

# Join the Future of Real Estate<sup>®</sup>

Canada's Largest Private Sale Network



**Property  
Guys.com**

**FOR SALE**

*Contact Information*

**SOLD**



**Property  
Guys.com**



## Who We Are

PropertyGuys.com is reconstructing how real estate is bought and sold. We're NOT real estate agents or brokers - we're something very different, something much better. We help buyers and sellers avoid the high cost of commission by connecting directly. Our approach provides sellers with all the tools they need to sell successfully, without sacrificing expertise. Instead of the agent "jack-of-all-trades" approach, our system leverages real estate lawyers, certified appraisers, expert marketing professionals, and a call

answering and appointment booking service to leave nothing to chance.

Our revolutionary real estate model has allowed us to grow into Canada's largest private sale franchise network with over 110 franchise locations, serving more than 600 communities from coast to coast. The time to become a PropertyGuys.com franchise owner could not be better.



 **MADE IN CANADA**



## Our History

PropertyGuys.com began in 1998, as a result of an idea that Ken LeBlanc and Jeremy Demont had as they traveled to and from university classes. Every day they drove by a number of orphan 'For Sale by Owner' signs. Days later, these somewhat inconspicuous and lonely looking signs would be converted to real estate agent signs and the owner would then be forced to cough up a percentage of commission on the sale of their property. While the rest of the world saw a 'cheapskate do-it-yourselfer', ... Ken LeBlanc saw smart homeowners with great intentions but no support to get it done. He set his sights on figuring out a better way to sell a house without paying high commissions.

Over the next few weeks the team was selected, the business plan was developed, and PropertyGuys.com was officially launched! Hard work, late nights and a ton of creativity allowed PropertyGuys.com to build a strong local brand in only a few months; they were literally an overnight success.

True to their commitment to innovation and change, in 2001 the partners decided to launch their franchise system after a call from Prince Edward Island sparked the idea and changed the course of the company in an instant.

After intervention by the Competition Bureau in 2010, a door was opened for even more real estate services. In 2013, the company took an aggressive approach with a full realm of real estate services and introduced their RealEstatePro® offering. The tagline "From Pricing to Legal to Sold™" was introduced in conjunction with the company signing national partnerships with legal closing services, a network of appraisers, and a 24/7 resource contact centre to take calls for sellers. The company was finally able to provide a full service offering to their private sellers at a fraction of the cost of what you would expect to pay an agent.

PropertyGuys.com estimates that the private sale trend will continue to gain momentum. In fact, they are confident that eventually half of all Canadian properties will be sold privately.

The most exciting element to this story is that it is still being written. The crusade to help homeowners sell privately and save thousands of dollars is being fuelled up by our franchisees nationwide. From local to national recognition of the brand, PropertyGuys.com is tackling the billion dollar real estate industry, one customer at a time.



## The Partners



**Ken LeBlanc**, BBA  
PRESIDENT & CEO

Recognized as one of Atlantic Canada's Top 50 CEOs by Atlantic Business Magazine, Ken brings vision, leadership and drive to the PropertyGuys.com team. His business administration background, communication skills, entrepreneurial drive, and team-oriented management style provide him with all the skills necessary to succeed in this new market position. Ken has also served as Chair for the Canadian Franchise Association Board of Directors and still sits on the Board as Past Chair.



**Walter Melanson**, AMP  
DIRECTOR OF PARTNERSHIPS

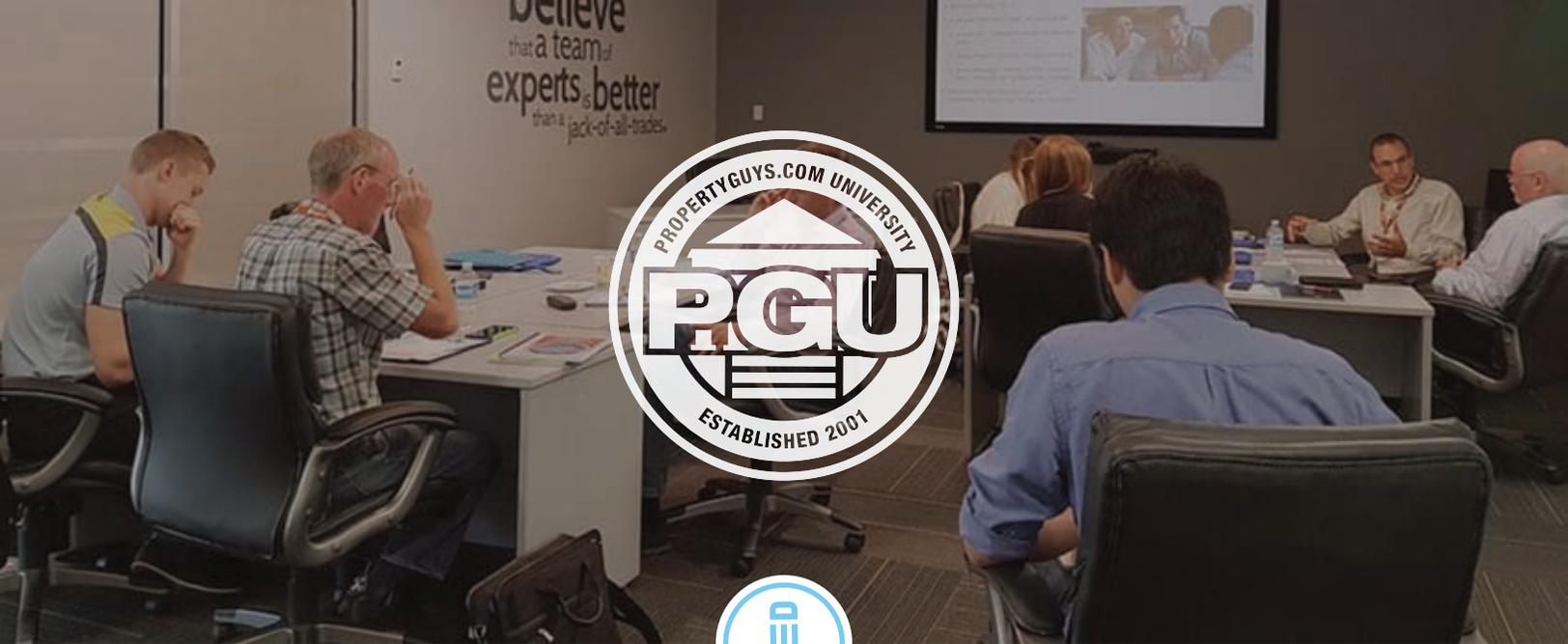
Walter brings a wealth of industry knowledge and experience to the business development team. In addition to his university studies in marketing, his background combines knowledge in real estate, mortgage lending and Internet business models. Walter is a motivated and valued resource for the Home Office team and franchisees alike.



**Jeremy Demont**, BBA  
VP OF OPERATIONS

Recognized in 2002 as Young Entrepreneur of the Year NB by the Business Development Bank of Canada for his founding efforts at PropertyGuys.com, Jeremy brings organization and operational control to the Home Office team. In addition to his background in business administration, his professionalism and team-centered management style give him the skills to run a great ship. In his off time, you might find him serving in advisory roles for local youth facilities and entrepreneurship programs.





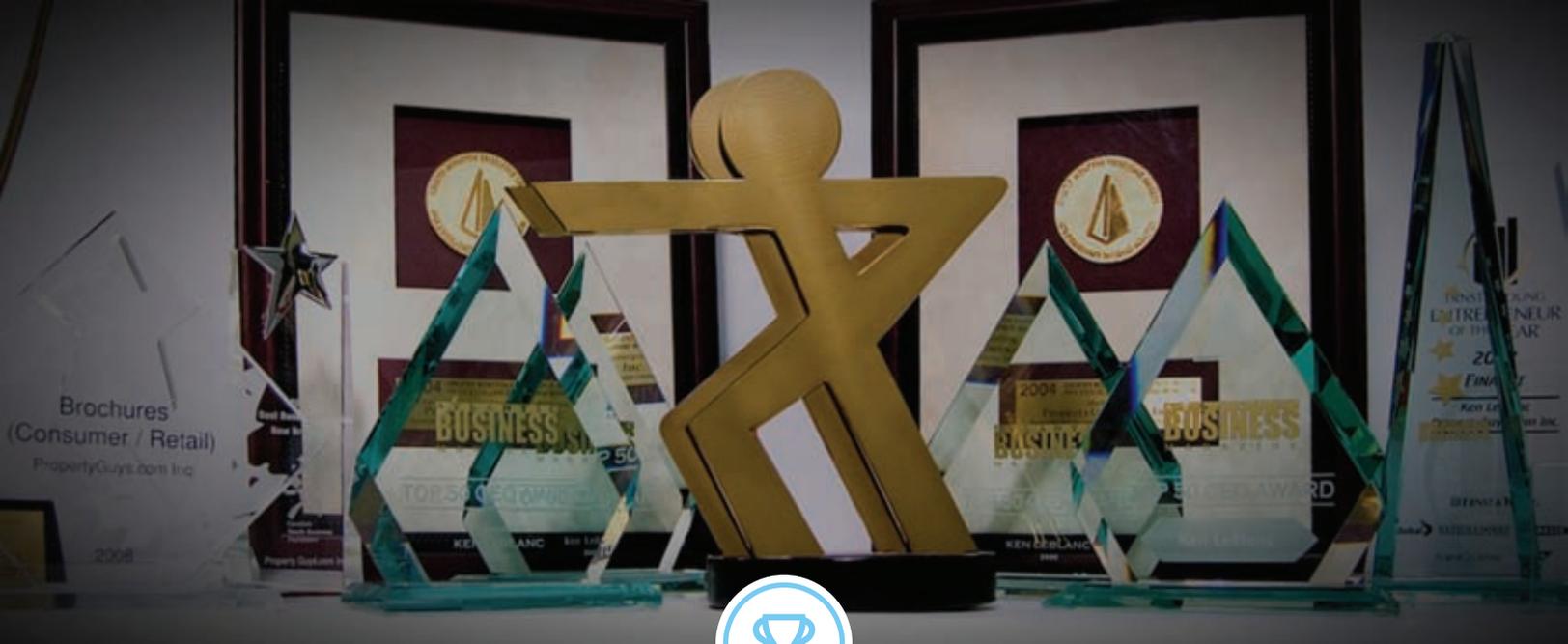
# PropertyGuys.com University

For new PropertyGuys.com franchisees, you'll get your first taste of our deep commitment to supporting your success at PropertyGuys.com University (PGU). PGU introduces new franchise operators to a faculty of world class professional trainers who provide the knowledge, training and support required for success in our system.

Top performing franchise owners also share their first-hand experiences through a week-long learning environment that has been almost universally described by graduates as unlike anything they have ever experienced. We set you up for success because when you win, our customers win and we win too - that's what we call a win-win-win!

We give you the tools and support you need from day one.





# Awards & Accomplishments

Along the way, PropertyGuys.com and its founders have been honoured with many awards and acclamations



Featured In





## Ongoing Support

Training and support for franchisees doesn't end when PGU does. Our Home Office located in Moncton, New Brunswick, is always there for "Zees" (that's what we call our franchisees) as they grow businesses. From finance, IT, marketing, operations, business development and training, our team of experts has your back every step of the way.

We strongly believe in peer-to-peer learning as well, which is why we launched a National Mentorship Program in 2015. New Zees have access to the best in the business and learn through a 12 week post-PGU program as well as one-on-one coaching from their exclusive mentor.

Every year we get together in January at our national conference to further strengthen our relationships, launch new programs, and continue our world class training in a face-to-face environment. This includes main stage presentations, breakout sessions, Zee-to-Zee learning, guest speakers and our one of a kind award "party" - The Revvy Awards ! We believe there's no such thing as having too much fun - and from PGU to your first conference, you'll see exactly what we mean !





## We Believe in Standing Out From The Crowd

From our award-winning marketing pieces and our famous round lollipop signs, to our eye-catching wrapped vehicles - PropertyGuys.com franchise owners get noticed. The best part about a franchise system is that everything is created for you. We've been there, done that and have measured exactly what works to accelerate your growth. We believe in challenging the status quo and never backing down from a challenge. Do you?

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We're looking for people who are inspired by the underdog story - after all, we're more team David than Goliath!

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## Get Started Today

With no real estate license required to become a PropertyGuys.com franchisee, we welcome budding entrepreneurs from all different backgrounds. Our franchisee selection process is pretty straightforward, and begins with you getting in touch!



### 1. Express Interest

Whether that's in person, over the phone, or through our online form, it all starts with you wanting to learn more about our award winning franchise system.



### 2. Interview

You will receive a call from our franchise development team to get to know each other better.



### 3. Profile

This is where you'll fill out a profile to determine not only if you're the PerfectFit for us, but also that we're the PerfectFit for you.



### 4. Agreement

When the stars align and we're on the same page, we will officially award you a PropertyGuys.com franchise. After this stage - the adventure begins!

A passion for people and a shared belief that real estate is broken is all it takes to get started.



**PropertyGuys.com**



# Build your real estate empire today

There's never been a better time to join The Future of Real Estate®



"From the moment that I joined PropertyGuys.com as a franchise owner, I knew that they had my back. They gave me all the tools I needed to be successful in my local market. Starting a business is never easy, but having the support from the franchise development team really helped me ease into my new franchise."

Mallory Whitty, Pictou, NS | 2017 Franchise of the Year



**Inquire today**  
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