



# Royal LePage 2020 KICK-OFF

**Phil Soper,** President & CEO



A person in a dark suit is walking away from the viewer down a long, straight, dark path. The path is flanked by dark, textured walls that rise up on either side. In the distance, a city skyline with several tall skyscrapers is visible under a bright, hazy sky, suggesting a sunrise or sunset. The person's reflection is visible on the path.

# 2020

New Year. New Decade. **New Opportunities!**

CANADA'S  
REAL ESTATE COMPANY

ROYAL LEPAGE





The Nation's  
**LARGEST**  
Real Estate Firm

We've **grown by thousands**  
over the past decade and  
are now over

**18,000** REALTORS®  
**STRONG**

CANADA'S  
REAL ESTATE COMPANY







We participate in more than

**35%**

of **ALL** Canadian  
transactional dollar volume

That's

**\$90**

**BILLION**

of transactional dollar volume

CANADA'S  
REAL ESTATE COMPANY

ROYAL LEPAGE



Let's talk about...

CANADA!







**#1 BEST  
COUNTRY  
GLOBALLY\***

**QUALITY OF LIFE  
4 years in a row!**

CANADA'S  
REAL ESTATE COMPANY



\*2019 Best Countries Rankings by  
U.S. News and World Report



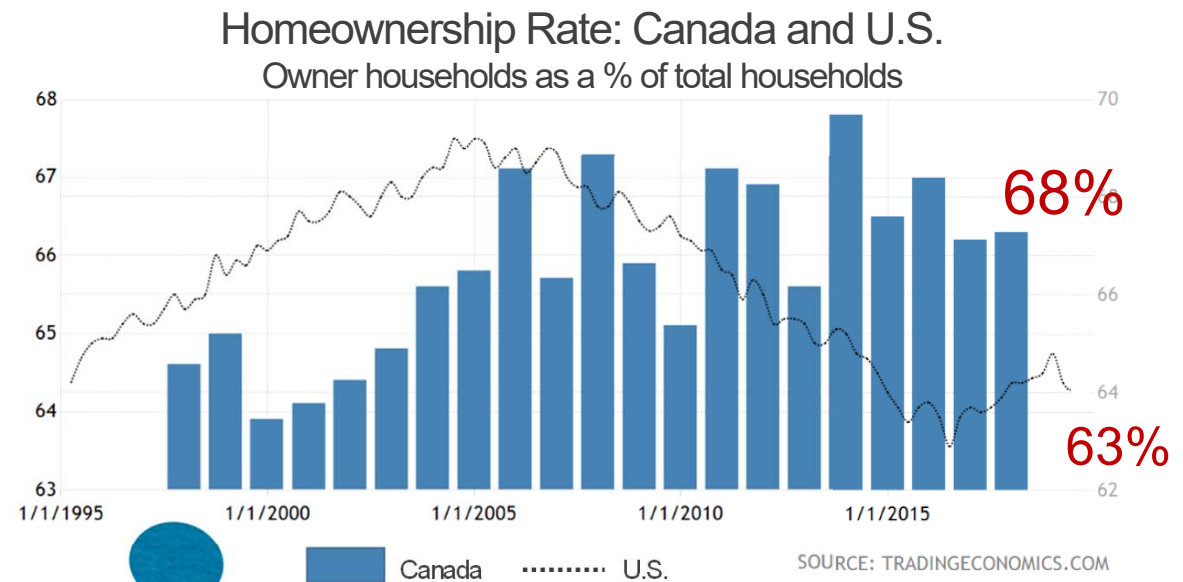


Home to some of the most livable cities globally

Three Canadian cities placed in the Economist's  
2019 Top 10 Most Livable Cities Globally



# CANADA'S **HOMEOWNERSHIP RATE IS ONE OF THE HIGHEST** IN THE WORLD

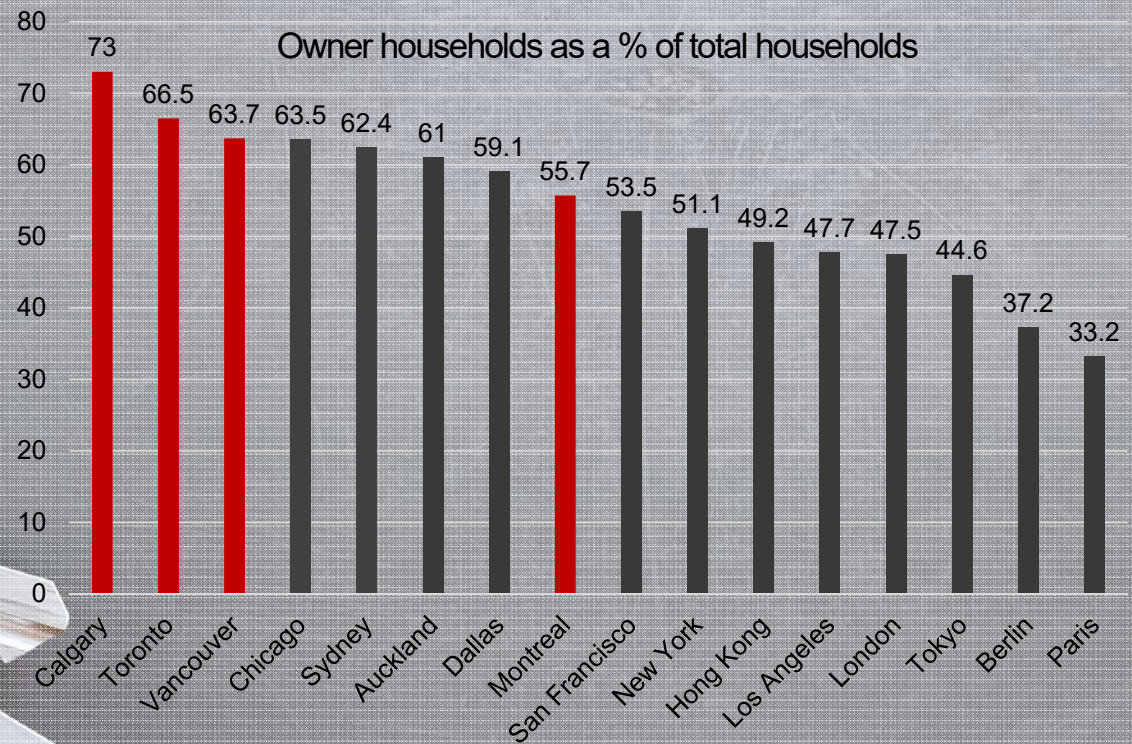




# Canada's cities rank near the **top globally for home ownership**

About double  
Euro cities

## Homeownership Rates for Major Global Cities

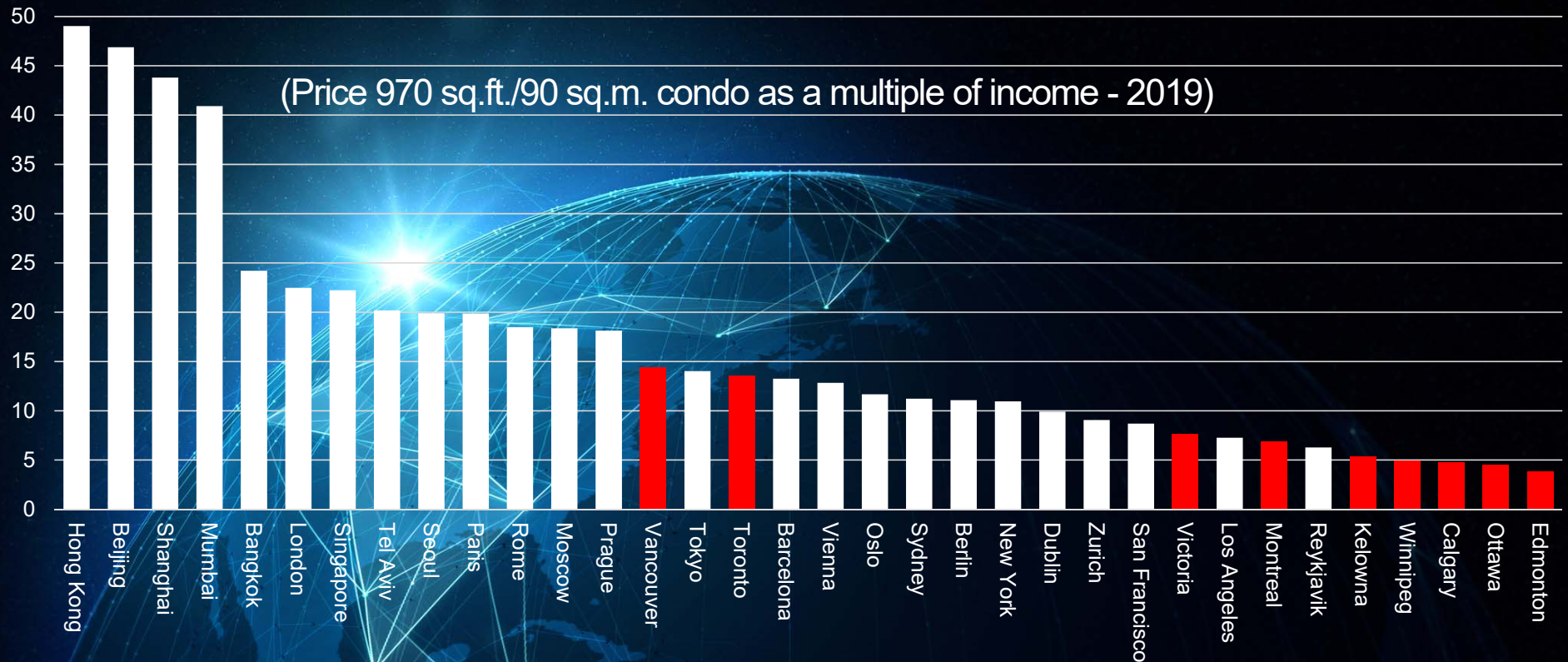


Data: Auckland, Tokyo, Berlin 2013, Paris 2015, London, Hong Kong 2017, all other cities 2016

Source: RBC Economics Research



# Canada's cities are **A BARGAIN** in global terms



[https://www.numbeo.com/property-investment/rankings\\_current.jsp](https://www.numbeo.com/property-investment/rankings_current.jsp)



How is the  
Canadian real  
estate market  
performing?





# Sales Activity is Increasing in Almost All of Canada's Largest Urban Markets



SALES VOLUME\*: November 2019 Y/Y

+55.2%

+13.4%

+10.7%

+12.8%



-3.1%

\*CREA: Actual, not seasonally adjusted



**Low interest rates** and **strong employment** continue to **buoy consumer confidence** and support our recovering real estate market



MEDIAN SALE PRICE: Q4 2019 over Q4 2018

+4.8%

+5.3%

+6.3%



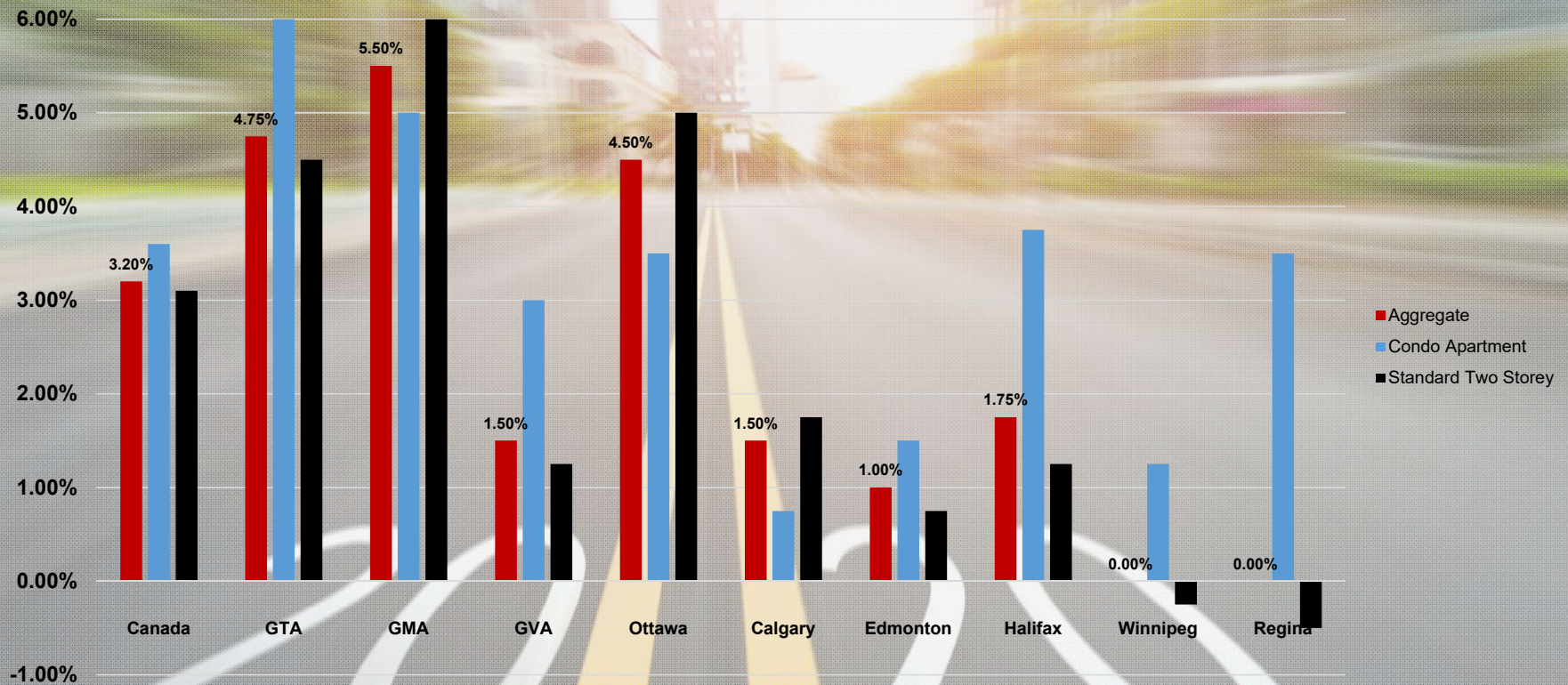
-4.8%

-2.3%

Royal LePage Q4 2019 House Price Composite



# Canadian Market to **Appreciate 3.2%** in 2020



Royal LePage 2020 Market Survey Forecast



# Canadian Employment Remains Strong

320,000 new jobs in 2019  
...most were full-time



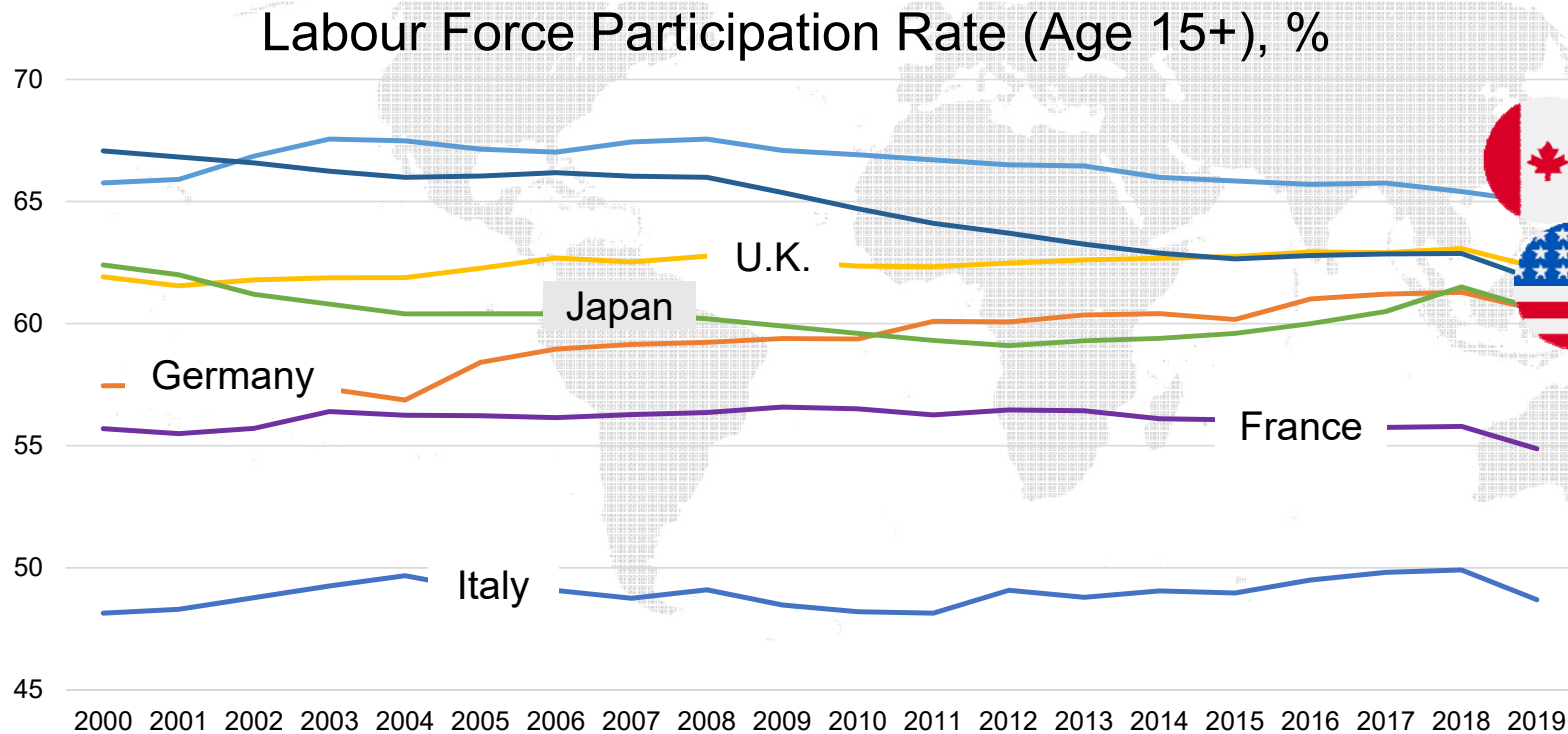
Source: Table [14-10-0287-01](#) (formerly CANSIM table 282-0087) \*December 2018 to December 2019





# Canada Wins on Opportunity & Engagement

## highest labour force participation rate of all G7 countries



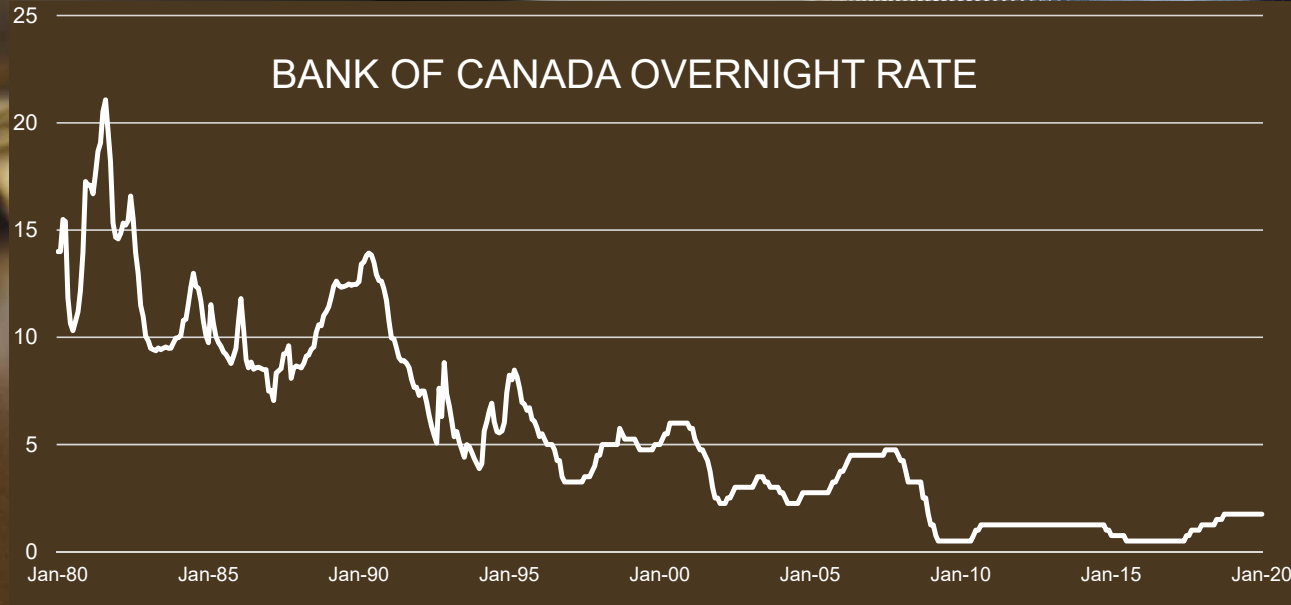
Why?  
Education &  
Careers for  
Women!

Source The World Bank. International Labour Organization, ILOSTAT database



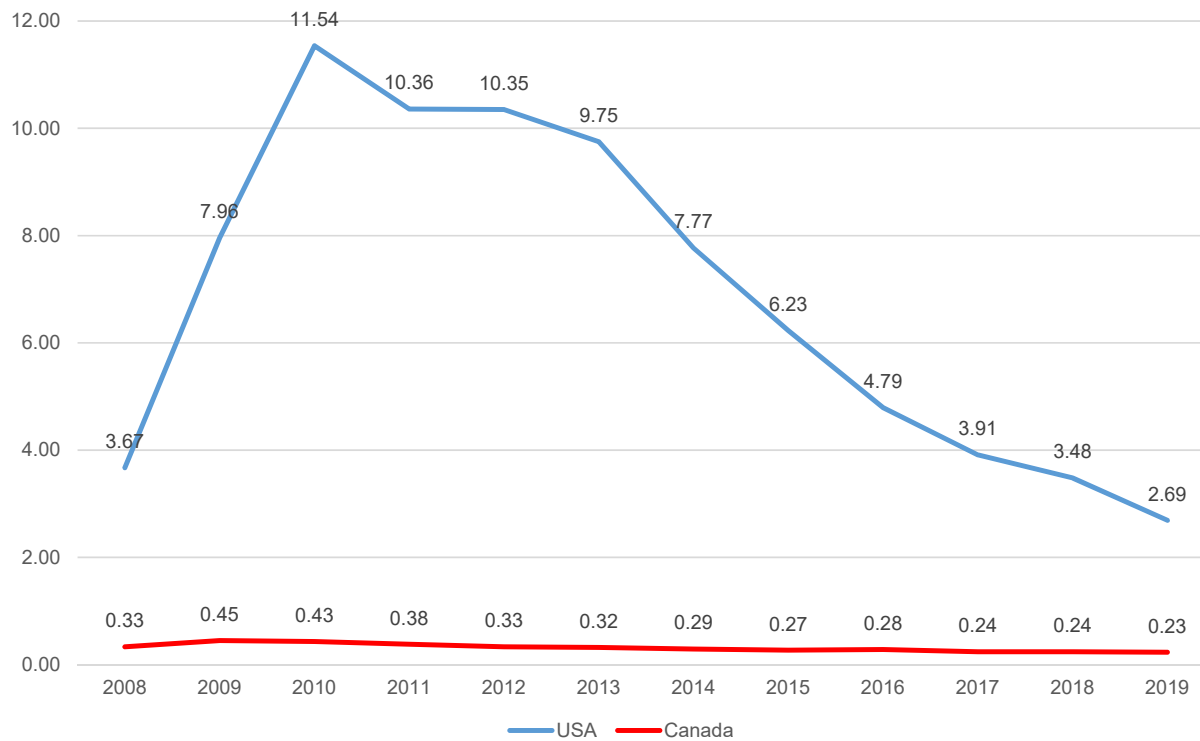


**Rates remain low  
aiding affordability**





# CANADIAN MORTGAGE DEFAULT IS **VERY LOW AND DECLINING**



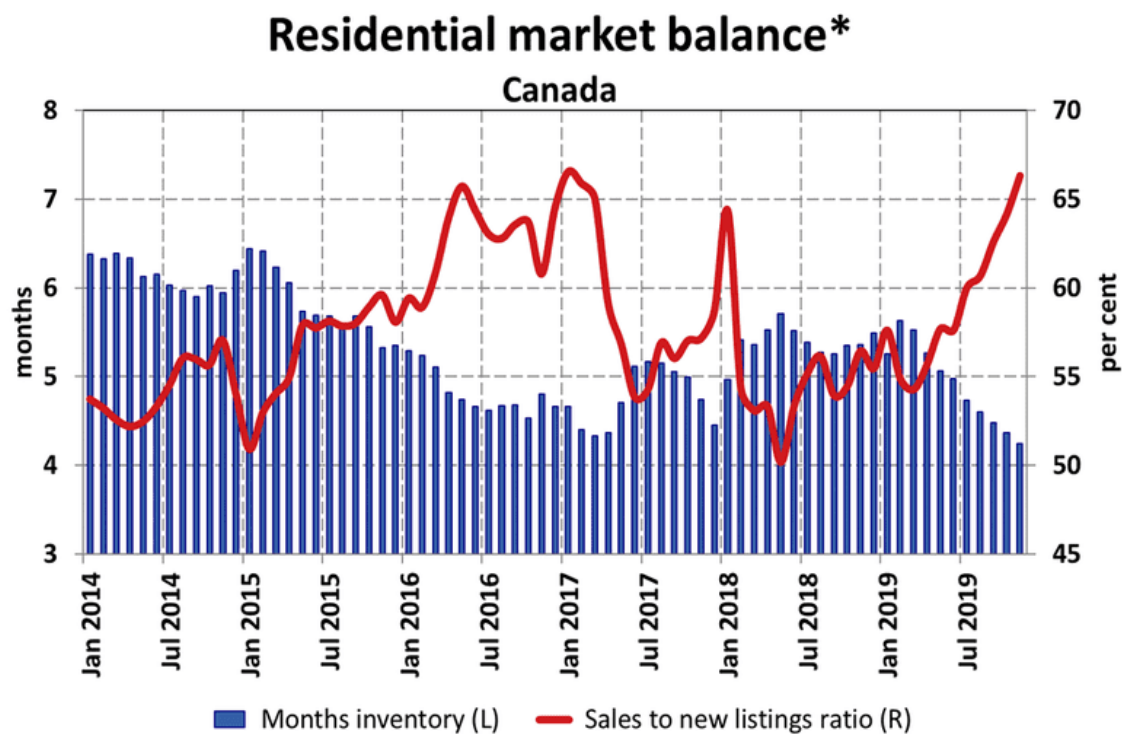
Source: Federal Reserve Economic Data. Canadian Bankers Association.





# HOUSING INVENTORY AT **15-YEAR LOW**

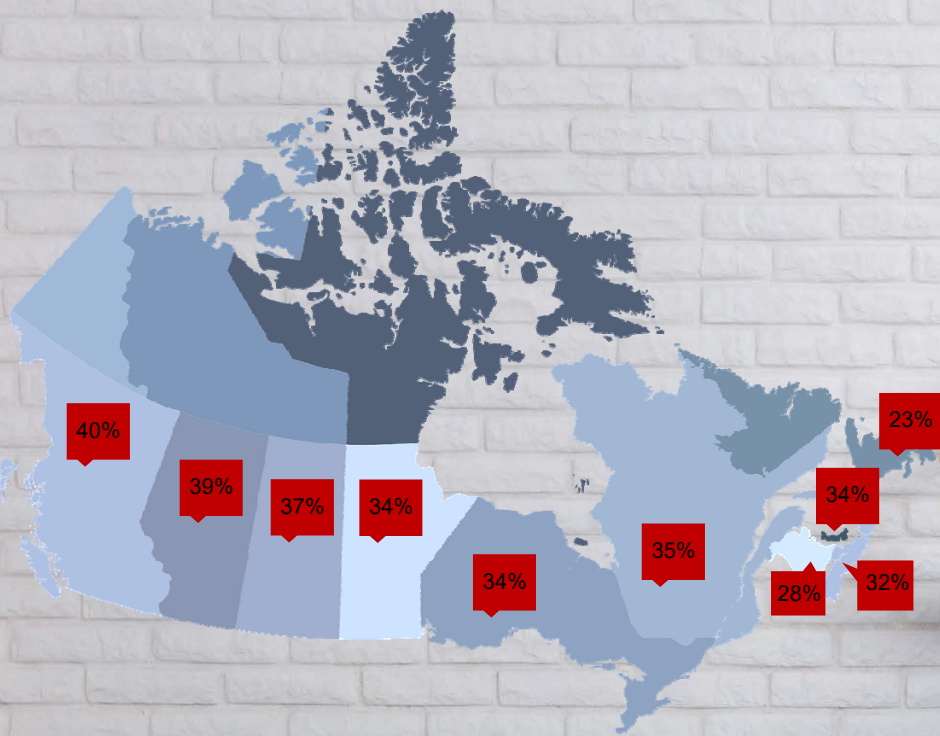
**Addressing housing supply shortages**, especially in our large cities, remains **a critical social and economic issue**



\*Seasonally adjusted

Source: CREA Statistics December 2019





**35%** (5.2 Million) of Canadian Households  
Have Moved Within the Last 5 Years

Source: Statistics Canada. Canadian Housing Survey 2018



## TOP 5 REASONS FOR MOVING

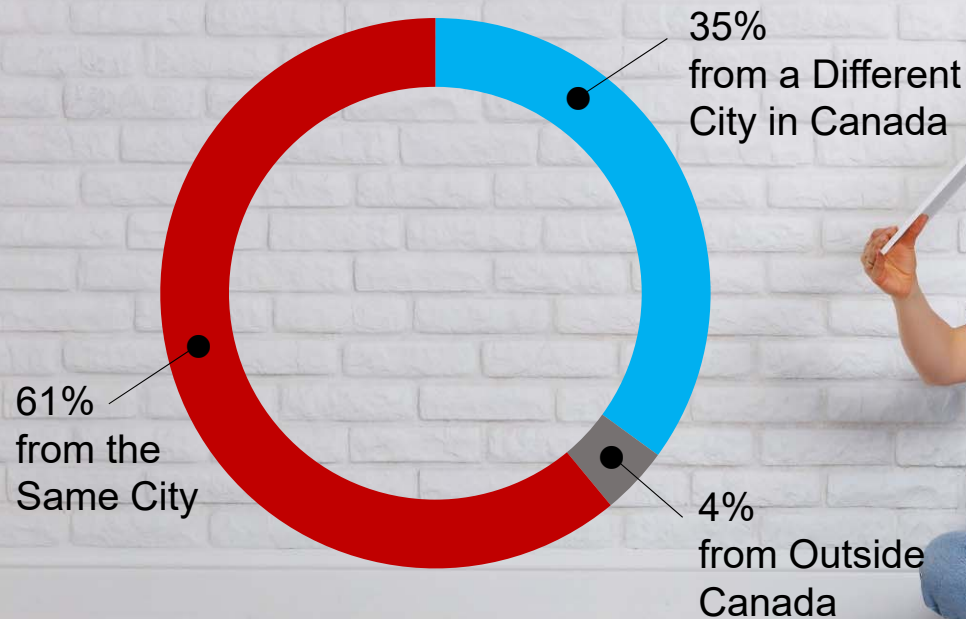
1. To upgrade to a larger or better quality dwelling (1,427,800)
2. To be in a more desirable neighbourhood (1,036,700)
3. To become a homeowner (939,500)
4. Because of a change in household or family size (926,200)
5. To reduce housing costs (741,400)



**35%** (5.2 Million) of Canadian Households  
Have Moved Within the Last 5 Years



## WHERE DID HOUSEHOLDS MOVE FROM?



**35%** (5.2 Million) of Canadian Households  
Have Moved Within the Last 5 Years

Source: Statistics Canada. Canadian Housing Survey 2018



# ROYAL LEPAGE INTERNATIONAL REACH

Global Referral  
Network of  
77,000+

2,300  
Offices

Millions  
visit  
[royallepage.ca](http://royallepage.ca)

150 Countries  
Worldwide



Video and social shareables  
available on rlpNetwork



Why is the **demand**  
**for housing** so great  
in Canada?







IMMIGRATION



MILLENNIAL  
ARRIVAL



BABY BOOMER  
TIPPING POINT

# 3 Important Drivers of NEW Housing Demand in Canada







# 3 Important Drivers of NEW Housing Demand in Canada

## IMMIGRATION

MILLENNIAL ARRIVAL

BABY BOOMER TIPPING POINT

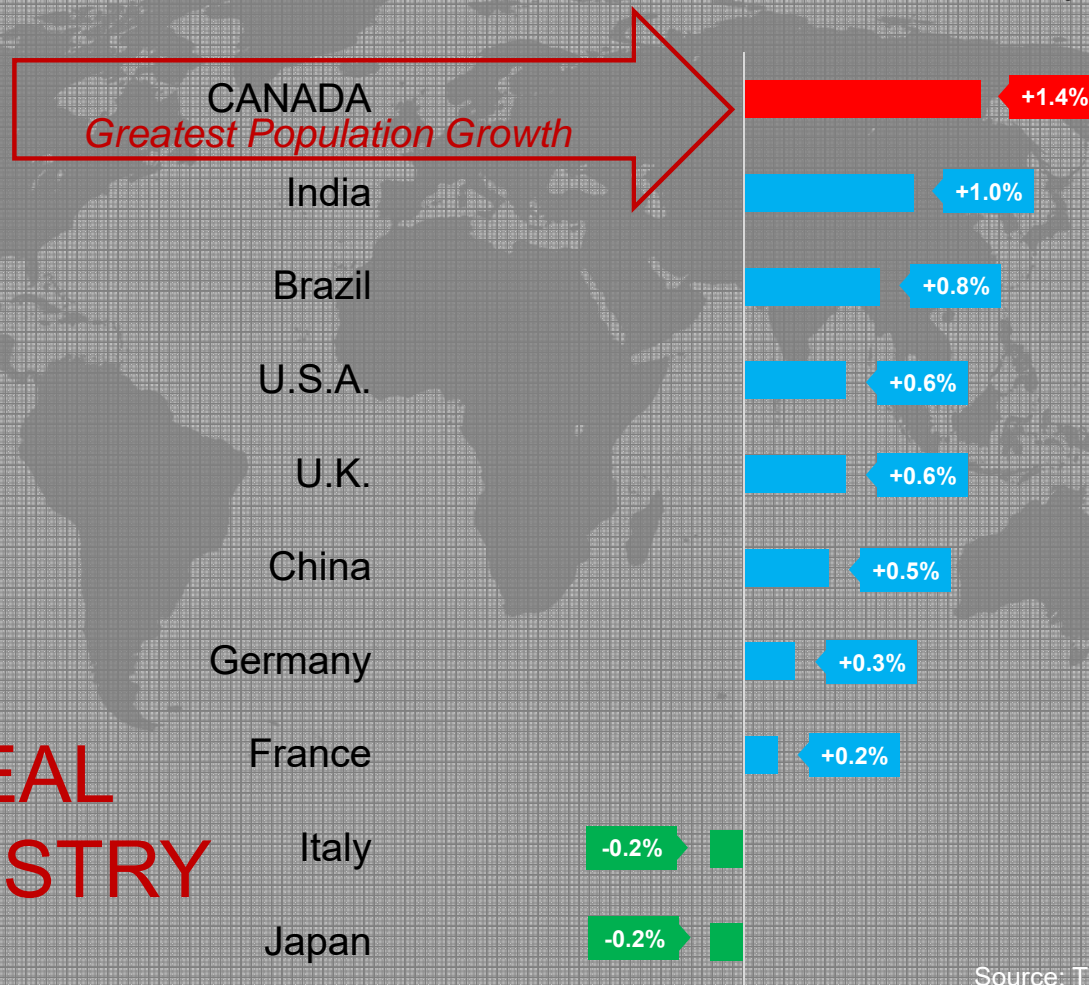






Canada's  
Population  
Growth =  
A DYNAMIC,  
GROWING REAL  
ESTATE INDUSTRY

2018 Pop. Growth % Y/Y  
G7 & Top 10 GDP Countries Globally



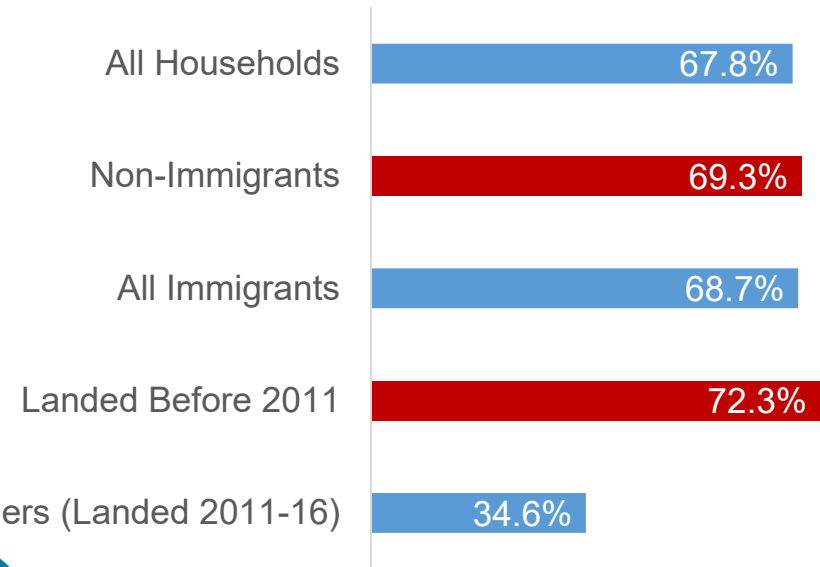
Source: The World Bank Group, 2019



# IMMIGRANTS TO CANADA **VALUE HOMEOWNERSHIP**

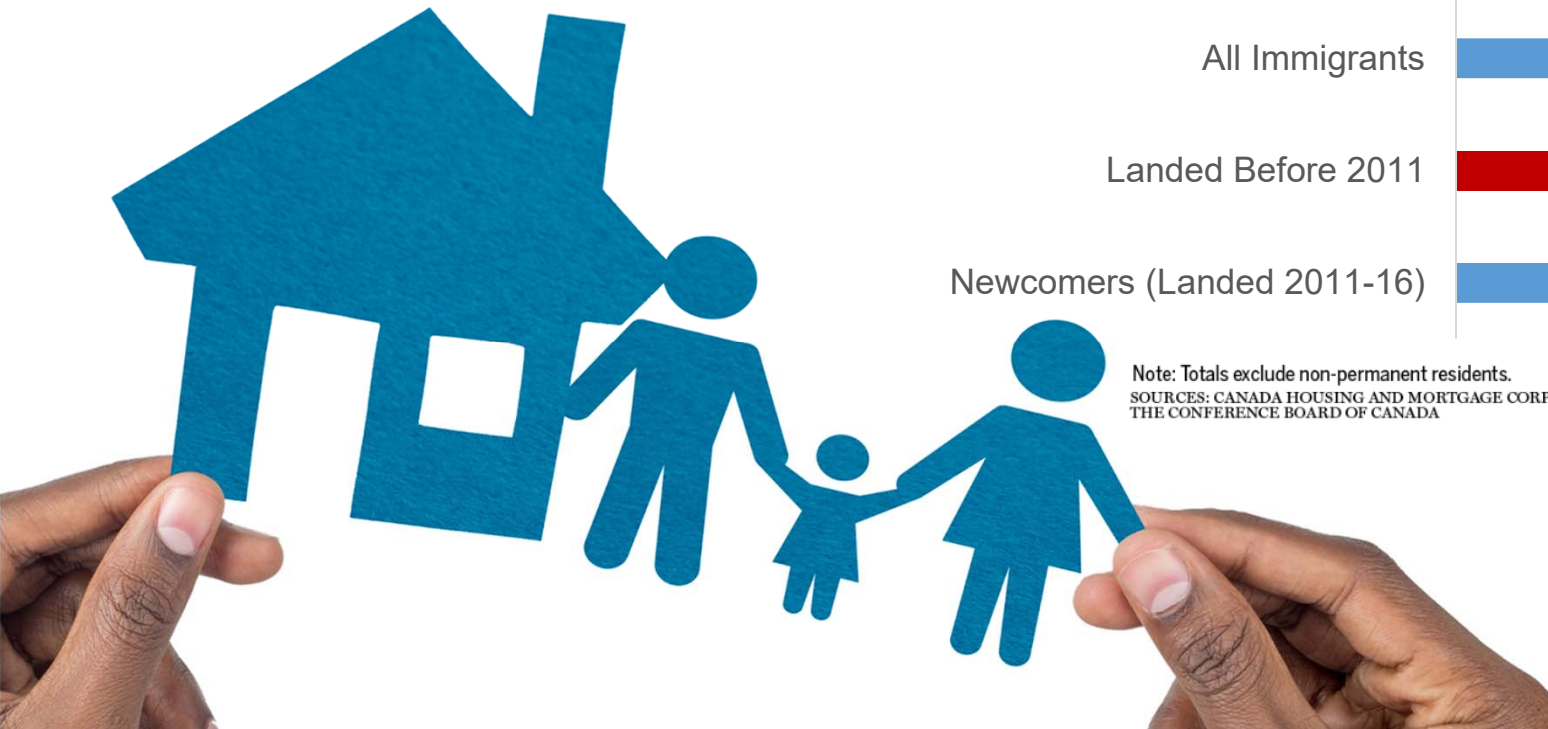
Immigrants and Non-Immigrants  
have similar homeownership rates

## CANADIAN HOMEOWNERSHIP RATES by immigration status, %



Note: Totals exclude non-permanent residents.

SOURCES: CANADA HOUSING AND MORTGAGE CORPORATION; STATISTICS CANADA, 2016 CENSUS;  
THE CONFERENCE BOARD OF CANADA





Royal LePage 2019  
Newcomer Survey



620,000 newcomers will purchase a property over  
the next 5 years: **1 in 5 home sales**



**75%**  
come with  
savings that  
allow them to  
purchase a home

**55%**

buy property  
within  
3 years after  
arriving



**75%**  
do not consider  
the **U.S.** prior to  
arriving in Canada

## How do new arrivals find their real estate agent?

51%



Friends and family

20%



Online through real estate listings

13%



Online agent advertising

12%



Open houses

11%



For sale signs







# 3 Important Drivers of NEW Housing Demand in Canada

IMMIGRATION

## MILLENNIAL ARRIVAL

BABY BOOMER TIPPING POINT





**MILLENNIALS ARE THE  
LARGEST POPULATION  
COHORT IN CANADIAN AND  
NORTH AMERICAN HISTORY:  
OVER 10M PEOPLE**

Millennials have 30%  
higher after-tax  
household incomes  
than Gen-Xers at  
same age





**MILLENNIALS ARE THE  
LARGEST POPULATION  
COHORT IN CANADIAN AND  
NORTH AMERICAN HISTORY:  
OVER 10M PEOPLE**

**87%**

believe homeownership  
is a good investment

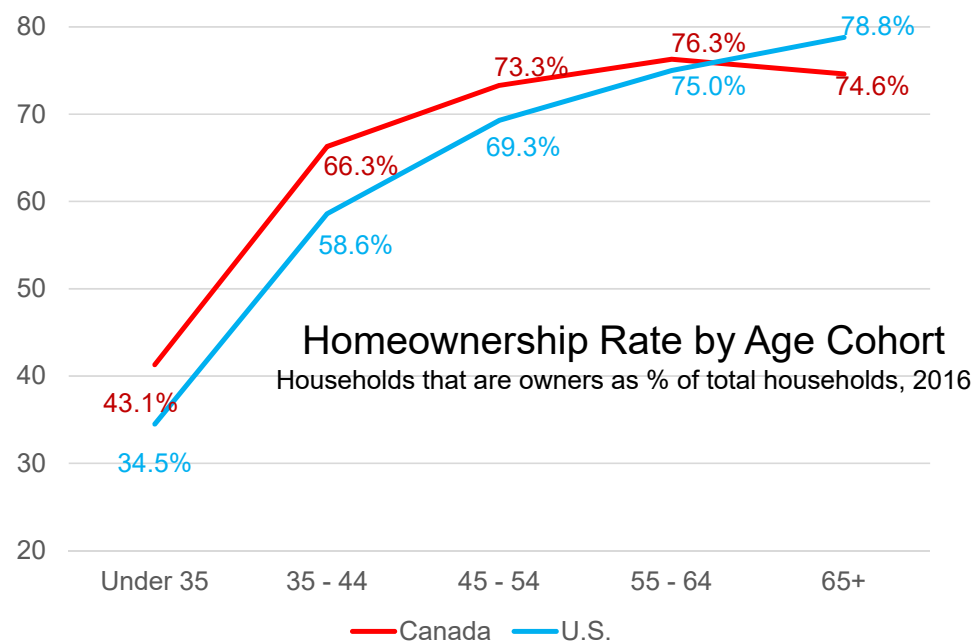


Source: Royal LePage Peak Millennial Survey 2017



Millennials are entering the housing market at **similar rates as previous generations**

**More than 40%** of Canadian households **under 35** years of age own their own homes



Source: RBC Economics Research, Statistics Canada, US Census Bureau





**69%** HOPE TO OWN A  
HOME IN THE NEXT  
FIVE YEARS



**61%** WOULD CONSIDER  
RELOCATING TO  
PURCHASE A HOME



— Canada — U.S.

Source: Royal LePage Peak Millennial Survey 2017



# 3 Important Drivers of NEW Housing Demand in Canada

IMMIGRATION

MILLENNIAL ARRIVAL

## BABY BOOMER TIPPING POINT



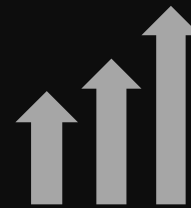




Every week  
**5000**  
Baby Boomers  
retiring

That's **250,000** in 2019

**52%**  
Jump in  
retirement  
2000 to 2020



In the 2020's, annual  
retirements to reach

**~300,000**



Source: Statistics Canada



**1.4M**

to purchase a  
home in next  
5 years



**1/3**

looking for  
a **Condo**




**52%**

next home  
same size  
or **larger**



Source: Royal LePage Boomer Survey 2018



A hand holding a red horseshoe magnet is positioned on the right side of the image. The magnet's two poles, marked with 'N' and 'S', are attracting a group of red human-shaped figures. One figure is being pulled towards the magnet, indicated by red lightning bolt symbols. The other figures are arranged in a loose grid on the left side of the image.

HOW DO WE TAKE ADVANTAGE  
OF THE **BEST PLACE IN THE**  
**WORLD** TO PRACTICE REAL  
ESTATE?

BY GENERATING  
**AWARENESS & LEADS**



GENERATING **3X THE AVERAGE**  
CLICKTHROUGH RATE

Royal LePage Canada  
Sponsored (demo)

Think you know what your home is worth, Alberta? 🇨🇦  
If you're getting ready to sell, you should be aware of the value of your home so that you receive TOP dollar and nothing less!  
To find out more, click Learn More below and we'll provide you with an estimated market value, completely free! ... See more



ROYALLEPAGE.CA  
[FREE SERVICE] Get a home evaluation!

Start your home search  
best school district  
Visit www.royalpage.ca today.



ROYALLEPAGE.CA  
Find the best school, today!  
Expert advice on buying and...

LEARN MORE

Need to find a home?



Home Search

ROYAL LePAGE

Looking for a perfect home in neighbourhood that fits your lifestyle?



Try our Lifestyle Search  
Visit royalpage.ca

ROYAL LePAGE

10M IMPRESSIONS • 3M CONSUMERS REACHED  
YEAR-ROUND MEDIA BUY

# ALWAYS ON DIGITAL MARKETING CAMPAIGN

2019 | 2020

FACEBOOK • INSTAGRAM • YOUTUBE

ROYAL LePAGE





**The Voice of Canadian Real Estate**  
Consistently the most quoted real estate firm in Canada



**4 BILLION**

Media Impressions  
2019

**1.5 BILLION MORE**  
than our closest competitor



**AT HOME**

**CONTINUING COVERAGE**

**PHIL SOPER**  
PRESIDENT & CEO  
ROYAL LEPAGE



**BNN**  
BUSINESS NEWS NETWORK



CANADA'S  
REAL ESTATE COMPANY

ROYAL LePAGE  
COMMERCIAL

CARRIAGE TRADE  
LUXURY PROPERTIES

MEDIA ROOM

BUY ▾

SELL ▾

FIND AN AGENT

INFO & ADVICE ▾

JOIN OUR TEAM ▾

ABOUT US ▾

Français

SEARCH BY

Location

Schools

Travel Time

Start your home search



PRICE RANGE

\$0 ▾ \$5,000,000+ ▾

BEDS & BATHS

Beds ▾ Baths ▾

BUY OR RENT

Buy ● Rent

What's My  
Home Worth?

Get Estimate

1  
REAL  
ESTATE  
COMPANY  
WEBSITE



54M  
VISITS/YEAR



220K  
LEADS/YEAR





# DRIVING SELLER & BUYER LEADS



# WHAT'S MY HOME WORTH?

**new** on royallepage.ca



Generating more **SELLER** leads





# HOME PRICE HEATMAPS ON ROYALLEPAGE.CA

## RICHMOND HILL - RICHMOND HILL NORTH EAST 2

### Aggregate

Median Price: \$1,045,311

Price change (1 year): -8.04%

Price change (5 years): 49.41%

### Single family detached

Median Price: \$1,123,050

Price change (1 year): -8.24%

Price change (5 years): 50.07%

### Semi Detached / Townhouse

Median Price: \$728,164

Price change (1 year): -3.9%

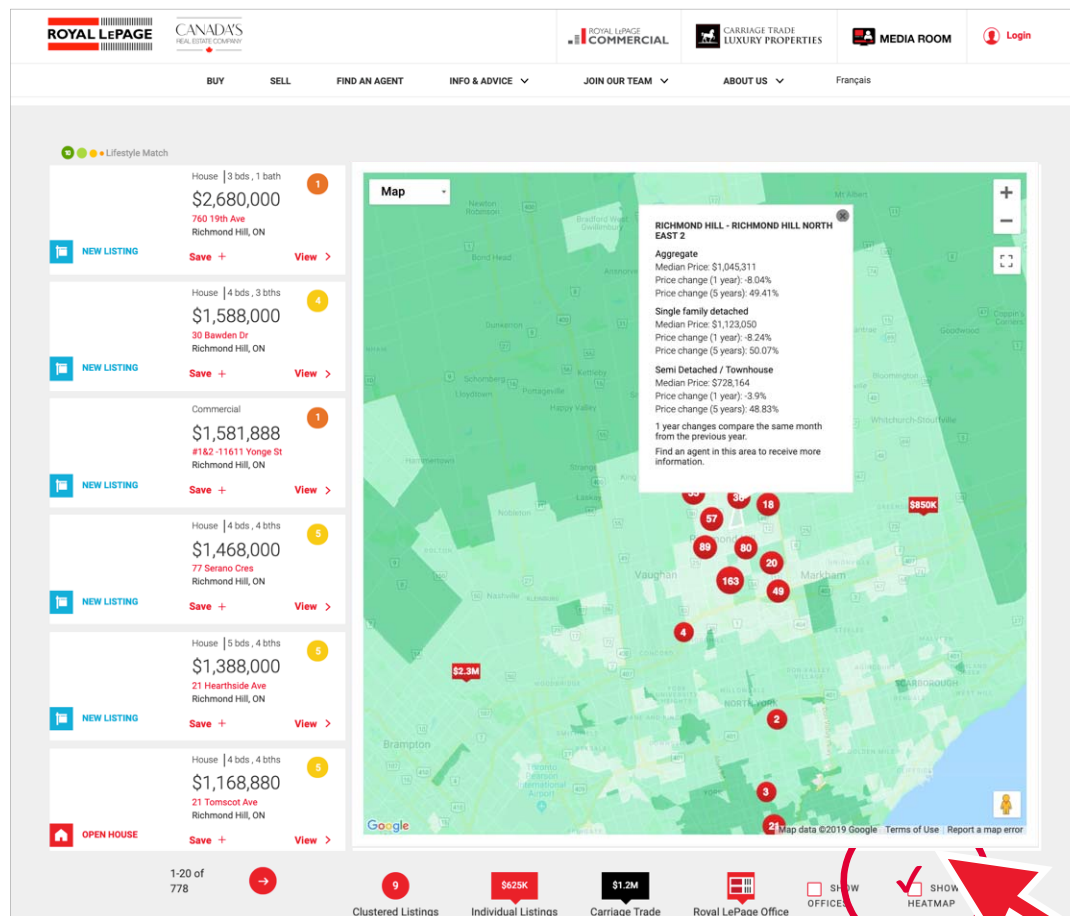
Price change (5 years): 48.83%

1 year changes compare the same month from the previous year.

Find an agent in this area to receive more information.



Generating  
more  
**BUYER**  
leads



For Sellers  
and Buyers

ROYAL LEPAGE CANADA'S REAL ESTATE COMPANY

BUY SELL FIND AN AGENT INFO & ADVICE JOIN OUR TEAM ABOUT US Français

47 Rockhaven Drive, Halifax, NS, B3M 4C8  
MLS® # 201909423  
Home > Nova Scotia > Halifax > 47 Rockhaven Drive

HOUSE FOR SALE IN ROCKINGHAM, HALIFAX, NOVA SCOTIA

**\$589,000**

4 Bedrooms 3 Baths 9684 Sq Ft Lot Size




**Ask about this listing**

Are you currently working with an agent?  
☒ No ☐ Yes

Sandra Webb  
sandra.webb@royallepage.ca  
Phone (Optional)

I would like to find out more about this property.  
Optional: (Please add any questions or comments you have.)

**Sales/Price History**

	<b>Status: ACTIVE</b> List Price: \$699,000 Start Date: 2019/05/04	Beds: 5 Baths: 3	>
	<b>Status: CANCELLED</b> List Price: \$599,900 Start Date: 2019/02/27 End Date: 2019/04/24	Duration: 57 days Beds: 4 Baths: 3	>
	<b>Status: SOLD</b> List Price: \$299,500 Sold Price: \$280,000 Start Date: 2002/09/28	End Date: 2017/12/02 Duration: 5545 days Beds: 5 Baths: 3	>

**SOLD DATA**  
*new* on  
royallepage.ca

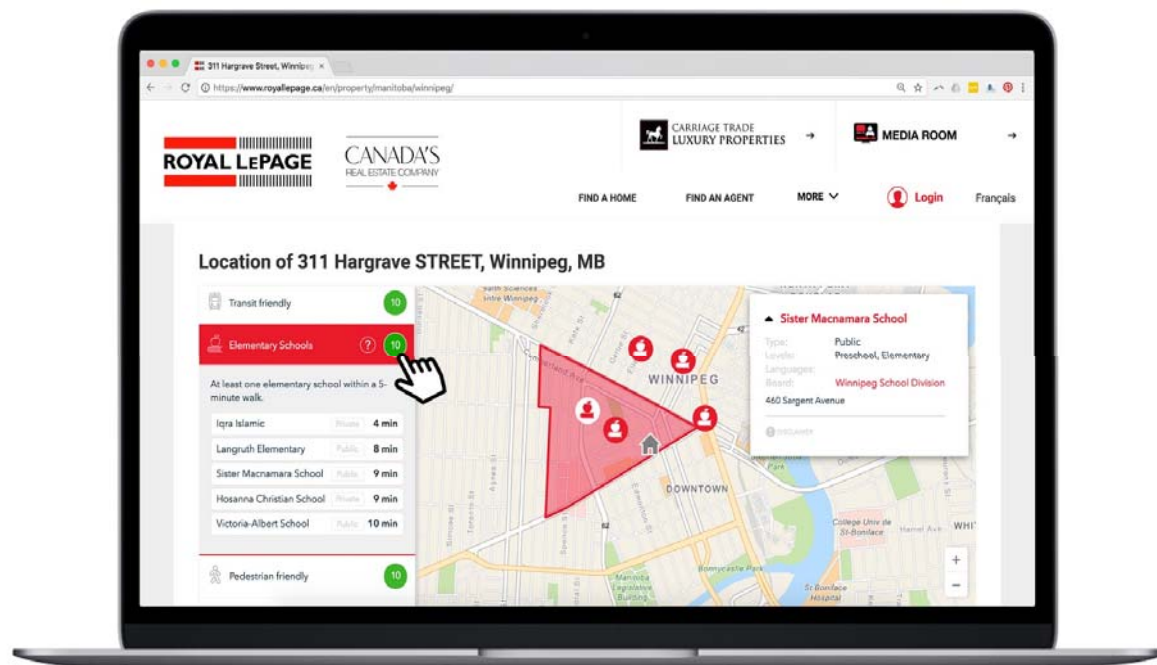
- Currently available for properties in Nova Scotia and PEI (not including Cape Breton) and OREB/Ottawa
- ORTIS, CREB/Calgary coming Q1
- Edmonton, New Brunswick & St. John's NF will follow





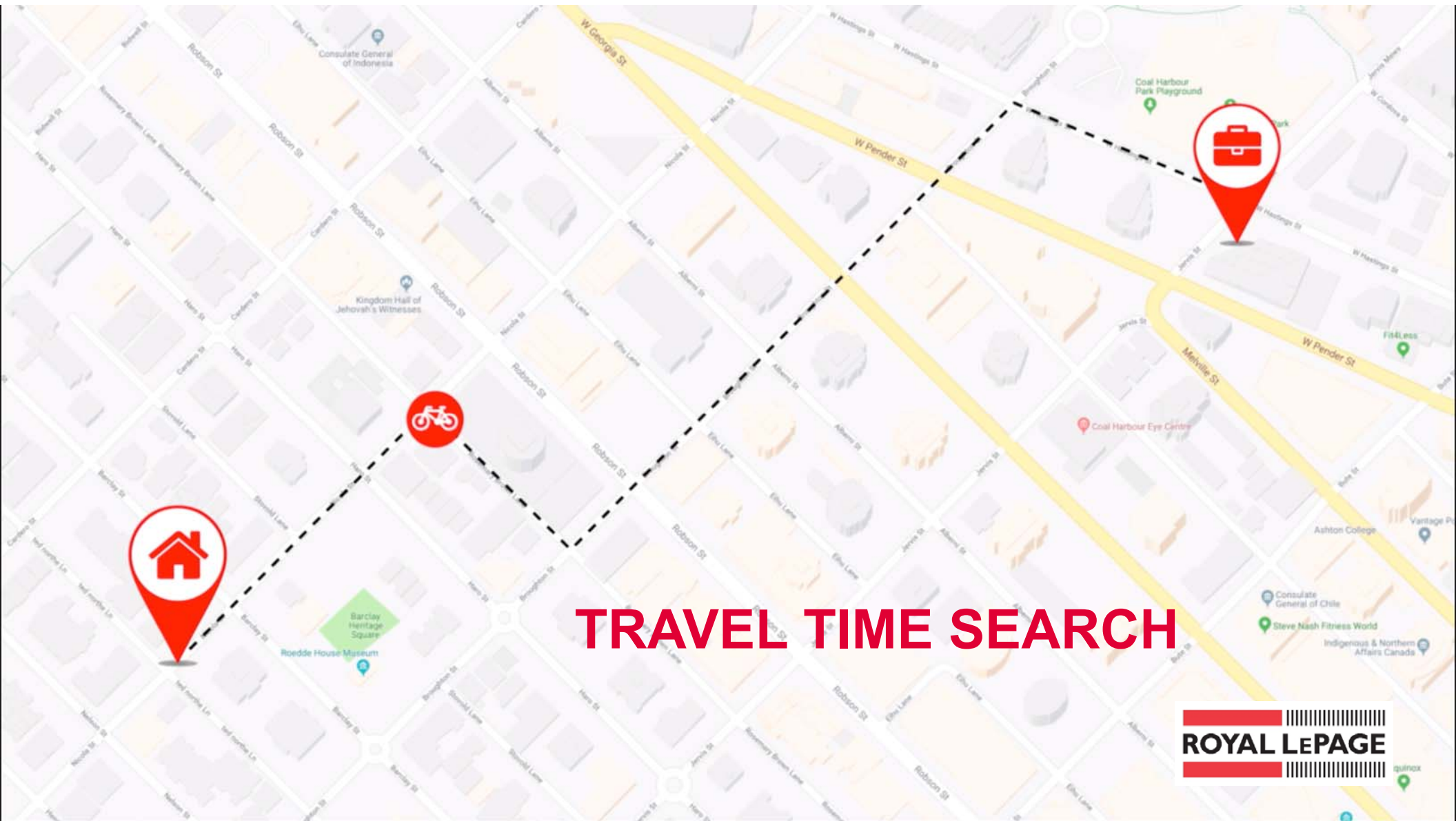
# SCHOOL SEARCH

on royallepage.ca



Find Homes in the School  
Catchment Area of Interest









# INDUSTRY-LEADING PRODUCTS & SERVICES

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Royal LePage

## Team Services

- rlpNetwork Teams tab launched - tools, resources and templates for those thinking of starting a team through to hiring, managing and growing a team, including
  - Hiring process guide
  - Skills assessments
  - Your team playbook
  - Job descriptions
  - Your UVP for team members, and more
- HRdownloads for teams is now available





# CUSTOMIZABLE BOOKLET WITH SPECIAL OFFERS, DISCOUNTS & HOMEOWNER TIPS FOR YOUR CLIENTS



Royal LePage

## Preferred Suppliers

# Leverage our national scale



\* \*\*Suppliers and their offerings are subject to change.



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Royal LePage

## Preferred Suppliers

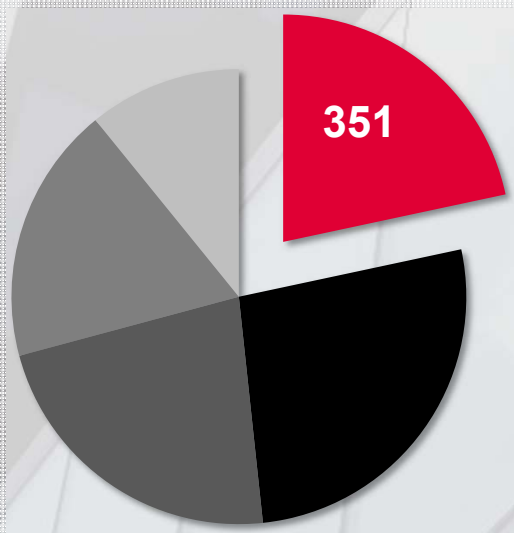
Leverage our national scale



\*\*Suppliers and their offerings are subject to change.

# ROYAL LEPAGE COMMERCIAL

**3<sup>RD</sup> IN CANADA\***



■ Royal LePage Commercial

■ Colliers

■ CBRE

■ Cushman & Wakefield

■ Avison Young

\*By total agent count

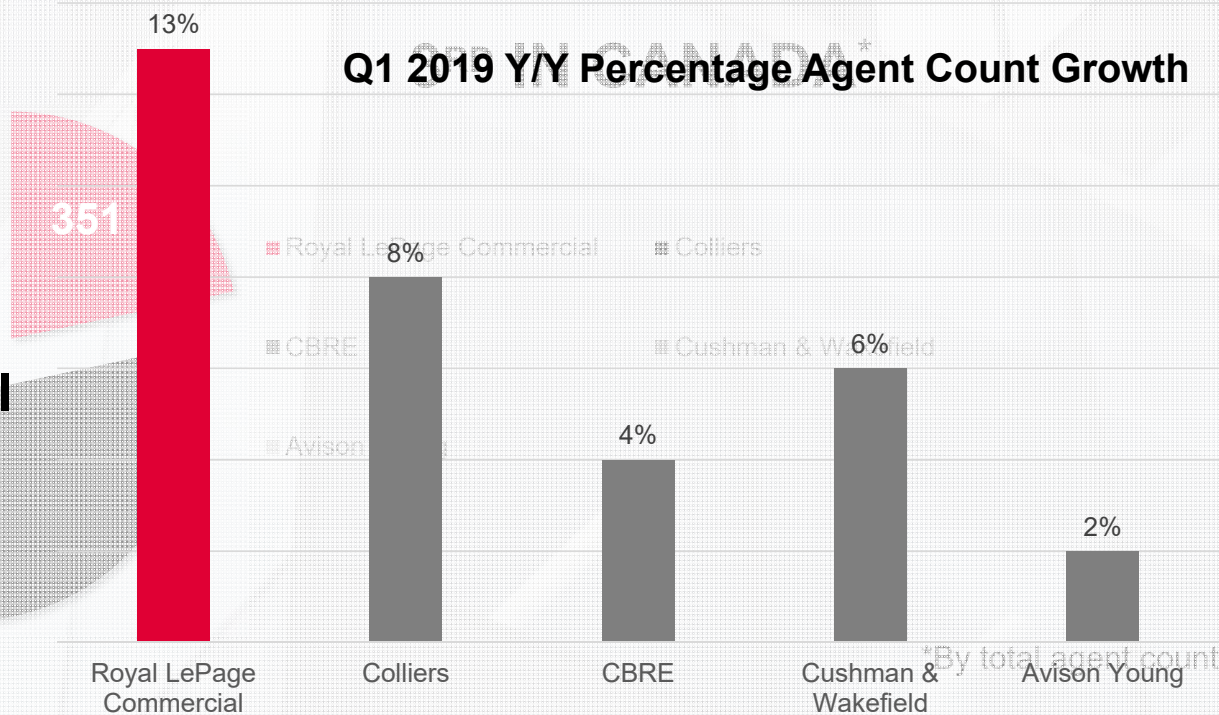
REALTOR® count is current as at March 31, 2019





# ROYAL LEPAGE COMMERCIAL

**The  
Fastest  
Growing  
Commercial  
Brand**



REALTOR® count is current as at March 31, 2019



# CANADA'S INNOVATION LEADER ... FOR OVER A CENTURY!

Leveraging leading  
technologies to **improve  
productivity** and **drive  
business**





Introducing the  
**MOST POWERFUL  
TECHNOLOGY PLATFORM**  
in Canadian Real Estate



A tech ecosystem to **fuel your business.**  
Today and in the future.





# ELIMINATING THE GAPS THAT KILL PRODUCTION & PROFITS

PRODUCTIVITY, PROFITABILITY & A GREAT CONSUMER EXPERIENCE  
DEPEND ON INTEGRATION ACROSS YOUR ENTIRE BUSINESS

AI / BEHAVIOURAL AUTOMATION

**LEAD &  
DEMAND GEN**



**WEB &  
FRONT END**



**CRM &  
NURTURE**



**TRANSACTIONS  
& BACK OFFICE**

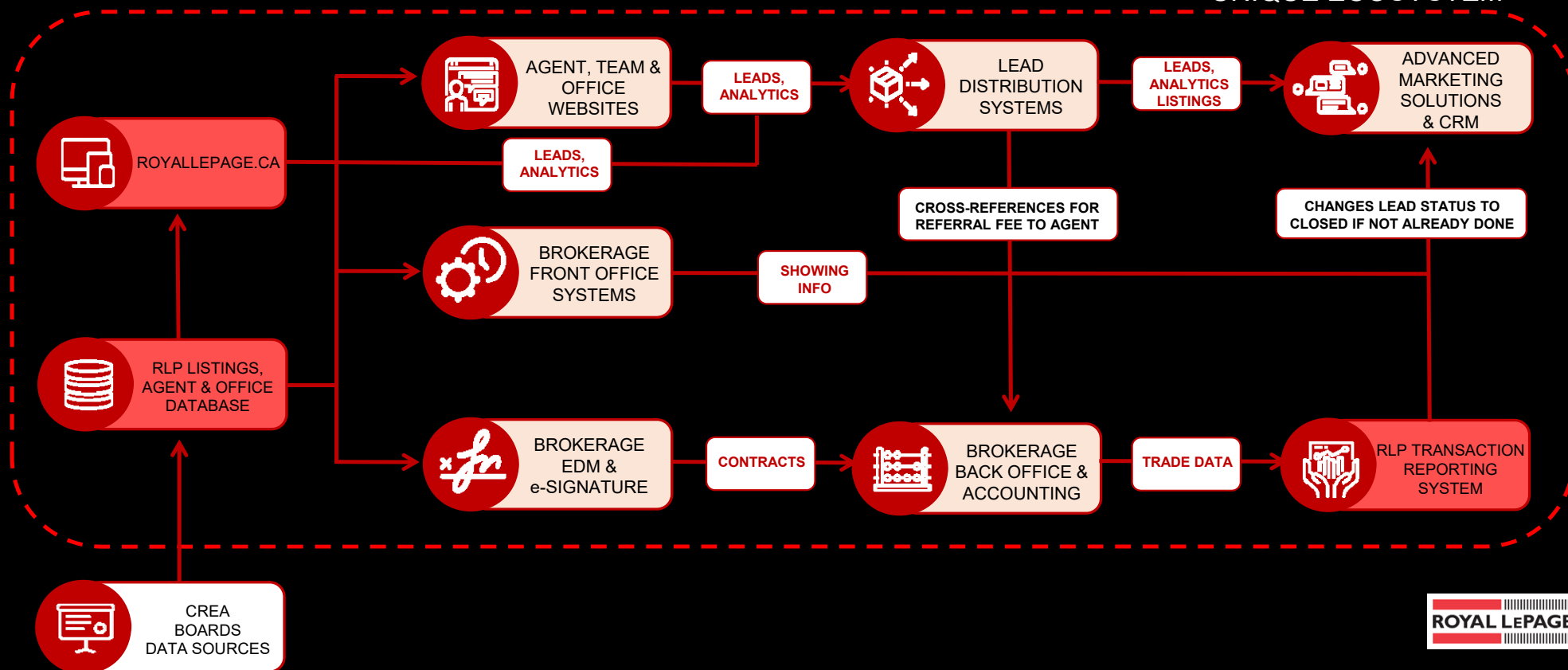
BUSINESS INTELLIGENCE





# A COMPREHENSIVE PLATFORM TO RUN YOUR ENTIRE BUSINESS

ROYAL LEPAGE  
UNIQUE ECOSYSTEM





# YOUR BUSINESS ON AUTOPILOT



## FULLY MOBILE CORE PLATFORM

- ✓ Lead Management & Nurture
- ✓ Lead-Gen Landing & Squeeze Pages
- ✓ Social Channel Integration
- ✓ Powerful Websites with WordPress Plugin
- ✓ Complete CRM
- ✓ Marketing Automation with List/Sell Tools
- ✓ CorePrint Print Marketing
- ✓ Mobile CRM & Open House App
- ✓ Transaction Integration
- ✓ Business Intelligence
- ✓ Broker Platform

A **built-for-Canada** real estate system, integrating the **world's best technology**

All of these amazing features and tools **covered by your fees** – there's **no additional cost** to you!





## EMPOWERING TEAMS

Options to empower teams with their own sub-account, independent business logic, team goals, lead-gen, controls & reporting

- Powerful Team Sub-Accounts & Controls
- Customizable Team Websites
- Top Lead-Gen Tools for Teams
- Lead Purchasing & Management
- Advanced Lead Routing Options
- Flexible Team Campaigns
- Team Reports & Analytics
- Dedicated Success Coach

LARGE TEAM  
ADD-ON



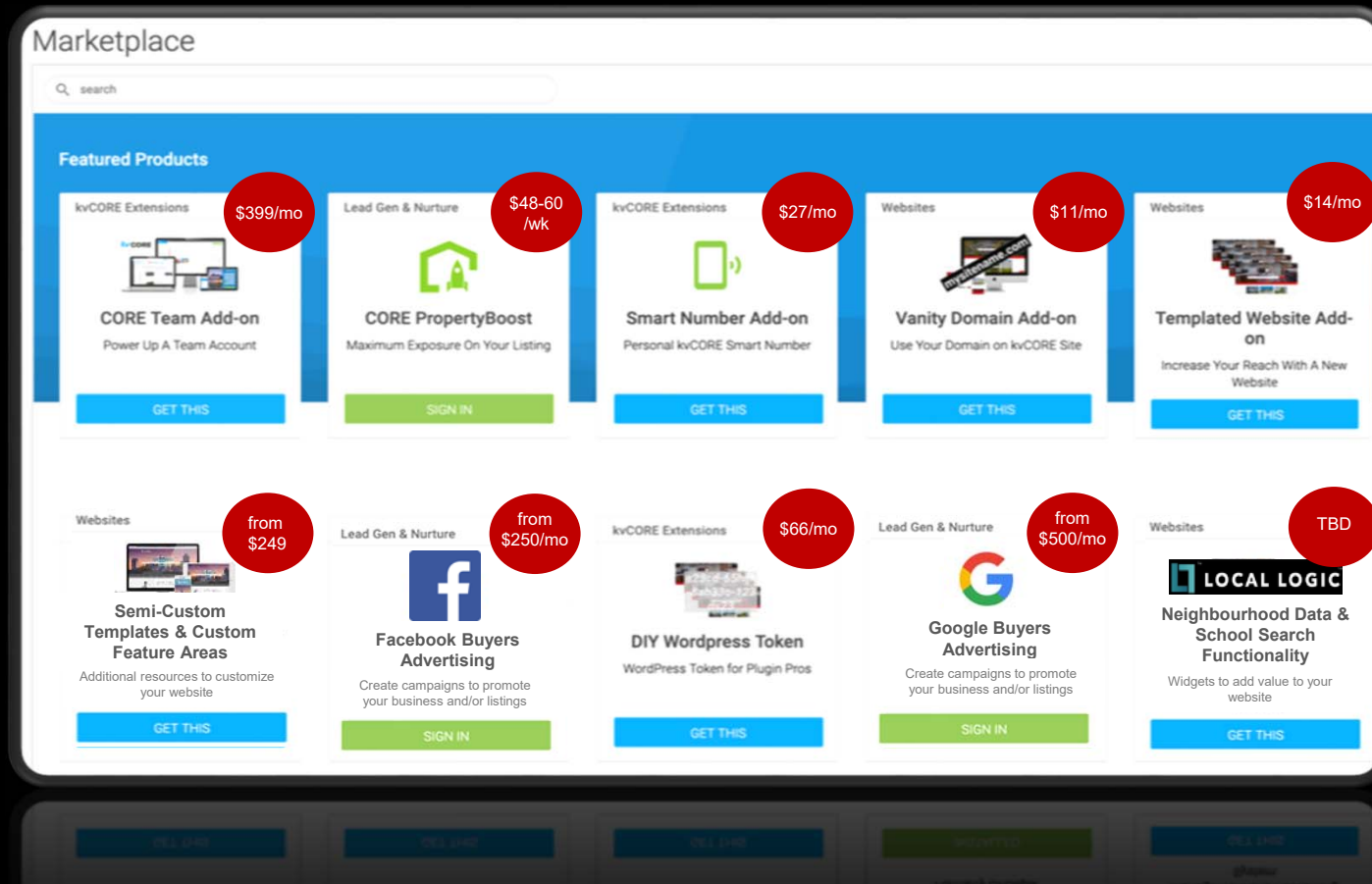
\$399/MONTH USD





# MARKETPLACE

AN APP-STORE PLATFORM LETS YOU  
PURCHASE SERVICES AND ADVERTISING



Pricing in USD



POWER THE  
POSSIBLE.



COMING SPRING 2020





**2020 ROYAL LEPAGE  
NATIONAL SALES  
CONFERENCE**

*Winnipeg, MB*

September 15 - 17, 2020







A CULTURE OF GIVING



**\$33M**  
**RAISED**  
**1998 - 2019**

**\$3M**  
**RAISED**  
**IN 2019**

**THANK YOU!**

Together, we help 50,000 women and children in 200 shelters each year, and support programs that help put an end to family violence.





# COMMISSION DONATIONS

a **CRITICAL** means of support

Millions

100  
90  
80  
70  
60  
50  
40  
30  
20  
10  
0



**ONE-THIRD** raised  
comes from  
Commission Donations

Yet **ONLY 12% of agents**  
**make donations** through  
commissions

## YOU CAN HELP!

## Become a Commission Donor

IMAGINE THE DIFFERENCE IT WILL MAKE!



120 trekkers from across Canada

**\$1.132M RAISED**

**THANK YOU FOR YOUR SUPPORT OF OUR TREKKERS!**





# 2020

Let's Make It Our  
Best Year Yet!

# THANK YOU!

CANADA'S  
REAL ESTATE COMPANY

ROYAL LEPAGE