

# SIMPLY THE BEST

Creating an environment where the best REALTORS® maximize their potential.

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**With Tina Turner's *Simply the Best* and a dazzling laser light show cutting through thunderous applause, the curtain rose on the 2014 National Sales Conference in Toronto.**

The song was chosen carefully and the theme proved apt. Conference week provided example after example of why Royal LePage REALTORS® are the best at what they do. Passionate, generous, competitive, engaged, and eager to learn: the delegates showed themselves to be the equivalent of Canadian real estate intelligentsia; assembled for the serious mission of improving the very industry in which we derive our excellent livings.

I see this determination to be better, to differentiate oneself by offering superior service, in Royal LePage professionals across Canada. And in my opinion, it

has never been more important for us to do exactly that. The competency of the average real estate agent in our country has slipped over the past decade thanks to a former federal regulator intent on lowering standards in an effort to stoke competition in an already hyper-competitive industry. This is sad for Canadian consumers, and Royal LePage volunteer leaders in Boards and Associations are doing their best to turn the tide. But we cannot wait. We must step up today and be the trusted advisors our clients are seeking, knowledgeable about the entire real estate transaction, from neighbourhood expertise; to insight into energy efficiency and flood patterns; to financing and insurance strategies; to expertly negotiating contracts. Royal LePage professionals know that being a 'home finder' is simply not enough anymore.

**“Our commitment is to accompany and guide you on this journey to enhanced professionalism.”**

– PHIL SOPER