

# *Hope Street*



INFORMATION FOR NEW ASSOCIATES

RELAX.  
WE'VE GOT  
YOU COVERED

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## OUR CODE OF ETHICS

UNDER ALL IS the land. Upon it's wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization.

Through the use of a member, the land resource of the nation reaches its highest use and private land ownership it's widest distribution. The Member is instrumental in molding the form of his or her community and the living and working conditions of its people.

Such functions impose grave social responsibilities which Members can meet only by diligent preparation, and consider it a civic duty to dedicate themselves to the fulfillment of a member's obligations to society.

The member therefore must be zealous to maintain, and continually strive to improve, the professional standards of his/her calling:

- by keeping informed as to developments and trends in real estate
- by endeavoring to protect the public against fraud, misrepresentation or unethical practice in connection with real estate transactions
- by rendering services and opinions based only on the industry member's

knowledge, training, qualifications and experience in real estate

- by seeking no unfair advantage over, nor injuring directly or indirectly, the reputation of, nor publicly disparaging the business practice of other Members
- by being loyal to the agent or brokerage's Real Estate Board and Provincial/Territorial Association and
- by staying active in his or her work

In the interpretation of his or her obligations, the member and firm can take no safer guide than that which has been embodied in the Golden Rule - "*Do unto others as you would have them do unto you*".

No inducement of profit and no instructions from clients or customers can ever justify departure from the ideals of fair dealing and high integrity resulting from adherence to a lofty standard of moral conduct in business relations.

Accepting this standard as his/her own, each Member pledges to observe the spirit of the Code in all dealings, and to conduct business in accordance with the Standards of Business Practice as adopted by The **Canadian Real Estate Association**.

## PRESIDENT'S MESSAGE



GREETINGS FROM THE team at Hope Street Real Estate Corporation. We are a young firm with fresh vision, energy, and ideas.

### **WE ARE AT YOUR SERVICE.**

Having grown up in the real estate business, I understand the risks, and I share your concerns. However, our goal is to provide the best possible care for your career. We offer security in the form of knowledge, experience and dedication.

As a middle and long distance runner, I view life, investment, and business as a marathon not a 100-meter sprint, and as any marathon runner will attest; attitude, strategy, and capability are all equally important. The runner who has the fastest start rarely wins the race, and one with a bad attitude is doomed from the beginning. My team and I are in the business of getting you past the finish line and on to the podium.

I stand by a promise of excellence in client service. My staff and I will be there every step of the way helping you prospect, market, sell, or lease your listings as if they were our own.

I am prudent in ensuring my staff tell you the complete truth and offer un-biased industry advice, good news or bad.

While I do not claim to have *all the answers*, I happily share my 31 years of real estate experience with my team, clients, staff, and customers. I have seen the entire industry and its homeowners suffer during times of adversity, and prosper when the economy is booming. The real estate market goes through cycles. Like any investment cycle there are ups and there are downs. The key is holding on for the long run.

I can promise you that for as long as Hope Street is involved with your career, we will aspire to be the finest Brokerage, advisor, mentor, or manager possible. We offer a diligent approach to brokerage operations, and sales in order to provide you with peace of mind.

This is my absolute commitment to you.

**SHAMON KURESHI**

YOU MAY BE familiar with the benefits of a career in real estate, but perhaps you are not familiar with how or where to begin, fear losing a lifetime of savings, or simply prefer the self directed approach to *your career*. At Hope Street we are in the business of helping people like you. We provide professional support for our team during the initial consulting, training, business development, and actual sales process from a position of experience, integrity, and knowledge.

## OUR MISSION

Through the continual pursuit of excellence in real estate business practices, entrepreneurial integrity, effective marketing and professional development we strive to be the top real estate borkerage in the industry.

## WHY INVEST YOUR TIME WITH HOPE STREET REAL ESTATE CORP?

1. We make real estate easy.
2. We have an excellent track record with our local board and business associates.
3. We work hard for our clients, creating win-win opportunities.
4. Professional integrity.
5. Because of our affiliation within the Property Management industry, a broad scope of real estate related services are at the disposal of your clientele.

We aim to ensure that our clients' real estate needs are met, and that our realtors portfolios are profitable. We strive to over deliver on investments by way of: a value added management approach, utilizing the latest technology, and prudent financial practices.

## EXECUTIVE SUMMARY

AT HOPE STREET, we are in the business of creating wealth for our Realtors through real estate.

We have 36 years of combined real estate knowledge and expertise. **We are acquainted with every aspect of the real estate business** including: property management and administration, residential stabilization and redevelopment, real estate sourcing, acquisition and disposition. When you join the team at Hope Street you are joining more than just a real estate company, you are investing in peace of mind.

We evaluate prospective agents based on a sophisticated set of arithmetic formulas, comparable experience, knowledge, and training.

Our Agent first business model dictates that we are primarily at your service. Our agenda related to making every opportunity available to help you succeed.

We understand that the life of a Real Estate Agent can be a solitary one. You are in business for yourself and few others will be able to relate to your experiences, highs, and sadly, to your low points. Clearly a major problem for new agents, we understand this condition and will contribute to your success by doing everything we can to create a Hope Street community of Hope, encouragement, and advice.

Unlike a conventional profession, the career of a real estate agent is not dictated by a fixed set of instructions. Successful realtors have learned useful tips, techniques, and trade secrets over a period of many years. The management team at Hope Street has seen this and our agenda is to share in the success of our history.

We offer value added services far su-

*“When you join the team at Hope Street, you are joining more than just a brokerage, you are investing in peace of mind.”*

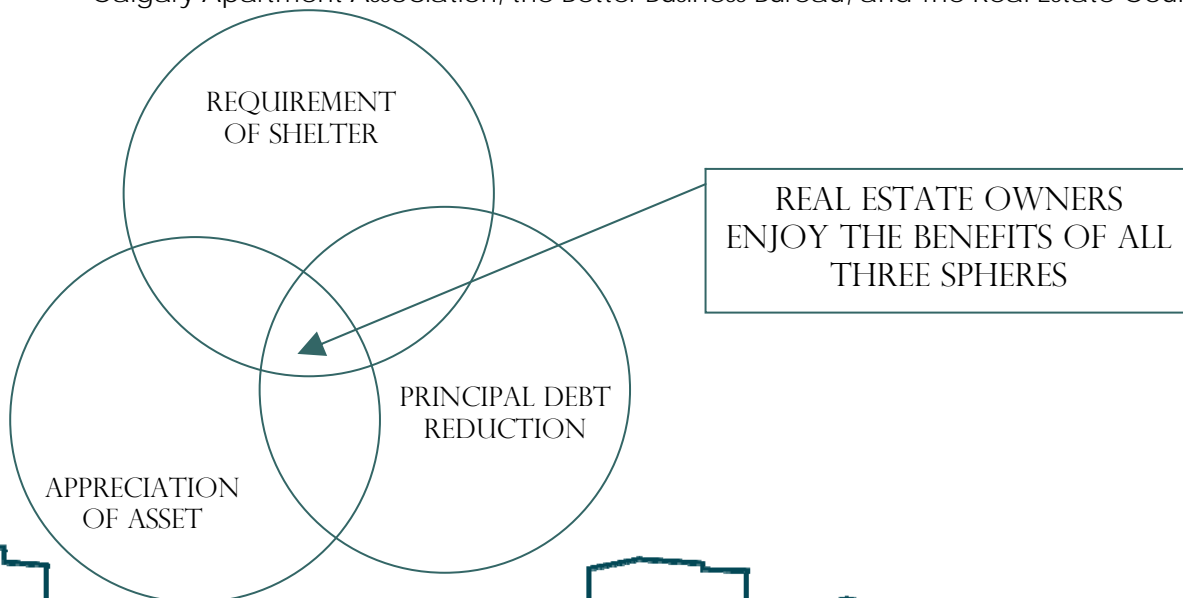
perior to other brokerages at rates that are amongst the most competitive in the industry. We provide a streamlined financial model and, as such, can keep our costs down leading to cost effective brokerage fees to our agents.

We offer a No-frills approach to brokerage services and do not charge exorbitant amounts for un-necessary or un-useful services.

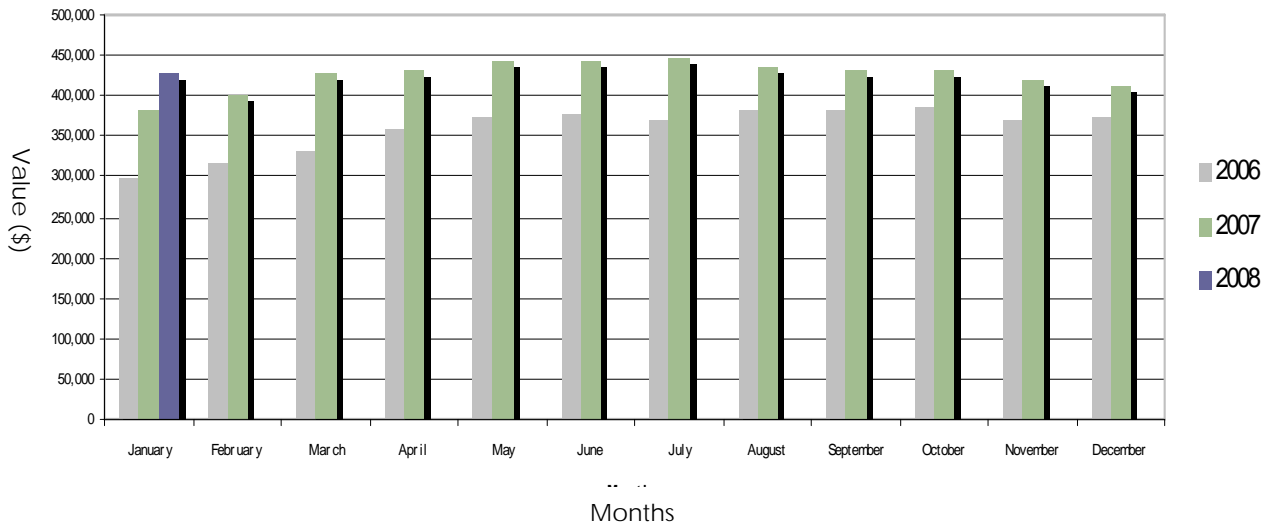
**We have experience in the brokerage business, we are landlords, property managers, Realtors, and business people.**

## WHY SHOULD I JOIN HOPE STREET?

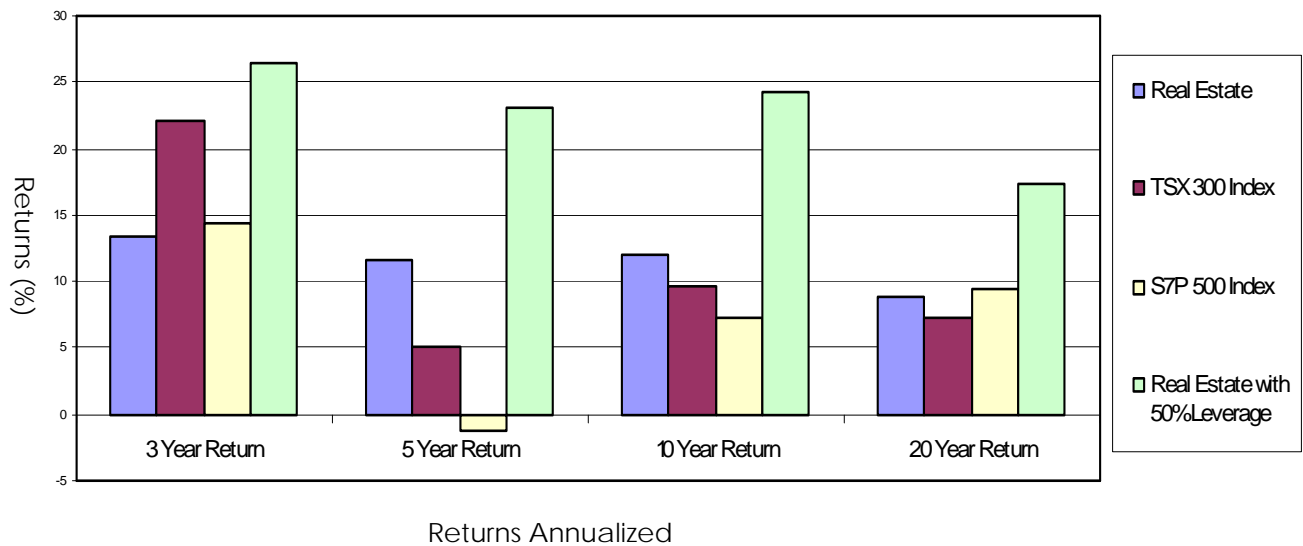
1. **Independence** – Put simply, we do not know of any other career where you can pick your own hours, expenditures, advertising, or personal investment. At Hope Street, assistance for such issues are available but not required. You Choose! For instance; Team Member A may have a busy day job working in a non-related industry and do 5 real estate deal per year through personal referrals; We support Team Member A. Team Member B takes their real estate career to a full time level and takes advantage of Hope Street’s resources like Telephone Answering, Marketing and Design Services, Database support, Meeting space, etc.; We Support Team Member B aswell.
2. **Growth Potential** - Hope Street’s mandate provides regular and ongoing training for issues relevant to Agents today. We provide in house seminars, workshops, and discussions on such issues as Marketing, Prospecting, Legal issues, Search Engine Marketing, Time management, etc.
3. **Huge Support Network** - We have been in the business since early 2004 and have established significant and lasting relationships with other stake holders. We make these resources available to each team member today. Some of these industry stake holders include: Lawyers, Accountants, Property Managers, Condo Managers, Mortgage Professionals, Home Inspectors, Contractors, etc.
4. **Value** - We don’t believe in overcharging our agents. We offer a no-frills approach to brokerage service and are able to pass the savings along to our agents. We have yet to find a more value added brokerage offering rates competitive to Hope Street.
5. **Industry Affiliations** - We are members of: The Calgary Real Estate Board, The Calgary Apartment Association, The Alberta Real Estate Association, The Canadian Real Estate Association, The Calgary Apartment Association, the Better Business Bureau, and The Real Estate Council.



### Why we Believe in Real Estate: Calgary's Average Sale Price



### Annualized Returns: Canadian Real Estate vs. Stocks with a VERY Conservative 50% Leverage





## COMPANY INFORMATION:

### HOPE STREET REAL ESTATE CORP.

#### Corporate Registry

Hope Street Real Estate Corp. was founded in 2004. The owner, and broker of the corporation is Shamon Kureshi. Hope Street Real Estate Corp. operates as 'Hope Street', 'Hope Street Property Management', 'Hope Street Investment Consulting', and 'Hope Street Developments'. We also own the trade names: *MyCalgaryRentals.ca*, and *www.MyCalgaryRentals.ca*.

Hope Street's Sales business is an affiliate of Hope Street Property Management. Hope Street Capital Corporation operates as 'Hope Street' and/or 'Hope Street Capital'.

#### Our Corporate Mandate

1. To provide first-rate service to the satisfaction of our clients.
2. To provide value-added brokerage management services.
3. To fully integrate services for a streamlined and efficient product.
4. To gain sustainable corporate growth.

#### We Provide:

- Residential Real Estate Sales
- Property Management
- CLS & MLS Sales
- Development and Conversion Consulting

- Private & Exclusive Sales
- Project Management

#### Staffing

Our staff have experience in the Brokerage business, rental management, acquisition, disposition, conversion, market research, and value play mechanics. We are rapidly growing and anticipate a full support staff of five persons by year end. At such a time we will consist of: one General Manager, three Property Managers, one Accounting Supervisor, and one Office Administrator.

#### Professional Association

Our staff are active members of the Calgary Real Estate Board, Alberta Real Estate Association, and the Canadian Real Estate Association, the Calgary Apartment Association, are licensed through the Real Estate Council, and are members of the Better Business Bureau.



## OUR PEOPLE

### SHAMON KURESHI– BROKER

Responsibilities include:

- Overseeing all company operations, finances and management.
- Investor relations; negotiating and setting up framework work for specific initiatives.
- Business Development - new agent development.
- Management and distribution of Company owned assets
- Commercial/residential real estate Broker

### ED WATSON– RENTAL MANAGER

Responsibilities include:

- Ensuring efficient management of properties under management contract
- Ensuring rent is collected in a timely manner
- Arranging for contractors to work on renovations and upgrades to maximize revenue
- Maintaining property post stabilization
- Handling tenant disputes
- Evictions

### KASHA KLUNDER– OFFICE MANAGER

Responsibilities include:

- Scheduling and logistics/ management
- Occupancy logistics
- Office Admin.
- Liaising with resident managers, Caretakers, and other on-site staff

### DUANE DUNLOP– FINANCIAL CONTROLLER

Responsibilities include:

- Real estate and property investment financial research.
- Investor relations
- Composition and distribution of property finances.
- Management and distribution of Trust funds.
- General administration
- Real Estate Transaction Conveyance

## OUR COMPETITIVE EDGE

AT HOPE STREET we focus on what we know works. We have over 30 years of combined real estate purchasing, stabilization, Sales, and management experience. We have seen, first hand, the benefit of going the extra mile. It is not unlikely for a business to evolve over time, however in conjunction with a carefully researched and implemented stabilization plan, the likelihood of an increase in profitability is greatly improved.

Unlike a conventional Property Manager, Real Estate Broker, or Investment Manager our services are fully integrated. Our streamlined methodology translates into efficient sales support at rates below those of a conventional, individual provider.

Unlike a conventional real estate broker, we can integrate our knowledge and expertise in real estate management, investment, and Sales into each transaction one of our agents undertakes.

As property managers, we can advise our agents to make assumptions on a given property's rental return and cost, while simultaneously creating a comprehensive acquisition picture

and comparable market analysis for investor clients.

Our brokerage management team rarely broker deals with our own (corporate) owned assets, thus providing ethical transparency and opportunity to fully explore the local markets on behalf of our agents and or their clients.

*"At Hope Street, we see  
long term and aim for  
Clients for Life."*

We have an outstanding rapport and long standing relationship with our market, numerous third party contractors, effectively increase your value to potential clients.

At Hope Street, we see long term and aim for Clients for Life.

## WHAT WE OFFER

OUR CORPORATE CONSTITUTION and ultimate mandate is to provide exceptional value and support to our new agents.

Combined, our staff and management are knowledgeable in areas outside of the sales field relating to mortgage brokerage, inspection processes, construction methods, materials, cost management, project management, building and regulatory code, and supply management. We also have a large industry specific network of trades people, contractors, suppliers, and labor.

### **Office Services**

We maintain a modern office in the Downtown where you will be proud to call home. Our office provides free photocopying, fax service, answering services, prospecting data and research, and meeting space.

### **Office Space**

We have limited office space available for meeting clients, conducting research, or meeting with members of our team for advice. In light of a changing market place and evolving consumer consciousness, most of our agents prefer to meet with clients in "satellite" type offices like Tim Hortons or Star Bucks and we believe this to be a more practical and client focused approach, but the choice is yours!

### **Conveyance**

Our office handles all of the trust accounting, financial reporting, and interaction with other brokerages in a trade. You will receive your paycheck within a *few* days of closing and are required to perform no further action.

## PROPERTY SALE GUIDELINES

**1. We are Provincially Licensed.** This means that each of our agents has the authorization to trade in privately owned real estate throughout the province of Alberta. We have specific arrangements with other boards and offices should our agent need to broker a deal outside of Calgary.

**2. Duty to the Client.** As one of our agents, you will have a duty to your client, that is, the buyer or seller who has retained your services. You cannot fully serve two masters and our brokerage suggests that agents not try. While double ending a deal is not overtly disallowed, we suggest brokerage integration to maximize value to each party.

**3. Market Trending.** We insist our agents be up to date on recent market information (as published through the Calgary Real Estate Board), recent real estate news, legal issues relating to the industry or the process of sales.

**4. Ethical Transparency.** Our brokerage demands complete and entire ethical transparency. Dishonest practitioners do not benefit the industry, their clients or our Brokerage. As such, they will be asked to leave promptly.

**5. Tenants.** As a Hope Street Associate, you may be offered listings from our management portfolio. We manage nearly 500 tenancies and periodically list tenant occupied property for sale. This requires specific consideration and knowledge of tenancy legislation. Please be sure to acquaint yourself with such information prior to any such deal.

## SCOPE OF SERVICES

AS A FULLY integrated real estate company Hope Street Real Estate Corp. can form a team to assist our clients in enhancing their investment in many areas, including: Residential property sales, Property Management, Leasing, and Maintenance.

### **Residential Sales**

Our Primary business operates as a Real Estate Brokerage. Whether you are a first time real estate practitioner, seasoned veteran, or commercial representative we provide a systemic value, and pride ourselves on being able to provide superior service that consistently out-performs the competition.

### **Property Management and Tenancy Support**

We own and/or manage a large portfolio of rental property in the greater Calgary area, which at the time of printing, comprised nearly 500 tenancies. We handle the marketing, arrange move-ins, collect rent, provide maintenance support, take care of financial accounting, evictions, and move-out process. As an agent, you will be able to add value to your clients by association with our management group.

### **Real Estate Research**

We are in constant contact with vendors, brokers, and other real estate firms. As a brokerage, we pride ourselves on being amongst the first to obtain knowledge of new areas of issue, new rules, and tips of the trade.

### **Eviction Services**

We operate a related business from our office providing evictions and tenancy dispute resolution to private landlords, property management companies, and institutional representatives. As an agent, you will inevitably list property for sale that is occupied by tenants. Should things go sour, our team can assist!

## PROPERTY MANAGEMENT

PROPERTY MANAGEMENT knowledge effectively contributes to higher perceived value of our agents to clients. We are continuously finding ways to increase our agents ability to advise on rental issues. The following are some of the areas our management group has expertise in. Further, members of our team can interact and provide useful leads and referrals (with fees).

### Leasing and Tenant Selection

Tenant selection is one of the most important parts of our property management process. We can ensure as little conflict as possible by selecting the best possible candidates. We take a very comprehensive approach to tenant selection including some, or all of the following:

- CURRENT AND PREVIOUS LANDLORD CHECKS- We request and submit references frequently. We believe that the best method of evaluating the reliability of a potential renter is to speak to those who are acquainted with the payment performance of that individual. Additionally, we specifically inquire about their track record regarding: cleanliness, neighbor relations, and community respect.

- MORTGAGE CHECKS. Canada's current migration rate is at an all time high. Because of this unprecedented influx of people, we

are encountering a new demographic of professionals who rely on rental housing for a finite period. Many have not rented a home in recent years and therefore will not have a previous landlord to contact. Banking officials, mortgage agents, and other financial service professionals, however, provide a balanced and well rounded view of an applicant's financial health.

- EMPLOYMENT VERIFICATION - We contact employers to ensure that applicants are being honest about wages and job stability. In the case that an applicant is self employed, the applicant's previous tax returns and/or bank statements are examined.

- CREDIT REPORT - We contact Equifax, or Trans Union credit services who provide independent verification of an individual's payment history.

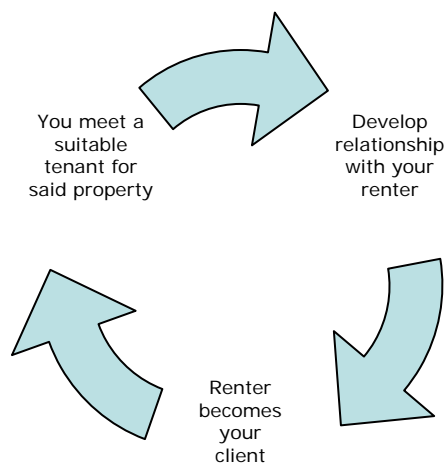
OUR PROPERTY MANAGEMENT fees are among the most reasonable in the industry. We are a young firm and have an explicit goal of obtaining a greater market share within the industry.

## MANAGEMENT REFERRAL AND LEASING FEES

Very few brokerages offer integrated services the way Hope Street does. We offer a all-service approach by specializing in Property management and Sales.

All of our agents have the **option** to opt-in to our Property Management group. Leasing homes is a great way to ensure regular pay checks. Dealing with responsible tenants who choose to rent their homes for a finite period is a great way to establish a network of potential buyers and immerse oneself within the local real estate industry.

We offer leasing fees in the amount of \$200.00 per move in to each licensed member of our Management group. In addition, the brokerage provides you with a referral fee of \$200.00 for each new contract.





## BROKERAGE RULES & REGULATIONS

The management team at the brokerage respectfully requests all associates follow a stated set of regulations in order to:

- Create a streamlined and efficient administrative process
- Ensure equality and ethical transparency for each member of our team
- Demonstrate compliance to stated by-laws set out by the Calgary Real Estate Board and the Real Estate Council of Alberta.

Documents:

- All listing contracts, accepted purchase contracts, amendments, addendums, or waivers must be submitted to the brokerage within 48 hours of creation.
- iFax documents are encouraged and soft copies of such documents are a great way to ensure maximum legibility while saving the environment.
- All documents submitted to the Brokerage must also be kept on file by agents for 7 years.
- Whenever Possible, source documents should be kept by agents.

Marketing:

- All marketing materials prepared for agents must contain the Brokerage name, mailing address, and website URL..
- All associates must clearly identify themselves on print materials as being an "Associate" of the brokerage.
- Under no circumstances whatsoever shall the prospecting of properties under existing listing contracts be tolerated.
- All print materials to be distributed via direct mail must bear the following phrase: "This document is not intended to solicit property that is currently listed for sale. For more info on our non-competition policy please visit [www.hopastreet.ca](http://www.hopastreet.ca)"
- Any print materials created from methods other than via brokerage template must be okayed by a member of the brokerage's management.

## BROKERAGE RULES & REGULATIONS

### Meeting Space:

- We believe agents are better served to meet clients in a less formal atmosphere than regular office type meetings. Such establishments as Tim Hortons, Starbucks, or other public places provide a less intense and more comfortable experience for most clients.
- If an agent so desires, the brokerage will make office space available for client presentations, negotiations, etc.
- Our brokerage office is open and available 9am - 4pm Monday through Friday and after hours by appointment.
- Office space is available on a first come first served basis and agents are encouraged to pre-book meeting space. The brokerage will make sure space is available, clean, and free of significant distractions.

### Telephone Answering:

- Agents are encouraged to obtain a local cell phone number. It is our opinion that clients will appreciate the ease of contact and piece of mind that comes from knowing a cell phone connects them with a member of our team in a prompt manner.
- Agents are requested to **NOT** publish the direct phone number of our head office in favor of using their direct cell phone number or call answering / paging service.
- All agents are enrolled in our call answering service where-in a professional telephone operator will greet the caller, take a message, and send info to a cell phone or other device via text message, call 2 view, etc.

## OUR AGENT FIRST BROKERAGE FEES

We believe that our fees are amongst the most reasonable in the industry and our brokerage's stated objective is to increase our market share and increase the size of our team.

Our fee structure provides a no frills service and contains no hidden fees. What you see is what you get.

All of our fees are subject to GST and agents are required to obtain a GST number from the Canada Revenue Agency. Doing so takes less than 10 minutes and does not require a start up fee or application cost of any form. Agents who do not provide the brokerage with a working GST number will have their commission checks withheld until they can produce such a number to be kept on file.

Item	Brokerage Fee
Monthly brokerage membership fee (12 month commitment required)	\$100.00
Desk fee per deal (based on dual agency)	\$150.00
Referral fee paid to our Associates for new property management contract	\$200.00
Leasing fee paid to our Associates for new Tenancy	\$200.00

## BROKERAGE INCENTIVES

As a young brokerage we offer various incentives to our agents to help us grow the size of our team. These incentives are offered as discounts from our agents monthly membership fee:

### Refer an Agent

Members of our team who may know of a licensed real estate associate who wishes to join our brokerage are encouraged to refer them our way. **With each agent referral Hope Street will credit the referring agents account with three months of membership fees.** There are no limits to this referral incentive and all agents are encouraged to help us build the team.

From our perspective; having a large team or real estate associates will benefit everyone. Associates will have a larger peer group to exchange ideas with, encourage and gain encouragement from, and discuss recent trends or developments from within the local market.

Agents are cautioned however; we are not in the business of accosting associates who are happy in their current brokerage situations.

### Vehicle Decals

We consider cars to be moving billboards that provide an excellent platform to get an agents name into the public's view. Agents are encouraged to place a vehicle decal on their clean, late model cars containing their contact info and any other pertinent details.

**Agents who agree to publish a vehicle decal containing the Brokerage name, tag line, and contact info will be credited three months worth of membership fees.**

Our vehicle decals are approximately 24" x 36" and are attached to both sides of vehicle by static bond, magnetic attachment, or window adhesive.

Our stipulations are that the vehicle is an agents primary form of transportation, be a late model car free of any significant damage, and be cleaned regularly.

Best of all, agents generally drum up 3-4 deals per year from such public displays of their profession.

## FAQ'S

### **How much does it cost to join the team at Hope Street Real Estate Corp?**

We believe our brokerage and desk fee to be amongst the most reasonable in the industry - especially when considering the value provided to agents by our brokerage.

We Charge:

*\$100.00 per month* - flat monthly fee assessed on the first calendar day of each month for all associates. Includes all access to the MLX database, brokerage support, associate training programs, answering service, use of our office for meeting space, etc.

*\$150.00 per transaction* - this fee is assessed to all agents upon closing of a transaction and is applied to the costs of closing a real estate file, conveyance, record keeping, etc.

### **Does Hope Street Charge any Other Fees?**

No. Any further expenditures for such items as marketing materials, stationary, or signs are separate from the brokerage accounts.

### **Is there a minimum time commitment that Hope Street requires from an Agent?**

Yes. We respectfully request a 12 month commitment from our agents. We hope to have sufficient time to acquaint the agent with our company policies and practices, assist in the process of building an agents degree of name recognition, and provide sufficient time for an agent to succeed.

### **What if I need to terminate my contract with Hope Street before the end of the 12 month term?**

Our brokerage understands that sometimes things *change* for reasons beyond our control, or life throws us curveballs. As such, we arrange an amicable early termination fee based on the remaining number of months within the first year long term. That is, if an agent needs to cancel their membership after 6 months, with 6 months remaining in their initial term, then Hope Street respectfully requests a termination fee equal to the remaining 6 months fees. After the first year of membership within our brokerage, no penalty is assessed.

## FAQ'S

### Does Hope Street engage internet or website marketing practices for Agents?

Yes. We are mindful of the changing trends in consumer behaviour and direct the majority of our marketing budget, financial resources, and creative capital to the internet. We understand that doing so ensures visibility in today's hi-tech world. Hope Street's internet marketing strategy includes:

- Intensive search engine optimization for our brokerage site
- Aggressive use of MLX web based technology
- A turn-key agent info source within our website. Each agent has a web-page that is easily navigated from our homepage. The agent page will include a picture (when available), link to existing listings, and a paragraph long bio of the agent highlighting special skills, training, and areas of practice. The brokerage includes this service free with each agents monthly membership.

### Can I have my own website?

Yes. Our brokerage has working relationships with numerous web designers who (for a fee) will create an agent website in a cost effective and stylish manner, or agents can design and create their site by themselves.

### What does my monthly membership fee include?

We offer all agents the following:

- Professional website page with agent details, picture, and link to any existing listings.
- Professional telephone answering / paging service.
- Ongoing support for business development, refinement, sales training.
- 500 free business cards to match our existing brand, color, style.
- A *yourname@hopestreet.ca* email address which can be set up with a direct mail box, automatic forward to an existing email account, or redirected to a mobile device.
- Use of our office for meeting clients, photocopying, etc.
- Exclusive use of our pre-printed and / or pre designed marketing materials and flyer templates.

## FAQ'S

### **Will Hope Street provide me with any leads?**

Yes!

We offer all agents the following:

- Opportunity to join our property management group.
- Option to lease any number of our vacant rental contracts. Last year, members of our team rented nearly 350 properties, this year, we are on track to increase this number by 33%
- Agents within our property management group are exposed to thousands of potential buyers and the investor clients who own their homes.
- Distribution of client inquiries directly to our office via email, telephone, or personal visit.

### **Will Hope Street provide me with 'For Sale' or 'Just Listed' signs?**

No.

We figure we are not in the sign printing business, and as such have no reason to pre-print a large number of signs in order to re-sell them to our agents at significant mark up. We'll give you the template, authorization to use our design, and the contact number of a suitable sign printer.

### **Does Hope Street have a hold on my commission checks once my deal closes?**

No.

Once commissions are received from a co-operating brokerage, law firm, or a client; Hope Street will deposit such funds in trust. Upon satisfactory clearing of funds, a check will be issued immediately to an agent. Agents have an option of direct deposit or manual check delivery.

## CLOSING REMARKS

It is our goal to establish Hope Street Real Estate Corp. as one of the premiere Real Estate I Companies in Calgary. With experience and determination on our side, we plan to grow the company to include a diverse team of Agents, Managers, and support staff. Through Partnership Agreements with our associates we will provide radical customer service to our clients, understand the most recent market trends, effectively negotiate all of our transactions, and develop the company into a major player on the scene.

We believe, and experts have stated, that Calgary's real estate market is healthy and poised for significant growth in the coming months and years. We hope to have you on our team during these exciting times of growth.

We are confident that with thorough creating win - win situations for our agents, clients, support staff, and customers that all parties can benefit.

Thank you for considering Hope Street Real Estate Corp. for your Brokerage of choice. We look forward to doing business with you in the future.

**Relax.**

**We've got You Covered.**



# OUR PREVIOUS BROKERAGE CONTRACTS

59 Eversyde Circle  
 212 15 Somervale  
 1214 1111 6 Ave  
 1406 1111 6 Ave  
 1002 1111 6 Ave  
 311, 1111 6 Ave  
 1705 1111 6 Ave  
 63 Patterson Hill  
 #412, 1053 10th Ave  
 #2603, 1053 10th Ave  
 #1008, 1053 10th Ave  
 4002 Patricia Landing  
 111 10 Discovery Ridge  
 206 Patina Park  
 816 1111 6 Ave  
 #204, 1724 26 Ave  
 #22, 9000 Wentworth Ave  
 403, 1225 15 Ave  
 #311, 2320 Erlton St  
 #109, 1117 1st  
 #212, 1117 1st  
 301, 501 57 ave  
 Acreage  
 50 Cresthaven Way  
 9 Woodhill Crt  
 #1, 1427 37 st  
 #2, 1427 37 st  
 #3, 1427 37 st  
 #4, 1427 37 st  
 #1, 3527 14a St  
 #2, 3527 14a St  
 #3, 3527 14a St  
 #4, 3527 14a St  
 #5, 3527 14a St  
 #101, 1110 17th St  
 #404, 1110 17th St  
 201 Silverado Range View  
 900 Durham Ave  
 1404 38 Ave  
 1408 38 Ave (UP)  
 1408 38 Ave (BSMT)  
 1918 (up) 5a St  
 1918 (down) 5a St  
 #1 - 1920 5a ST  
 #2 - 1920 5a ST

#3 - 1920 5a ST  
 #1 - 1924 5a ST  
 #2 - 1924 5a St  
 #3 - 1924 5a St  
 #401, 2317 17b St  
 112 Douglas Woods Terrace  
 #1401, 1410 1st  
 505, 1410 1St St  
 267 333 Riverfront Ave  
 804 Raynard Cres (upper)  
 804 Raynard Cres (bsmt)  
 2701 16 Ave (upper)  
 2701 16 Ave (bsmt)  
 6 Mckernan Place  
 232 Erinmount Place  
 1519 48 St (upper)  
 1519 48 St (bsmt)  
 1805 1410 1 St  
 #505, 535 8 Ave  
 1117 6224 17 Ave  
 55 Prestwick Cr  
 2401 43 St (up)  
 2401 43 St (down)  
 2403 43 St (up)  
 2403 43 St (Down)  
 5 Cranwell Square  
 #34, 3705 Fonda Way  
 1511 36 St (1)  
 1511- 36 St (2)  
 1511- 36 St (3)  
 10404 2nd St  
 #316, 21 Dover Point  
 #1105 52a St  
 2808 (up) 10 Ave  
 2808 (down) 10 Ave  
 2810 (up) 10 Ave  
 2810 (down) 10 Ave  
 67 Hidden Valley Park  
 466 12 St  
 39 Edgeview Hts  
 7113 Hunterville Rd  
 169 Heston Street (up)  
 169 Heston Street (down)  
 34 Rockyridge Cir  
 286 Tuscany Rd

50 Tuscan Ravine Rd  
 #4210, 70 Panorama Place  
 8544 48th Ave  
 420 Pine Hill Rd (down)  
 420 Pine Hill Rd (upper)  
 #230, 1920 14th Ave  
 2507-39 St (up)  
 2507 39 St (down)  
 304 56 Ave (Up)  
 4132 Maryvale Rd (up)  
 4132 Maryvale Rd (Down)  
 52 Faldale Close (upper)  
 52 Faldale Close (Bsmt)  
 52 Faldale Close (Bsmt)  
 6821 Pinecliff Grove  
 46 Martinvalley Way  
 208 Maderia Place (main)  
 208 Maderia Place (bsmt)  
 #208, 355 5 Ave  
 134 Creekside Bay - Airdrie  
 1 Temple Hill Place (up)  
 1 Temple Hill Place (down)  
 6415 24 Ave (up)  
 6415 24 Ave (Down)  
 2320 51 St (up)  
 2320 51 St (Down)  
 67 Fallswater Rd (up)  
 67 Fallswater Rd (down)  
 82 Montrose Cr (up)  
 82 Montrose Cr (down)  
 #107, 333 Gary Cres.  
 130 Tarawood Rd.

## INDUSTRY CONTACTS & ADVISORS

### ADVISORS

Law – Alice H.T. Hua, Hua Legal.

403 410 3880

alice@hualegal.com

Accounting – James Yip, (CMA) Scott & Yip

Certified Management Accountants

410 9075

### PROFESSIONAL CONTACTS

Alberta Government Services Landlord Hotline

1 877 427 4088

Canada Revenue Agency Taxation Hotline

1 800 959 8281

Samson Lau CIBC, Financial Planning

221 5928

Tammy Soares CIBC

974 2726

J. Bailiff & Co. Eviction Agent

215-5777

Denis Goulet, CMA Management Accounting

250 2119

R. Paul Jacobson, LLM Tax Law

210 0278

Chris Souster, LLB Real Estate Law

259 0029

AAG Property Tax Assessment Advisory Group

266 4777

### SERVICE CONTACTS

A-Class Appliance Repairs

660 5533

Brother's Mechanical Plumbing & Heating

228 2580

Electric Eel Drain de-clogging

257 0226

Aardvark Pest Control

273-MICE (6423)

Phelps Coin Laundry

236-3200

All Tech Elevator Service

243 8461

Peddie Roofing

273 7000

Berry Flooring LTD.

259 3995

Rona

MacLeod Trail- 253 5533

Crowfoot- 239 5850

Sunridge- 219 5800

Magiclean Cleaning Services

229 3323

1 Call House Care Handyman Services

241 2255

### MORTGAGE CONTACTS

CIBC, Samson Lau

221 5928

Bank of Montreal, Howard Blumhagen

503 7519

Canada ICI Commercial Mortgages, RJ Pratt

297 9320

TD Canada Trust, Andrew Major

292 1415

People's Trust Co., Dennis Aitkin

205 8203

Carevest Capital Inc., Alex Tye

539 4789

Scotiabank, Henrik Jensen

299 6399

North Point Capital Corp., Richard Roos

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287 9140

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# SAMPLE MARKETING MATERIALS

Postcard Template: Sleek, Contemporary.



Print media is an important and useful tool in the real estate marketing process. We have dozens of professionally designed flyers, direct mail, listing presentation info, or home feature templates for you to choose from which will convey a different message based on your criteria. We will provide the basic format, you provide the text/words and picture and its off to print we go! We effectively eliminate the extreme expense incurred when hiring a professional marketing or PR firm.

Postcard Template: Emotional, Gripping.



# SAMPLE MARKETING MATERIALS

**Sample Listing Presentation Folder;** add your cell phone, web-site, tagline, or any other use full info to these templates. Presentation Folders have been proven to effectively increase your prospect to sales ratio by adding an element of professionalism.

A template for a listing presentation folder. It features a light beige background with a dark blue footer. The footer contains the text: "www.HopeStreet.ca", "Suite #109 The Manhattan Building", "1117 1 St SW", "Calgary, Alberta T2R 0T9", "403-520-5220" on the left, and "Residential Real Estate Solutions" on the right. In the center, there is a logo for "HopeStreet REAL ESTATE CORP." above a green rectangular box with the text "Place Your Personal Statement Here!". At the bottom left of the main area, it says "RELAX. WE'VE GOT YOU COVERED".

A vertical marketing ad template. At the top is the "HopeStreet REAL ESTATE CORP." logo. Below it is a green box with the text "Your Name Here!". Underneath is the text "Find out how much you can actually SELL your Calgary Home for!". At the bottom, there is a photo of a man looking at a newspaper with a thought bubble containing a dollar sign and question marks above his head. Below the photo is the text "FREE ONLINE EVALUATION".

We take an aggressive approach to marketing and encourage our agents to do the same. Each of these templates represent different method of marketing and prove to be a useful tool to each of our agents.

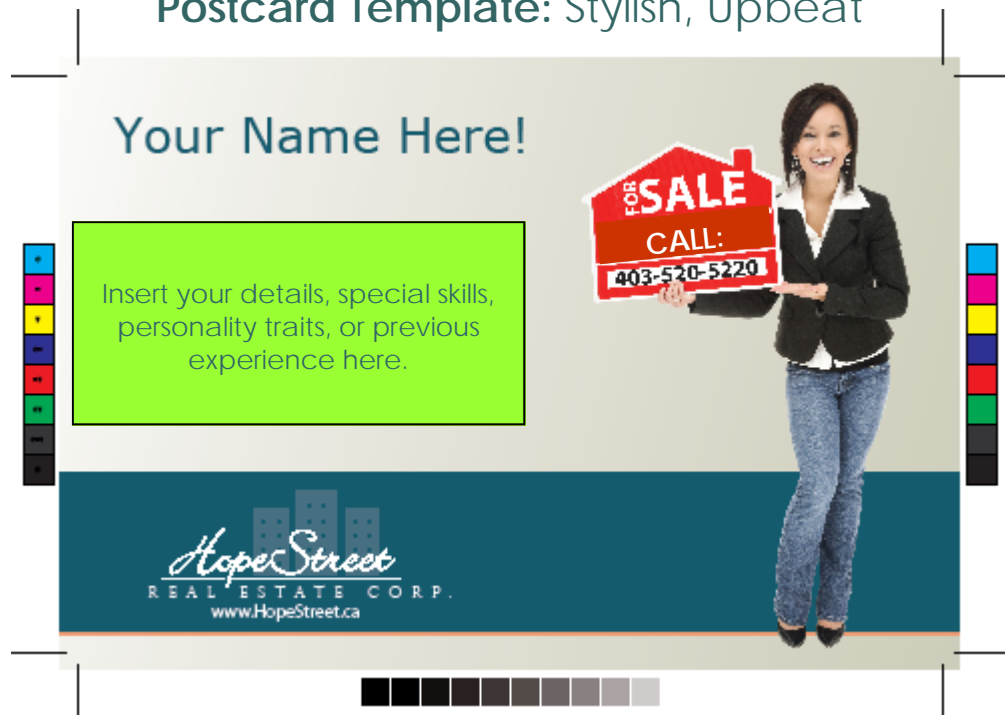
Online or News Print AD: This ad utilizes modern web based marketing or fits elegantly within print media.

# SAMPLE MARKETING MATERIALS



**Company Issue Business Cards;** Each member Receives 500 professionally designed business cards, free of charge upon membership initiation.

## Postcard Template: Stylish, Upbeat



## SAMPLE LAWN SIGNS

Customizable "For Sale" Sign



Customizable "For Rent" Sign





**Thank You Very Much!**



**We Look Forward to Hearing From You Soon!**

Hope Street Real Estate Corp.  
#109, 1117 1st ST SW  
Calgary AB, T2R 0T9  
T- 403.520.5220  
F - 403.520.5240  
info@HopeStreet.ca



Residential Real Estate Solutions.



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