



The BRIDGE

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Where Businesses Grow



RICHMOND HILL & MARKHAM CHINESE BUSINESS ASSOCIATION
烈治文山市 · 萬錦市華商會
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HOW REAL ESTATE COMPANIES FIND THEIR WAY TO SUCCEED

地產公司 成功策略



▲ Tom Tauro (left) and his partner Steven Schmeiser focus on training and helping their agents. HomeLife/Bayview的兩位持牌人著重培訓經紀。

In order to grab a share in the highly competitive real estate market, one must have a unique strategy, such as having diversified agents, providing comprehensive training, or to maintain close contact with clients.

HomeLife/Bayview Realty is such an example of a large scale brokerage, with 634 agents. When

it was founded in 1987, there were only four agents; and in just two years, the number of agents had grown to 200. Since then, it has been HomeLife Franchise's best in Canada, and is the largest single office in York Region.

Agents came from 30 cultural backgrounds

Tom Tauro, broker of record, considered having diversified agents differentiates HomeLife/Bayview with the others. He stated "Our agents come from 30 different cultural backgrounds, and so we have developed a broader client base. Some of the top agents' annual income is as high as 2 million dollars."

"All the new agents were referred by the existing agents, HomeLife/Bayview has never been recruiting agents publicly," continued Tom. He and Steven Schmeiser, another broker/partner, focus on training new agents. New agents are provided with a 15-week training program, and the two brokers are available to help them 24/7.

With 20 support staff

The brokerage takes 20% of the commission from the agents; in return, the agents get full

support from it. "Steven and I don't sell. We devote all our time to the agents. We train the agents to make money. When they make money, we make money." The brokerage has a strong back office team of 20 support staff to support the agents from 9 am to 9 pm.

HomeLife/Bayview believes that a good reputation can earn money. It emphasizes on providing quality services. "We have shown others the same respect and more with the same courtesy they have shown us." Tom stressed that they don't cut commission to get the deal, reason being that "we give excellent services".

Adopt diversification strategy

Sutton Group - New Standard Realty is a medium scale brokerage with over 70 agents. Among them, 30% are non-Chinese and most of them are Iranians; the others are from Korea, Israel and Russia backgrounds. Its broker of record, Sonny Ho, believes that his brokerage is one of the few owned by Chinese that has so many agents from different ethnic groups.

"Diversification is our feature, both in terms of agents and business," said Sonny. Its client base is broader as the agents are from different backgrounds.

"Although the economy of Canada was bad in the '90s, the property market in the Chinese immigrants was still booming. After 1997, the political situation in Hong Kong was stable, the number of immigrants shrank and so did the transaction. At that time Iran was in political turmoil, and Canada became the capital haven of Iran. Like Chinese, Iranians like to invest in properties and Koreans are the same. That's

↪ Real Estate continued on P. 12



Kevin Lin AMP, SALES REPRESENTATIVE

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HANGING THERE! 經濟仍然停滯不前!

Dear members of RHMBCBA,

2012 has now passed its half way point. I've put a theme of "uncertainty" at the beginning of the year. Now with what has happened around the world—European countries are still hanging there without a debtor country declaring default, China slowed down as previously announced but no hard landing of the economy, the United States is still sluggish. It seems that around the globe the only place that is still booming is Canada!

Are we doing very well? Talking to most of our members, I think those in the service industry, especially the real estate field, are doing well. The retail side has been crying since most people cut back consumption mostly due to higher gas prices and mortgage payments. Fortunately, widespread personal and business bankruptcy has not happened in Canada despite the everlasting effect of the 2008 financial crisis. I think that is because we are blessed with the entrepreneurial spirit, self-motivating mentality, and forward looking enthusiasm, among all the members.

6 Mayors will join the China Trade Mission

As a business association, we will continue to build and maintain our relationship with all levels of government. We hope that our business environment will continue to attract investment and provide opportunities. One of the important activities this year is the China Trade Mission, which will be held in November. About six mayors in the Greater Toronto Area will join the Mission to visit China for 12 days. The exchange of information and ideas over there will not only strengthen the friendship between Canada and China, but also open the door to promote trade and establish more

business ties in both countries, with an aim to creating growth and prosperity.

I hope that you will take your time to read other articles in this newsletter and all future ones. It should be rewarding. Enjoy the rest of the summer!

Kenny Wan
President
RHMBCBA

親愛的烈治文山市萬錦市華商會會員：

2012年已過了一半。在年初時我以「不明朗」來形容今年。到目前為止的情況是－歐洲仍是停滯不前，沒有一個負債國宣告不履行財務上的責任；中國的經濟發展如早前宣布的一樣速度減慢，但沒有硬著陸；美國的經濟仍然不景。環顧全球，只有加拿大仍然蓬勃地發展。

我們是否做得很好？跟大部分會員傾談過，發覺在服務行業，特別是與地產界有關的業務，都做得很好。然而零售業則叫苦連天，因為大部分人因油價高企和房貸付款高而要減少消費。幸而加拿大並未出現大量的個人破產和公司清盤，儘管2008年金融危機的影響仍在。我相信這是因為我們的會員有創業精神、自我激勵的心態和向前看的熱誠。

6位市長參加訪華商貿團

作為一個商會，我們會繼續建立和維持與三級政府的關係。我們希望商業環境會繼續吸引和提供機會。今年我們的其中一個重要活動是於11月出發的中國商貿團。大多倫多地區有6位市長會參加這個為期12日的訪華團。屆時雙方交換資訊和意見，不單會加強加中兩地的友誼，還會為兩國打開促進貿易之門和開辦更多業務，令兩地的業務增長和繁榮。

我希望您能花點時間閱讀本通訊的其他文章，相信您會感到獲益良多。

願您們享受夏天的樂趣！

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What You Need to Know About Canada's Housing Market

More than **90%** of Canadians see real estate as a good investment.* Whether you're thinking of buying, selling or are actively involved in the market, the statistics below will give you a clearer perspective of the state of the market.

*Source: Royal Bank of Canada, March 9, 2011

Current National Trends in Housing

Canada's homeownership rate is **68%**.

Source: Statistics Canada

The average Canadian home is valued at **\$336,000**.

Source: CAAMP/ACCHA, Stability in the Canadian Mortgage Market

Home sales for **2012** are expected to remain in line with the annual average for the last decade.

Source: Canadian Real Estate Association

31% of Canadian first-time homebuyers will look at **10** homes before buying.

Source: 2011 TD Canada Trust First Time Homebuyers Report

Buyers aged 25 to 34 make up **60%** of first-time buyers; **25%** are aged 35 to 49.

Source: Telegraph Journal, May 14, 2011

23% of Canadians aged 18 to 34 say that "having a good down payment" and "rising real estate prices" are their primary concerns in buying a home.

Source: Royal Bank of Canada; 18th Annual RBC Homeownership Study



Kevin Lin, AMP
Sales Representative
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Bayview Hill 2012 YEAR-TO-DATE (YTD)*** Market Update*

Type 類型	#SOLD 出售數量	#SOLD 出售數量	Low Price 低價	High Price 高價	Average Price 成交均價	Average Price 成交均價
	2011YTD**	2012YTD***	2012YTD***	2012YTD***	2011YTD**	2012YTD***
Detached Double-Car	45	47	\$1,050,000	\$2,040,000	\$1,209,724	\$1,358,337
Detached Triple-Car	27	29	\$1,160,000	\$2,466,000	\$1,433,381	\$1,611,793
Total Year-to-Date (YTD)*	72	76	\$1,050,000	\$2,466,000	\$1,293,596	\$1,455,051

* Toronto Real Estate Board MLS Sales
** Jan 1 - July 9, 2011 *** Jan 1-July 9, 2012



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Sales Representative
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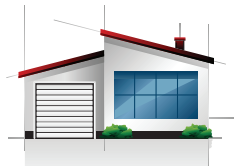


Queenie Wong
Associate Director

Joseph Wong:

The Benevolent is Invincible

仁者無敵 - 黃志豪



▲ RE/MAX Excel Realty became the office with the highest percentage of growth amongst all RE/MAX Ontario-Atlantic franchises in 2011. 黃志豪花了9個月時間，才說服 RE/MAX 讓他加盟。一年後新公司經紀的數目從幾個增至50人。

When **Joseph Wong** came to Toronto in 1988, he only had one friend in this new place. After trying to start his trading business without success, he turned to real estate and realized that this is where he belongs. Last year he founded **RE/MAX Excel Realty**, and since then, it has quickly become the office with the highest percentage of growth amongst all RE/MAX Ontario-Atlantic franchises in 2011.

Success starts with hard work. Joseph remembered not long after he got his real estate licence, his boss took him out to a house. When they arrived, his boss told him to ring the bell. An old woman opened the door. Thinking that his boss knew her, Joseph pointed to his boss. But his boss shook his head and said he did not know her. Not being used to "cold calling", his face flushed. Luckily the old woman was very friendly and invited them to get in.

Farming and Harvesting

"Door knocking, cold calling and flyer distribution are the basic jobs of 'farming'. You need to work hard and be consistent. Usually it takes at least 6 months to have the 'harvest'," said Joseph.

In the early '90s, Canada experienced a recession, but Joseph's business was booming. "The owners just wanted to get rid of their properties. They didn't mind even as you asked for 8 or 10% commission. On the other hand, a lot of immigrants came from Hong Kong because of the 1997 handover

issue; and they were used to buying properties at low price. We were then busy helping them buy houses." He received a lot of referrals by sincerely helping his clients, and to this day, they still remain as his clients.

After working hard as an agent for several years, Joseph was promoted to management level and eventually became the vice president of his previous brokerage. Last year, he founded his own firm, RE/MAX Excel Realty, not only buying and selling properties for the clients, but also investing in property development projects.

Took 9 Months to Partner with RE/MAX

Joseph spent 9 months to convince RE/MAX to give him the franchise. Just in the first year, Joseph had proved to the head office that the new brokerage, Excel Realty is worthy of the name. It started with only a handful of agents, and has grown to over 50 agents at the end of the year. The secret being that he helps the agents in every aspect.

"Unlike the other companies, RE/MAX requires the agents to pay a monthly fee whether they have business or not. To build up their confidence, I pay the fee for them for the first two months after they joined Excel." Joseph is on call 24 hours a day to provide assistance to his agents. He also accompanies them to get listing and make offers. "We ensure that our agents have excellent support."

Joseph believes that which is benevolent is

invincible. "Regardless of life or business, as long as someone is willing to take a step back, the deadlock will be broken," he advises.

黃志豪88年移民到多倫多時，只認識一個朋友。在香港時從事貿易，物業管理、銷售和發展的他，原本想在貿易方面發展，卻處處碰壁，於是決定重投地產界。憑著驕人的成績，他去年獲地產界龍頭RE/MAX首肯，加入成為該公司在多倫多第二家華人持牌的特許經銷商。

成功在於努力耕耘。89年考取經紀牌後的某一天，老闆帶黃志豪外出。到達一間屋的門前，老闆著他按門鈴。開門的是一位婆婆，黃志豪以為老闆認識她，便望望老闆，誰知老闆搖頭說不，他們只是來扣門找賣盤。黃志豪頓時臉紅不知所措，幸好老婆非常友善，還請他們進屋裡坐。

成功基本功

「叩門、電話推銷、派宣傳單張是耕耘的最基本工作。你需要勤力和持續地去做，通常至少要半年才見效果。」黃志豪坦言：「要成功就得經歷這個階段，沒有甚麼秘密。」

90年代初，加拿大步入經濟衰退，但黃志豪的生意反而十分蓬勃。「當時的業主但求脫貨，佣金提高至8%，甚至10%也不計較；另一方面，由於97問題，香港移民擁入，他們慣於趁低入貨，所以不愁生意。」黃志豪用心幫客，建立了良好信譽，獲得很多推薦。

在前線拼搏幾年後，黃志豪便因表現出色，晉升管理階層，負責招聘和訓練新的物業代理，其後更獲擢升為公司的副總裁。由於經不起投資者的多番遊說，去年一月他自組公司，除幫助客人買賣物業外，還計劃發展地產項目。

加盟地產一哥

黃志豪選擇與RE/MAX掛勾，原因是RE/MAX是業界的一哥。他花了9個月時間與總公司周旋，最終獲准加盟，成立了**RE/MAX Excel Realty**。

事實證明RE/MAX有眼光，黃志豪的Excel Realty出類拔萃，在一年內從只得數名經紀增至50人，其中一人更是RE/MAX國際商業物業首屈一指的代理。

「RE/MAX跟其他公司不同，不管你有沒有生意，經紀每個月需繳付數百元給總公司。」為建立新加盟經紀的信心，黃志豪代他們繳付首兩個月的費用。他24小時不關手機，隨時解答同事的問題，在培訓之餘，還陪他們去找賣盤、幫客落價，並規定公司文職同事了解每一個代理的脾性，做好後勤工作。

「仁者無敵」是黃志豪的座右銘：「所謂退一步海闊天空，無論做人還是做生意，只要有人肯讓一步，僵局就會打破。」

BUYING REAL ESTATE AS AN INVESTMENT

置業投資自住兩皆宜

Greater Toronto REALTORS® Association reported 10,850 transactions through the Toronto MLS System in May 2012 – an 11 per cent increase over the 9,766 sales in May 2011. Sales growth was strongest in the '905' regions surrounding the City of Toronto.

“Sales growth in the '905' area code was stronger than growth in the City of Toronto across all major home types. While lower average prices are certainly one factor that has contributed to this trend, recent polling also suggests that the City of Toronto's land transfer tax has also prompted many households to look outside of the City for their ownership housing needs,” said Toronto Real Estate Board (TREB) President **Richard Silver**.

New listings were up substantially on a year-over-year basis in May – rising by more than 20 per cent to 19,177. The average price for May 2012 sales was \$516,787, representing an annual increase of 6.5 per cent compared to \$485,362 in May 2011. Price growth continued to be driven by the low-rise market segment.

Home buyers are now seeking for real estate that can give them a comfortable living environment as well as one that can bring better investment value.

Offering the Uniqueness Bringing Higher Investment Value

Developers are building houses and condominiums that fit the requirement of the buyers. They strive to build homes that offer uniqueness and higher value. **Kylemore Communities** is building Angus Glen Community right in the centre of the City of Markham, surrounded by two championship golf courses, Angus Glen, is one of the real estate purchases that attracts many home buyers and even investors from China.

Since 1997, Kylemore Communities has been creating some of the Greater Toronto Area's most desirable communities and homes of lasting value. From magnificent custom homes, to exquisite detached residences, executive townhomes and luxurious boutique resort-style condominiums, Kylemore delivers superior architecture, innovative design and quality craftsmanship to their valued homeowners.

Won the “Best Suite Design” Award

This year, the resort - style condominium – The 6th is the proud recipient of the 2012 BILD Award for the “Best Suite Design”. Kylemore's



▲ The 6th at Angus Glen. 熱賣中的“The 6th” 柏文公寓。

President **Patrick O'Hanlon** commented, “ We put a lot of our energy and creativity into our designs as if we were going to live in the home ourselves.”

The 6th is situated overlooking the championship golf course, within Kylemore's master-planned Angus Glen Community. It is just minutes from Unionville's historic Main Street, and just a short walk from the Angus Glen Community Centre. Patrick added, “Our buyer's understand that what we're offering is unique – it's like buying the Ritz Carlton of Markham. We're providing one-of-a-kind luxury golf course living – where else can you get this and still reach downtown Toronto in 30 minutes?” No wonder it has been the hot target for homebuyers, especially when it brings high value for their investment.

大多倫多地產經紀協會指出，5月份透過多倫多多重放盤系統交易的有10,850宗，比去年的9,766宗高出11%，當中以圍繞多市的905地區升幅最大。

多倫多地產局 (TREB) 主席西爾弗 (Richard Silver) 認為，905地區所有住宅房屋種類的銷售量增長較多市強勁，除因為平均屋價較低之外，多市的土地轉讓稅也令買家轉向其他地區置業。5月份新上盤的房屋比去年增加超過兩成，達19,177個，平均售價為516,787元，較去年的485,362元增長6.5%。樓價上升繼續由低層住宅的市場帶動。

現今的置業人士尋求那些可以讓他們有舒適的生活環境，同時又能帶來良好投資價值的物業。

增添獨特買點 提高投資價值

地產發展商明白買家的需要，所以盡量興建既獨特，又有高投資價值的房屋及柏文公寓。位於萬錦市中心的“六” (The 6th)，四周圍繞著一流的Angus Glen高爾夫球場，吸引了很多自住買家以至來自中國的投資者。

Kylemore Communities自1997年開始，為大多倫多地區建造了多個保值的絕佳社區和住宅。從專門設計富麗堂皇的住宅，到高雅的獨立屋、特級的鎮屋和豪華精緻的度假式共管公寓，Kylemore都為其尊貴的業主提供了超凡的建築、創新的設計和優質的工藝。

今年，這個度假式柏文公寓“六”榮獲2012 BILD Award最佳單位設計大獎。Kylemore總裁 **Patrick O'Hanlon** 評論獲獎原因時稱：「我們當自己都會住進裡面，所以設計時盡把心血及創意放進去。」

榮獲最佳單位設計大獎

“六”位於Kylemore的傑出設計 - Angus Glen社區，俯瞰擁有錦標賽級的高爾夫球場場地，距於人村歷史悠久的主街(Main Street)只需數分鐘車程，步行可至Angus Glen社區中心。O'Hanlon補充說：「買家明白我們提供的都是獨特的 - 猶如購買萬錦的麗思卡爾頓酒店。

我們提供獨一無二的豪華高爾夫球場的生活 - 只需30分鐘便可到達多市中心。您再能在哪裡找到像“六”的居所？」難怪“六”成為置業人士的熱買，特別是它還有高投資價值。

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BILD AWARDS
最佳單位設計大獎



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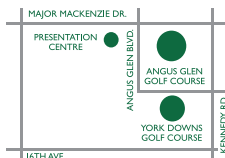
體驗這位於已發展社區所帶來超凡的價值。不但有百萬豪宅及高爾夫球場、網球場環繞，更有商店、各種服務及康樂活動，近在咫尺、學校、文娛及社區設施等，一應俱全，是萬錦市廣受追捧的社區。單位設計豪華、時尚、有品味、配有九呎或十呎樓底，更有獲獎的頂層複式單位。無論自住、投資都是物超所值。

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Gallery

May Networking Dinner Highlights

The May networking Dinner was held on May 29 at the Golden Court Abalone Restaurant. The winner of this year's Chief-For-A-Day speech writing contest, Ashley Chan joined this event, with York Regional Police Deputy Chief Bruce Herridge. The contest was sponsored by RHMBCA. Below are some highlights from the networking event. Please visit www.rhmcba.ca for more pictures. *Photography by Victor Au, VA-Photography*

今年5月底舉行的人際網絡之夜，本會邀得今年在約克區警隊「1日總長」徵文比賽中脫穎而出的小學5年級學生陳念恩，與副警察總長Bruce Herridge出席。是項徵文比賽由烈萬市華商會贊助，優勝者獲贈一套度身訂造的警察總長制服，並擔任警察總長一天。



▲ Chief for a Day Ashley Chan and York Regional Police Deputy Chief Bruce Herridge pose with directors of RHMBCA.



▲▼ Ashley and Deputy Chief Bruce Herridge join the guests.



▼ Peter Chan of People's Insurance introduces himself to the attendees.



▲ Richmond Hill Councillor Godwin Chan (left) with Ben Leung (middle) and Adam Keung.



▲ David Ho donated a gift for a draw and Tina Woo is so lucky to have it.



▲ David Bedrosian tells audience about why now is the best time to buy Florida properties.



▲ David Broadhurst explains why we need a good commercial insurance policy.



RHMCBA WON THE GOLF TROPHY

高球友誼賽本會奪魁

▲左起：本會會長溫建業、密市華商會會長李玉琮、多市華商會會長張小惠及士嘉堡約克區華商會會長蘇光宇（右一）頒發獎杯予黃卓傑（中）、朱萬舒（右3）及蕭成振。

The golfing and wine tasting event hosted by the Confederation of Greater Toronto Chinese Business Association was held last month in the Niagara Falls. The team of **Kit Wong**, **Michelle Chu** and **Gin Siow** of RHMBCA won the friendship game. 大多市華商總會於6月10日在尼亞加拉瀑布區舉辦高爾夫球友誼賽及參觀酒廠 Riverview Cellars Winery。高球比賽在 Grand Niagara Golf Course 舉行，沒有打高球的就參觀了大瀑布、玻璃廠及逛 Canada One Factory Outlets。在4人隊際賽中，本會憑著3位會董黃卓傑、蕭成振及朱萬舒的優秀表現摘桂。

RHMCBA PARTICIPATED SEDAN CHAIR CHALLENGE

本會贊助萬錦國際抬轎比賽



Markham International Sedan Chair Challenge 2012 hosted by The Cross-Cultural Community Services Association was held in May in which RHMBCA was a community sponsor. Our directors Daisy Wai (front row, 2nd from left) and Joseph Wong (front row, 2nd from right) attended the event, with Markham Mayor Frank Scarpitti (back row, 2nd from left) and Deputy Mayor Jack Heath (back row, 2nd from right). 由多華會舉辦的「萬錦國際抬轎比賽」已於5月下旬舉行，本會為贊助團體之一。會董章邱佩芳及黃志豪代表出席活動，與萬錦市長薛家平及副市長 Jack Heath 等合照。

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START A HOME INSPECTION BUSINESS WITH PILLAR TO POST

如何投身驗屋行業

Buying a home is one of the biggest investments you will ever make. Before closing the sale, it is important that you have your potential home inspected by a professional home inspector, to find out whether you will need any repairs and maintenance done and how much it may cost. It also helps to get a better deal with the seller during negotiations.

"Home inspection is not a regulated industry in most provinces, so it is crucial that you get a professional home inspector to do it for you," said **Jay Gregg**, Director of Marketing of **Pillar To Post Home Inspections**.

Tips to find good inspector

One may ask "how do I choose an inspector?" And the answer, as suggested by Jay, is to "Look at the background of the inspectors and see how many homes they have inspected and what they have done during the inspection. Also, you have to know what kind of training they have received and whether they are members of a recognized Home Inspection Association."

Founded in 1994 in Canada, Pillar To Post is the largest home inspection company in North America. It is located in 44 states and 8 Canadian provinces, with over 400 franchisees and nearly 700 home inspectors. Among them, over 40% of franchisees are in the business for more than 10 years.

"Our inspectors qualified through a 2-week full time training program, followed by a 16-week post training program. They are required to continually upgrade their skills to keep current with new technologies and professional standards," explained Jay.

Report is ready on-site

Up to 1,600 items inside and outside a home will be evaluated. "We have developed a software program for our inspectors so that they can print the report on-site with colour photos

and review it with the clients. The report covers all findings and identifies potential concerns," continued Jay.

In addition, all Pillar To Post home inspectors must carry Errors and Omissions (E&O) insurance. "E&O insurance is key differentiator of Pillar To Post, as it protects referring agents from liability," added Jay.

Welcome new franchisees

Pillar To Post added 20 new franchisees in 2011, and the company expects to more than double that number in 2012. Its long-term plans include adding 500-600 new franchisees over the next five years.

To be qualified as a Pillar To Post home inspection franchise owner, general knowledge of construction is preferred but not required. The start-up costs are about \$30,000.00 and include a home inspection franchise fee of \$14,900.00 and a 2-week training program. Interested parties may visit the company's website: www.pillartopost.com.

買屋是人生中一項重大的投資，因此，在完成交易前，最好找專業人士為你購買的住宅檢查一下，看看有甚麼地方需要修理及維修費用要多少，以免入住後才發現很多地方需要補漏。另外，驗屋報告還可作為你與賣家洽談價錢的依據。

不過，驗屋公司 **Pillar To Post** 市場總監 **Jay Gregg** 忠告準買家要小心選擇驗屋師：「驗屋這個行業在大部分省份都不是一個受法例監管的行業，所以找有信譽的專業人士驗屋才有保證。」

如何選擇驗屋師

Jay Gregg 建議準屋主要先了解驗屋師的背景：「看看他曾驗過多少間房屋，驗些甚麼項目，



▲ A home inspector of Pillar To Post exams up to 1,600 items inside and outside a home. Pillar To Post的驗屋師會從屋內至屋外檢驗，項目多至1,600個。

曾接受過甚麼訓練，和是否認可的驗屋協會的成員。」

Pillar To Post於1994年在加拿大成立，是北美洲最大的驗屋公司，分公司遍布美國44個州和加拿大8個省，有超過400個特許經營商和近700個驗屋師，當中超過四成特許經營商運作了逾10年。Jay說：「我們的驗屋師需接受一個為期2周的全日訓練課程，跟著還要接受16個星期的後期訓練。此外，他們仍要不斷進修以了解新的科技和符合專業水準。」

即時印出報告

Pillar To Post的驗屋師會從屋內至屋外，從地庫到屋頂檢查，檢驗的項目多至1,600個。「我們製作了一套軟件給驗屋師，讓他們即時把驗屋報告連同彩色照片打印出來，詳細地向客戶解釋。報告涵蓋所有檢驗結果和指出潛在問題。」Jay續說。

此外，所有Pillar To Post的驗屋師都要購買過失與疏忽責任保險，以保障各方。

積極拓展特許經營業務

去年有20個特許經營商加入Pillar To Post，該公司希望這個數字今年能倍增，長遠目標是在未來5年增加500至600個特許經營商。

要成為Pillar To Post的特許經營商，有一般的建築知識當然最好，但沒有也可以。有興趣者可到該公司的網頁查看：www.pillartopost.com。





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Real Estate from P. 1

why our business has been stable.” To learn more about the Iranian market, Sonny traveled to Iran a few years ago.

Residential buying and selling is the backbone of its business, but it also has a lot of transactions in commercial properties. In addition, it purchases land to build townhouses.

New Standard has been founded for 18 years; and to retain its agents, Sonny gives them around the clock assistance and guidance. “The most important thing is that the broker of record should not fight with the agents to get clients.”

Close contact with clients

There are many independent brokerages without partnering with big real estate franchise system, and **City Plus Realty** is one of them. It was founded by **Anita Woo** in Markham in 2007; three years later, she opened another branch in Downtown and altogether she has over 20 agents. To make the company stand out, Anita strives to keep close contact with clients and potential clients.

Located on the ground floor, City Plus distributes flyers on new listings and information on open house to the households in Markham and Downtown every month, hoping that they will be thinking of City Plus when the time comes. If clients ask information on the selling record, they are ready to help. As for those clients who commissioned City Plus to buy or sell homes, Anita requests the agents concerned to be in contact with them at least once a week.

Provide professional services

Anita described people looking for real estate agents as women looking for hair dressers. They tend to get those they know and trust. So it is important for the company to provide professional services. “We won’t push the clients during the buying and selling process. We just only do our best so that our clients can be at ease.”

Many brokerages cut commissions to get a

deal, but Anita resisted that. “What we provide is professional services, so the clients should pay the fee for it in return,” stated Anita. Although City Plus is a small scale brokerage, it has 300 transactions annually.

One can find that providing both high quality professional services to clients and committing to help agents by broker of record are the ways to succeed no matter what scale the real estate company is.

要在競爭激烈的地產市場中分一杯羹，就必須有獨特的策略，例如經紀多元化、有完善的培訓計劃，又或與客戶保持緊密接觸，提供貼身的服務。成功之道，可謂各師各法。

擁有634個地產經紀的**HomeLife/Bayview Realty**，是大規模地產公司的表表者。公司於1987年成立時只得4個經紀，兩年後已增加至200個，且23年來一直是HomeLife全國業績最佳的公司，並高踞約克區地產公司上盤及交易量的榜首。

大型公司著重訓練

HomeLife/Bayview的其中一位持牌人**Tom Tauro**認為，該公司與別不同的是，經紀來自多個不同族裔：「我們的代理來自30個不同的文化背景，客源很廣，當中以伊朗、華裔、猶太及俄羅斯的比例最多。」其中有些每年收入高達200萬元，是全國頂尖的經紀。

Tom說，他們從沒有公開招募經紀，所有新人都是透過公司的經紀介紹進來的。他與另一持牌人**Steven Schmeiser**主力培訓工作，其中一項是為新人提供一個為期15周的訓練。

Tom與Steven為經紀們提供24小時的協助。Tom表示，經紀賺到錢，意味著他們也賺到錢：「在賣房子所得的佣金中，我們佔20%，經紀得80%。我們全心全意訓練和協助經紀做生意，不會自己找客賣房子。」公司並提供一支20人的後勤部隊，從早上9時到晚上9時支援經紀。

Tom強調，公司及經紀為客戶提供優質服務，忠誠待客。「我們以服務取勝，從不減價爭生意。」他說。



▲ Diversification is the strategy of Sonny Ho. 標準地產持牌人何子康認為多元化是公司成功之道。

中型機構強調多元化

標準地產(Sutton Group - New Standard Realty)屬中型的機構，旗下有70多個經紀，當中超過一半是兼職的。該公司有3成經紀是非華裔，其中以伊朗裔的居多，也有來自韓國、猶太及俄羅斯的族裔。持牌人**何子康**相信，該公司是少數由華人做持牌人而成員有這麼多是來自不同族裔的。

「多元化是標準地產的特色，無論在地產代理還是業務方面。」何子康說。公司有不同族裔的經紀，客源有別減少競爭。「97前由於香港的前途不明朗，大量香港移民湧入，所以即使當時加拿大經濟不景，地產低迷，但華人市場仍相當蓬勃。可是97後香港政局穩定，移民大幅下滑，買屋的人數相繼減少，相反伊朗政局動盪，資金外流，加拿大成為資金避難所。伊朗人像中國人一樣喜歡「磚頭」，相信物業保值，所以公司生意保持穩定。」為了更深入認識伊朗市場，何子康幾年前曾親赴當地考察。

投資建鎮屋

另外，公司的生意種類也多元化，以住宅為骨幹，但有些代理的主要交易是來自商業部分，而商業物業的買賣除在華人社區外，還有來自主流及猶太社區的。另一方面，公司也投資買地興建鎮屋。

標準地產成立至今18年，何子康認為協助代理做生意，給予他們貼身指導是留住經紀的主要條件，而更重要的是持牌人不要與經紀爭客。



▲ City Plus is located on the ground floor to keep close contact with the clients and potential clients. 嘉誠地產持牌人胡兆珊特意在地舖開設公司，與客戶近距離接觸。

小型公司與客戶緊密接觸

除了與大型地產代理公司合作取得特許經營權外，也有不小地產公司是獨立經營的，嘉誠地產 (City Plus Realty) 就是其中一家。持牌人胡兆珊於2007年在萬錦開辦嘉誠，並於3年後在市中心開設分公司，旗下有20多個物業代理。要在眾多地產公司突圍而出，她爭取與客人和潛在客人保持緊密接觸和提供貼身服務。

嘉誠在地舖開業，定期每月給萬錦及市中心住戶派發有關新樓盤信息及售屋開放資訊，好讓他們在買賣物業時想起嘉誠。如有客戶查詢房屋的售價紀錄，他們樂意提供。至於已委託他們買賣房屋的客人，胡兆珊規定經紀必須每星期至少與他們溝通一次。

對團隊要求嚴格

此外，她對團隊的要求很高，著他們做事須審慎嚴謹、少犯錯誤，所有房屋買賣的細節須清楚寫下來，以免有爭拗。公司並承諾若客戶有問題，有關的經紀會在24小時內回覆。

胡兆珊形容顧客找地產經紀，猶如女士們找髮型師，一定會找相熟的和自己信任的，所以提供專業服務十分重要。「我們不會催促客戶買或賣，只是做好自己的工作，務求讓顧客安心、放心。」雖然不少行家減價爭生意，但她強調嘉誠不會減價：「我們提供的是專業服務，所以客人要付出相應的服務費用。」

City Plus 重視團隊精神，要尊重自己和尊重客人，公司的經紀都有相同理念。雖然公司的規模小，但每年的交易也有300宗。除了本區的用家外，還有不少投資者來自溫哥華、杜拜、中國等地區或國家。公司還得到大建築商如Tridel、Monarch的信任，讓他們當樓盤的經銷商。

雖然公司的規模小，但每年的交易也有300宗。公司還得到大建築商如Tridel、Monarch的信任，讓他們當樓盤的經銷商。

完善培訓貼身服務

不論公司的規模大小，成功之道不離提供高質素的專業服務。而持牌人全心協助公司的物業代理，隨時提供意見和幫助亦是最重要的一環。



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Mackenzie Health will include two hospitals: the new Mackenzie Vaughan Hospital and the existing Mackenzie Richmond Hill Hospital (formerly York Central Hospital). The new Mackenzie Vaughan Hospital will be the first new hospital to be built in Southwest York Region in 50 years, expected to start construction in 2015/16.

Moving forward, the **Mackenzie Health Foundation** (formerly York Central Hospital Foundation) has pledged to raise funds to help build and equip the new Mackenzie Vaughan Hospital and the funds needed to revitalize the medical equipment at Mackenzie Richmond Hill Hospital.

New hospitals are not built only through public funding. They are made possible with community enthusiasm and donations. Our community has helped the Foundation raise over \$70 million in funds for York Central Hospital and for this we are extremely grateful and proud. We cannot say thank you enough to our community for its overwhelming support.

The Mackenzie Health Foundation will soon be launching its capital campaign to support the building of the new Mackenzie Vaughan Hospital and the revitalization of the Mackenzie Richmond Hill Hospital. We look forward to working with the community to help Mackenzie Health bring the best of health, close to home.

Sincerely,

Dina Palozzi
Chair, Board of Directors
Mackenzie Health

Fraser Nelson
Chair, Board of Directors
Mackenzie Health Foundation



 **Mackenzie Health Foundation**
www.mackenziehealth.ca



This advertisement was made possible by Aspen Ridge Homes, a leading supporter of Mackenzie Health.



Grand Opening!

GOLFZON PARK

室內模擬高球場烈市開幕

Our director and past president, **Daisy Wai** attended the grand opening of the **GOLFZON PARK Richmond Hill** on June 23rd. The GOLFZON PARK was founded by our corporate member, **GOLFZON Canada Inc.** It was established in 2011 to create new virtual golf experience and culture in Canada. From mid-March until Sept 2012, the company will open its first five locations in the GTA under GOLFZON PARK banner.

From the left: James Shin, Manager of GOLFZON PARK; Jay Park, Director of GOLFZON PARK; Dave Barrow, Mayor of Richmond Hill; Daisy Wai, Director of RHMCA and Thomas Youn, Head Pro of GOLFZON PARK.

烈治文山市萬錦市華商會會董及前任會長**韋邱佩芳**於6月23日代表商會祝賀本會企業會員**GOLFZON Canada Inc.**位於烈市的室內模擬高爾夫球場**GOLFZON PARK Richmond Hill**開幕。



KENNY RECEIVES \$10,000 CASH FROM VILLAGE NISSAN 在 Village Nissan 買新車 獲抽中一萬元



Kenny Cheung (second one on the left) receives \$10,000 in cash from our corporate member, Village Nissan on May 7th, 2012. He bought an Altima from Village Nissan in January and his name was entered into a ballot for lucky draw.

Village Nissan has recently moved to Kennedy and North of 407, with a big, state-of-the-art showroom combining with the Service Department.

張加豪(左2)於今年初在本會公司會員Village Nissan購買了一部新Altima，5月份被抽中獲得一萬元現金。



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The BRIDGE

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360 Hwy 7 East, Unit L1, Richmond Hill, ON L4B 3Y7

Tel: (905)731-8806 Fax: (905)731-8867

info@rhmcba.ca www.rhmcba.ca

Editorial Advisors: Will Sung, Daisy Wai, Gin Siow, Kenny Wan

Advertising: Daisy Wai

Designer: Maverick Law - maverick@echomaxx.ca

Editor: Miranda Tsui - mirandatsui@rhmcba.ca

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Events活動

RHMCBA Event 本會活動

RHMCBA Networking Dinner

Date: Tuesday, July 31, 2012

Time: 6:00 pm - 10:00 pm

Venue: Diamond Banquet Hall

3225 Highway 7 East, Unit 1, Markham, ON L3R 0J5

Fee: Members: \$30, Non-members: \$40

Enquiry and RSVP: info@rhmcba.ca /905-731 8806

Mid-Autumn Festival Dinner

Date: Tuesday, September 25, 2012

Time: 6:30 pm

Venue: Casa Victoria Fine Dining and Banquet

8601 Warden Avenue, Unit 4-6, Markham, ON L3R 0B5

Ticket: \$68 per person; \$680 per table

Enquiry and RSVP: info@rhmcba.ca /905-731 8806

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Info: www.cgtcba.ca; Winnie Fung at 416-566-2283, Ben Leung at 416.543.1419

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