team	MC 656 Mississauga
#T4 The Betty Hillier Team	MC 392 Ottawa	#T21 The House Calls Group	MC 269 Calgary
#T6 The Real Estate Guys	MC 403 Toronto	#T21 Sold By Lorn	MC 838 Whitby/Oshawa
#T6 The Elder Team	MC 237 Ottawa	#T21 The Chris & Lisa Team	MC 425 Ottawa
#T6 The Al-Shaikhly Team	MC 237 Ottawa	#24 The Shulman Team	MC 403 Toronto
#T9 The McKinley Team	MC 237 Ottawa	#T25 The Kaushansky & Brown Team	MC 777 Toronto
#T9 The Signature Team	MC 890 London	#T25 Bowman & Lewicki Team	MC 392 Ottawa
#T11 Christiane Lafleur	MC 237 Ottawa	#T25 The Walker Team	MC 403 Toronto
#T11 The Johnstone Team	MC 237 Ottawa	#T25 The Green Team	MC 237 Ottawa
#T11 The Richer Team	MC 237 Ottawa	#T25 Thyssen Schmidt Team	MC 890 London
#T11 The Ismailzadeh Team	MC 837 Toronto	#T25 The Lamerias Team	MC 838 Whitby/Oshawa
#T11 The Lee Team	MC 837 Toronto	#T25 The Brownlee-Starr Team	MC 237 Ottawa
#16 Judy & Larry Foran	MC 873 Halifax		

## Group (3 or more Producing Associates)

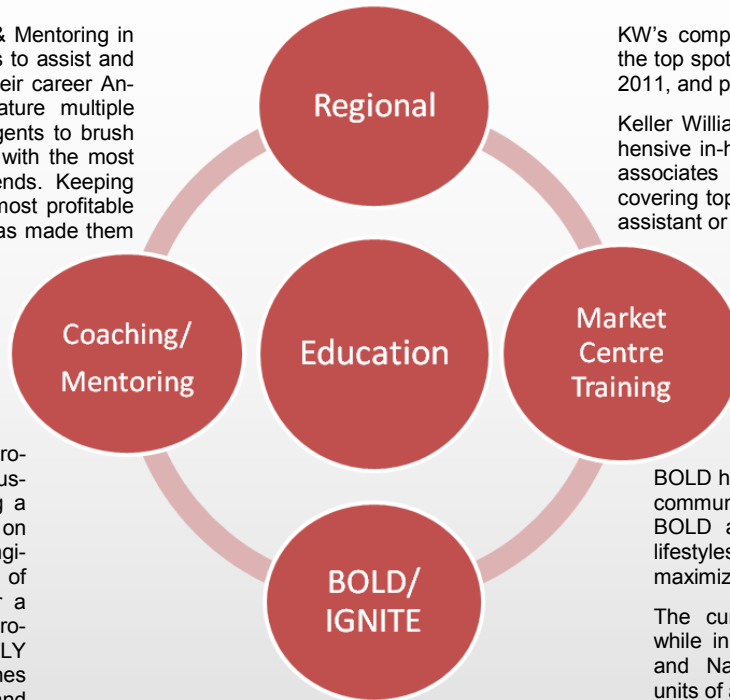
<u>Associate</u>	<u>Market Centre</u>	<u>Associate</u>	<u>Market Centre</u>
#1 The Pilon & Hamilton Team	MC 237 Ottawa	#14 The Mullin Lloyd Team	MC 838 Whitby/Oshawa
#2 Dale Way Team	MC 237 Ottawa	#15 R & R Elite Homes	MC 833 Port Coquitlam
#3 The Shawn Lepp Team	MC 838 Whitby/Oshawa	#T16 The Marcus Team	MC 237 Ottawa
#4 Mike Clarke Group	MC 777 Toronto	#T16 Floyd Team	MC 237 Ottawa
#5 The Mitchell Team	MC 848 Newmarket/Aurora	#T18 SuperMario	MC 237 Ottawa
#6 J & A Murphy Team	MC 873 Halifax	#T18 The Hooper Group	MC 237 Ottawa
#7 The Lisa Fayle Team	MC 838 Whitby/Oshawa	#T20 Realty Partners	MC 873 Halifax
#8 The Gary Cooke Team	MC 833 Port Coquitlam	#T20 The Vatandoust Team	MC 838 Whitby/Oshawa
#9 Jim Reitzel	MC 571 Kitchener	#T20 Mulholland and Ross	MC 837 Toronto
#10 The Peroff Team	MC 848 Newmarket/Aurora	#T20 Team Bourgon Boulерice	MC 237 Ottawa
#11 The Home Team	MC 848 Newmarket/Aurora	#24 Lindsay Smith Team	MC 838 Whitby/Oshawa
#12 The Sachko Team	MC 838 Whitby/Oshawa	#25 The Josh Bath Team	MC 833 Port Coquitlam

# Training and Education



## A commitment to training and coaching at every level is at the heart of what sets Keller Williams Realty apart

KW offers wide ranging Coaching & Mentoring in both group and one-on-one settings to assist and educate agents at each stage of their career Annual Events and Conventions feature multiple 45min. power classes that allow agents to brush up on scripts and keep up-to-date with the most current technology and market trends. Keeping with KW's unique philosophy, the most profitable offices share the information that has made them so successful



KW's comprehensive training programs earned the top spot amongst all real estate franchises in 2011, and pushed each agent to the next level

Keller Williams Market Centres offer a comprehensive in-house training calendar and provides associates regular access to all day courses covering topics such as how to hire and lead an assistant or how to systematize your business

Ignite - State of the art training program for both agents new to the industry and established agents seeking a competitive advantage With a focus on lead generation, Ignite produces tangible results in the shortest period of time and builds the foundation for a successful career Unlike other programs, Ignite has agents ACTIVELY lead generate in class with coaches offering feedback and advice, and success is then tracked through eEdge

BOLD highlights a series of unique business, communication and leadership techniques BOLD also focuses on the mindsets and lifestyles of individual agents to allow them to maximize productivity and earning potential

The current average contracts per agent while in BOLD is 8.7 contracts in 8 weeks and Nationwide, BOLD increased written units of attendees by 57%.

BOLD has tremendous impact regardless of experience or production level.

## Regional Training Events!

**Train the Presenter, w/Dick Dillingham**  
Toronto, May 29th & May 30th

**Seller Mastery, w/Glenn McQueenie**  
Halifax, June 13<sup>th</sup>

**Buyer Mastery w/Marvin Alexander**  
Calgary, September 13<sup>th</sup>

**Business Planning w/Pat Mancuso**  
Halifax, Nov 28th  
Toronto, Nov 29th  
Cambridge, Nov 30th



For more information on these courses, trainer bio's & registration visit [www.MillionaireSystems.ca](http://www.MillionaireSystems.ca)

# KELLER WILLIAMS CANADA

## April 2012



### MC 837 Annual Awards Gala



KW Real Estate Service's first annual Awards Gala; Capper Hat recipients (from left to right) Julian Lo, Eric Glazenberg, Johnny Ho, Carol Teichman, Kenneth Yim, Roy Cado, Ora Ross, Jerome Schrier, Michael Shuster, Mitra Nesari, Kirby Chan and OP Peter Mulholland, all capped at 100% already for this year!

### KW Canada Human Resources

~Wanted~

#### Team Leader

Ottawa MC 237 [Jeffop@kwottawa.ca](mailto:Jeffop@kwottawa.ca)

Toronto North MC 837 [Peter@RealEstateToronto.com](mailto:Peter@RealEstateToronto.com)

Beach/Riverdale MC 777 [DianeMitchell@kw.com](mailto:DianeMitchell@kw.com)

#### Productivity Coach

Ottawa South MC 425 [JarrodDavis@kw.com](mailto:JarrodDavis@kw.com)

### Canadian Supplier - MREA Series

Anna Masci McGraw-Hill Ryerson Limited

<http://www.mcgrawhill.ca> Tel 905 430-5104



### MC 403 Annual Golf Tournament

MC 403 - Annual Golf Tournament - Keller Williams Referred Realty is having their annual golf tournament on Tues June 5th at the Highland Golf Club in Bradford. Register before May 20th for Early Bird Pricing. (Early Bird Team \$500 Early Bird Single \$130). Regular price: Team \$650 Single \$175. Fees include: Golf Range, 18 Holes of Golf, Golf Cart, Lunch & Dinner. email [jaime@kwreferred.com](mailto:jaime@kwreferred.com)

### Cultural & Leadership Summit

#### Save the Dates!

Location: Hilton Garden Inn, Vaughan, ON L4K 5Z7

BOLD Leadership Nov 13-14

Leadership Summit Nov 15

Inspirational Breakfast Nov 16

Room Block: Hilton Garden Inn 3201 Hwy 7 (Group Code: KEL)

### Future Market Centre Growth

#### Montreal

#### Barrie

#### Toronto West

#### Scarborough East

If you have agent leads you would like to refer to the Operating Principal candidates, send an email to: **Stephanie Mulvina**, Canadian Operations Manager [StephanieMulvina@KW.com](mailto:StephanieMulvina@KW.com)

### MAPS Corner

Last week we had the pleasure of having Steve Chader teach Seller Mastery to the GTA. MAPS Coach Mary-Anne Gillespie attended the event and challenged the group to be accountable to their listing goals for 2012. In a new initiative she will be reaching out to all attendees who committed to listing goals that day! Here are some great take away's from the event. **"66% more GCI is being achieved by those using an Edge for their 33 touch from last year"**, **"For each listing, we should be generating 2 more buyers"**, "Are you using a pre listing kit, and is it valued at \$20 or more per kit" and "45% of the leads you get today (1 out of 2) will buy in 6 months".

Call Mary-Anne for more details on MAPS coaching  
613.612.7355

(MAPS provides coaching for commercial agents as well)

To include your Market Centre events in future newsletters email [kwrg30@kw.com](mailto:kwrg30@kw.com)

# KELLER WILLIAMS CANADA

## April 2012



### MC 873 Annual Awards Gala

MC 873, Keller Williams Realty, Halifax celebrated their 2nd Annual Awards Gala at Taboo on March 28th. In addition to the awards given for top GCI and Units, local awards were given in the following categories:

Top Individual – Larry Allen

Top Team – Larry & Judy Foran

Top Group – J&A Murphy Group

Rookie of the Year – Dorothy Williams

Culture Award – Cynthia Black

Growth Award – Paul Sentner

Education Award – Sandra Chaisson



### MC 890 Golf Tournament

Keller Williams Lifestyles Realty is having their First Annual Charity Golf Tournament on Thursday June 28th at the Pine Knot Golf & Country Club located at 5421 Hamilton Rd., Dorchester, in support of Hospice of London. To register for this event please contact either Scott Haslett at [scott@scotthaslett.com](mailto:scott@scotthaslett.com) or Donna Mann at [Donna@kwlondon.com](mailto:Donna@kwlondon.com) before May 30th. Price is \$100.00 per golfer and includes 18 Holes of Golf, Golf Cart, Bar-B-Que Lunch & Dinner. Lots of fun guaranteed and prize table is explosive!!!

### MC 706 Annual Vest Party

Ron & Audrey Dulle host a sweater vest party annually. The rules are simple: you must wear a sweater vest and you cannot talk about work. It's a social event that everyone looks forward to.



### MC 706 Accepts Award

MC 706 wins the Fraser Valley Real Estate Board Award for Highest Sales Achievement per sales person in our category (41-59 Licenses) for 2011!







## Rookie Agent Tops The Market



Ottawa, ON 2012 Eli Skaff, Keller Williams rising star ranked in the top 1% of his local market in 2011 finishing the year as KW Canada's Rookie of the year.

"The key to success was through lead generation and MREA models and systems" says Eli,

"I chose Keller Williams Solid Rock for its core values as I foresee where this company is headed and would like to be a part of the growth."

"Eli has proven this year that being new to the business doesn't mean that you are not a serious competitor." says Jarrod Davis Team Leader for Keller Williams Solid Rock Realty. "His competitive edge and focus on success has driven him to the top. Embracing technology and mastering the language of sales has allowed him to turn leads into closed sales ultimately making him more money and building a life by design!!"

Eli says, "I've always had a passion for real estate, having bought and sold some properties over the course of several years. I started planting seeds in my sphere prior to me getting licensed. Once I was licensed, I had my first listing within a week. From then on, it was referrals from friends, from previous clients and new clients. I mastered scripts which helped me convert FSBO's into listings and from there I received more referrals. I took full advantage of my listings through Open Houses and sign calls which drove leads of unrepresented buyers. In my first year as a Realtor, I had 38 units closed and 42 written deals. This year, I am building on the previous year's success and working on building a team."

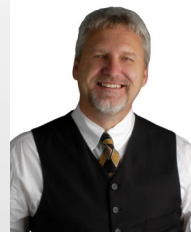
Eli's advice to realtors starting out: "Our job is to take care of our clients' best interests and putting their needs before anything else. First and foremost, you need to sell yourself and show value in your experience and knowledge in the Real Estate industry. If you're new and you do not have the experience, compensate with education, practice, knowledge and know what to say. Don't be afraid of asking your peers for advice or help. Make sure that you deliver on any and all promises made to your clients to build your credibility. Rapport building and constant communication with your clients will build trust and ever growing referral business. Keep communicating with clients throughout the years as you never know when they will want to sell again, buy investment property or refer a friend or family member."

## MC 571 is Moving!

On May 27th KW Golden Triangle Realty will be located at 640 Riverbend Drive, Kitchener, ON N2K 3S3 to celebrate their move they will be hosting an intimate lunch with Gordie 'Mr. Hockey' Saturday May 26 in Kitchener followed by a Signing event at the Market Centre on Sunday May 27.

Please pass onto your agents and encourage them to call their affluent clients and diehard Detroit Red Wings fans. For more details email Jim Reitzel [jim@jimreitzel.com](mailto:jim@jimreitzel.com)

## Super Mario Team Joins KWO



Ottawa, ON April, 2012 – Mario Charron and his team, has joined Keller Williams Ottawa Realty Market Centre in Orleans.

"We're excited to welcome Mario Charron to the Keller Williams Realty family," says Jeff Hooper, Operating Principal Keller Williams Ottawa. "This company succeeds through its people, and having Mario on our team is a huge win for us."

Mario's educational background is in the marketing field and this has helped him achieve his goals. Mario started his real estate career in 1985 as a Licensed Sales Representative and has seen a lot of changes in the industry. He has successfully adapted to these changes to increase his business. Communication and negotiating skills are two of the main components to Mario's success along with his vast experience and attention to client service. Mario has achieved SRES (Senior Real Estate Specialist) recognition—one of the only Real Estate Agents in Ottawa to receive that designation. He is also a Relocation Specialist and has E-Agent status, meaning he is on the leading edge of technology in the real estate field.

Mary Caird, Broker at Keller Williams Ottawa Realty says, "As part of a growing trend to the Orleans office, we welcome The Super Mario Team. Mario Charron has been one of Ottawa's most successful Realtors over the past 26 years and now a real feather in our cap. Mario's talented team consists of Agents Lisa Boulay, Ken Brothers, Linda Evans and son Patrick along with Office Administrators Cora Raymer and Janet Falle. Year after year The Super Mario Team continues to establish themselves as one of the premiere teams in Ottawa who continue to exceed the expectations of their customers."

To include your Market Centre events in future newsletters email [kwrg30@kw.com](mailto:kwrg30@kw.com)

# KELLER WILLIAMS CANADA

## April 2012



### Benefit for Frank Caetano



Thursday May 31st @ 7:00pm MC 837, Keller Williams Real Estate Service will be hosting a very special event; Party with a Purpose 'Frankly Speaking' at Archibalds Pub at 8950 Yonge Street. (Yonge/#7)

'Frankly Speaking' will be featuring top entertaining acts including the DeadBeatz with special guests W3TPAINT and the Blues Meisters!

Frank Caetano who spent this year in intense treatment for cancer is just about one of the best people you can meet. He has been a most dedicated Buyer Agent and Team Player for over 3 years. He is best known for his bi-weekly market centre 'buyer scripts' classes and his own Buyer Matrix videos. His calm demeanor and intelligent sense of humour is missed among our clients and KW associates. Our Market Centre is eager to assist him and his amazing family any way we can.

Food. Entertainment. Art. (original Art created by some of our own amazing KW Real Estate Service artists will be donated and auctioned!)

Tickets are \$50.00 which includes food and entertainment. Register online at [www.MillionaireSystems.ca](http://www.MillionaireSystems.ca)

We welcome everyone and their families to help support our own, because KW Cares!



### Announcements

#### MC 848, Keller Williams Realty Centres, Newmarket

It is with great sadness that we announce one of our dear associates Faye Hutton recently lost her daughter.

In lieu of flowers, donations can be made to Lauren's 4 year old daughter's (Christina) trust

fund at any CIBC bank. (You will need the branch number 04592 and account number 0067830 to make a donation)

#### KW International - An Associate in need ...

One of our dear agents in San Antonio has a brother who is in desperate need of a kidney transplant. Carol Griffith has been an agent with us since 1996, She is a passionate supporter of Keller Williams and she needs our help in finding her brother a kidney donor. If there is anyone who would consider being a kidney donor, this would mean the world to Carol's family. Our company pulls together to help our KW family members and this is one of those times when there is a true need.

If you would like more information and/or would like to consider being a kidney donor please contact [stephaniemulvina@kw.com](mailto:stephaniemulvina@kw.com)

### Like us on Facebook!

facebook

KW Canada Timeline Now Highlights

Liked

1,429 likes · 7 talking about this

Real Estate  
Add Your Hours  
<http://kwcanada.com>

66 Friends  
Like KW Canada

Recent Posts by Others on KW Canada

Shella Morrison  
KW Canada thank you for sending the "Sun" Sunny Dejti...

Shella Morrison  
Okay LOVING my Kw Careers and KW Canada! The technol...

# KELLER WILLIAMS CANADA

## April 2012



### Mark Your Calendar!

#### 2012 Austin Training Events



#### May 2012

Franchise Systems Orientation  
OP Boot Camp  
Train the Trainer Advanced  
Recruit Select  
Train the Presenter  
Action Training  
Leadership & Motivation

May 14-17  
May 16-17  
May 21-22  
May 21-22  
May 23-24  
May 23  
May 24

#### June 2012

Franchise Systems Orientation  
Team Leader Boot Camp  
FIERCE Conversations

June 11-14  
June 19-21  
June 19-20

#### July 2012

Franchise Systems Orientation  
Recruit Select  
Action Training  
Leadership & Motivation  
MAPS Coaches Skills Camp

July 9-12  
July 16-17  
July 18  
July 19  
July 23-25

#### August 2012

Franchise Systems Orientation  
Train the Presenter

August 13-16  
August 15-16

#### September 2012

Mega Camp and Masterminds  
Commercial Retreat

September 18-21  
September 21-22

MEGA CAMP

KWU

KELLER WILLIAMS  
UNIVERSITY



MASTERMINDS

Associate

Market Centre

While others are slowing ... Keller Williams Realty is growing.



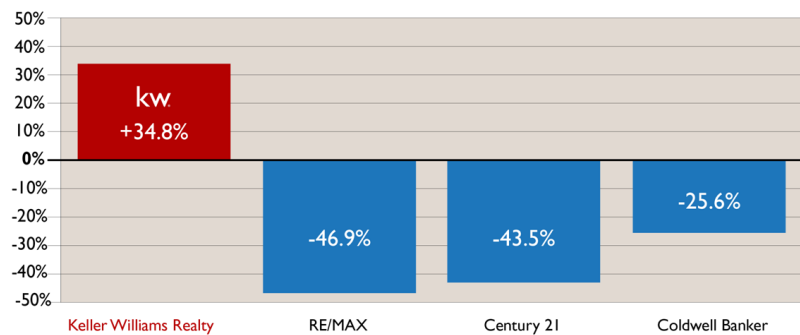
## KW Canada Goals

	2011 Year End	2012 Goals	2012 YTD*
Market Centres	16	23	16
Agents	1,720	2,040	1,765
Profit Share	\$1,752,472	\$2,050,000	\$180,753

\*YTD 03.31.12



MAJOR FRANCHISORS, GROWTH TRAJECTORY (U.S.) | 2005-2010\*



## Passive Income

2011 total profit share distributed in the U.S. and Canada

**\$38.3 Million**

Associates with a Tree

33,999

Associates Receiving Profit Share

27,219

Profit share and growth share dollars may vary — this is not an earnings claim.

Numbers are as of year-end Dec 2011

# KELLER WILLIAMS CANADA

## April 2012



### Mission

Careers Worth Having, Businesses Worth Owning, Lives Worth living

### Vision

To Be the Real Estate Company of Choice for Real Estate Agents and Consumers Across Canada

**kw.**  
**WI4C2TS®**

**~Believe System~**

**Win Win:** or no deal

**Integrity:** do the right thing

**Customers:** always come first

**Commitment:** in all things

**Communication:** seek first to understand

**Creativity:** ideas before results

**Teamwork:** together everyone achieves more

**Trust:** start with honesty

**Success:** results through people

### Your News is Important to us!

Everyone at Keller Williams is excited to hear your stories, so please forward your articles to be included in our monthly newsletter and be sure to include photos. Please send your comments and suggestions to us.

Be sure to join the KW Canada Community on Facebook & Twitter

**Facebook:** [www.facebook.com/#!/KWCanada](http://www.facebook.com/#!/KWCanada) **Twitter:** [www.twitter.com/#!/kw\\_canada](http://www.twitter.com/#!/kw_canada)

### Your Canadian Leadership Team



**John Furber**  
Canadian Director



**Diane Mitchell**  
Canadian Director



**Stephanie Mulvina**  
Operations Manager

**Keller Williams Canada** Tel: 416.637.8340 Toll Free: 855.637.8340 Fax: 905.895.8579

Email: [stephaniemulvina@kw.com](mailto:stephaniemulvina@kw.com) Website: [www.KWCanada.com](http://www.KWCanada.com)