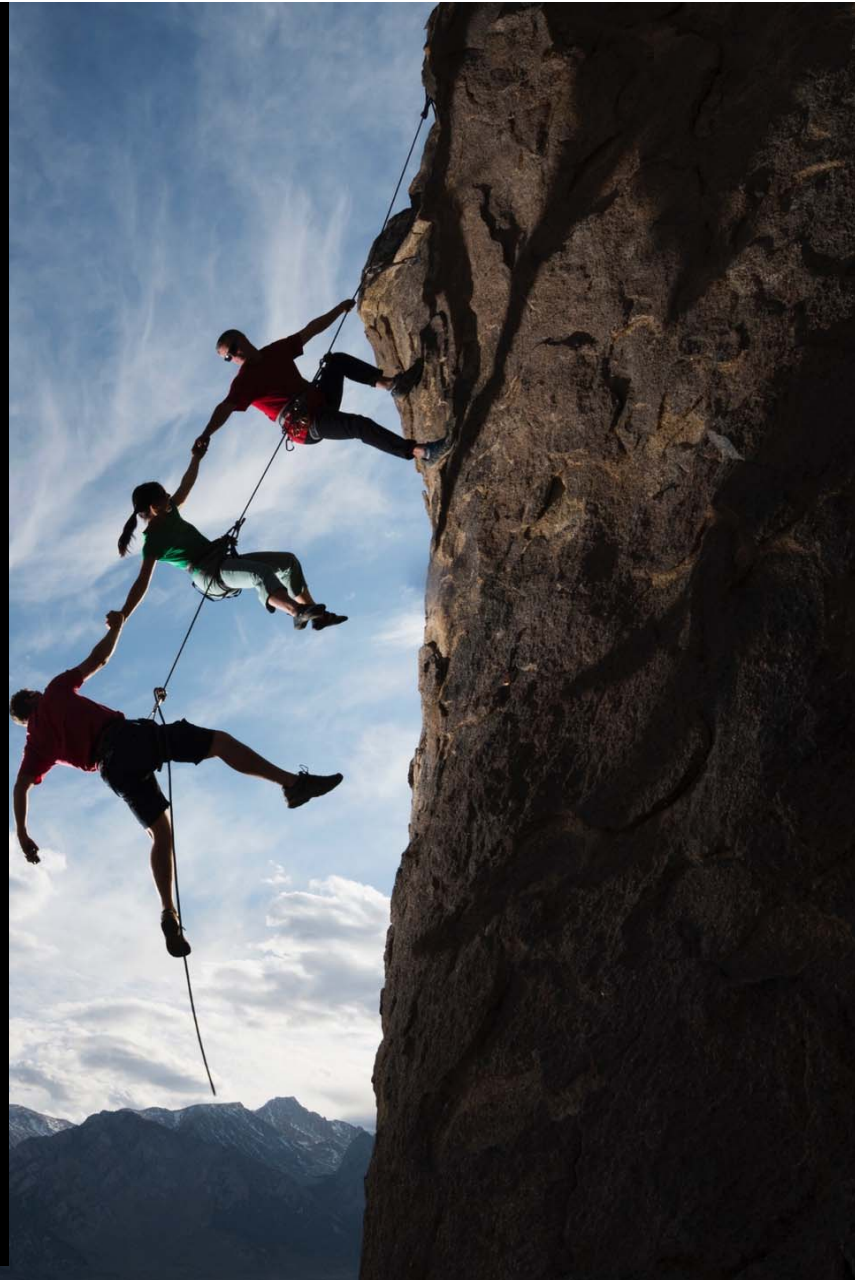


**Canadian Association of  
Movers**

**Association Canadienne  
des Déménageurs**

**Phil Soper**

President & CEO  
Brookfield Real Estate Svcs, Inc.  
Royal LePage



# Who we Are

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WE ARE  
**100**  
CANADA'S  
YEARS OF  
SUCCESS  
REAL ESTATE COMPANY



**\$90  
BILLION**

**IN 2016**







Canada's largest firm

18,000 STRONG



# Brookfield

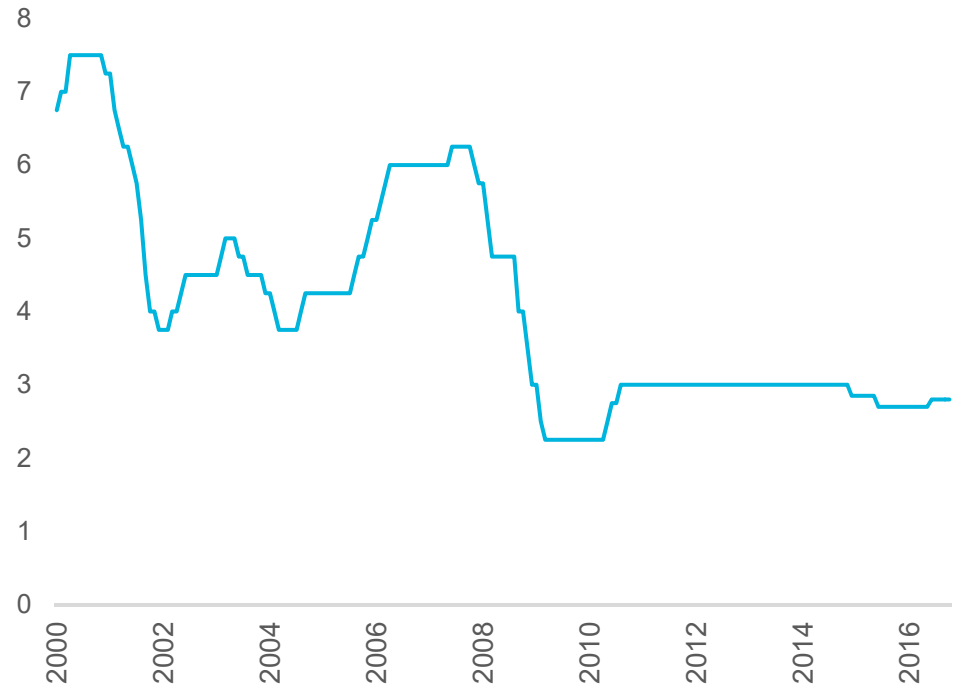
Global Relocation Services

# Brookfield RPS











More than

**60%**

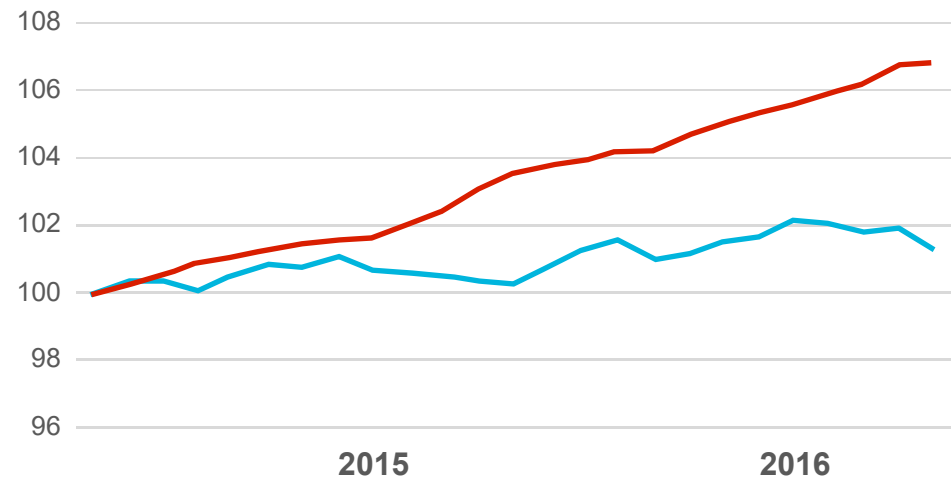
GROWTH

Overall Canadian GDP **1%**

**Real Estate Sector 3.2%**

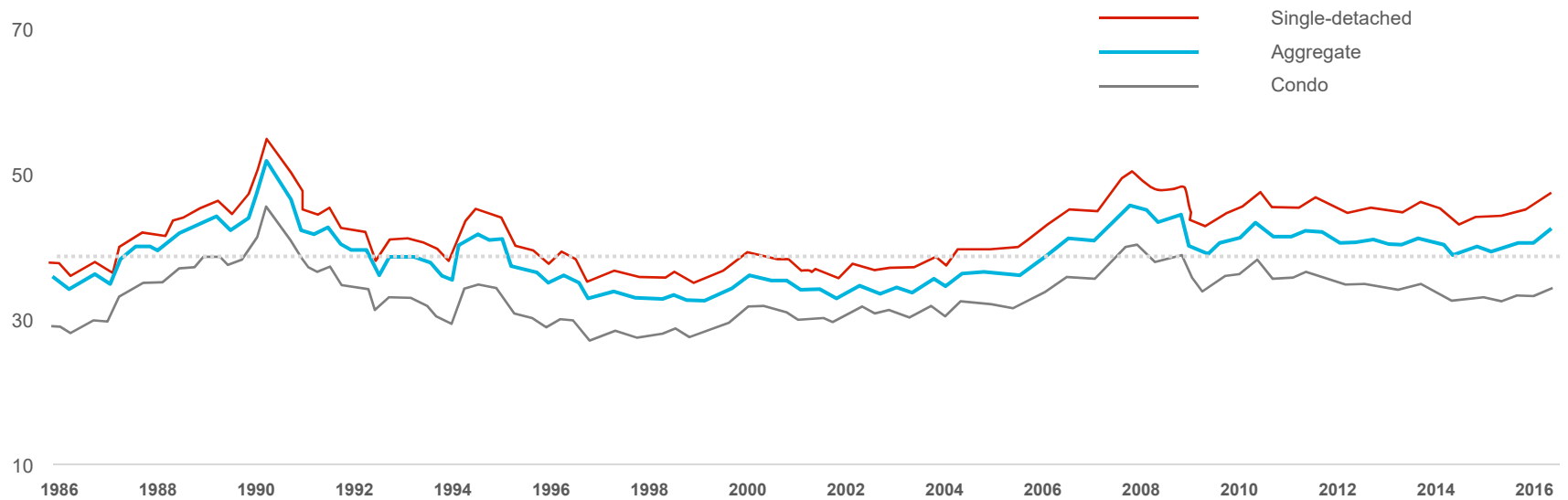
Canadian GDP  
\$K, May 2014 = 100

— Real Estate  
— All Industries



# Affordability

## Ownership costs as % of median household income

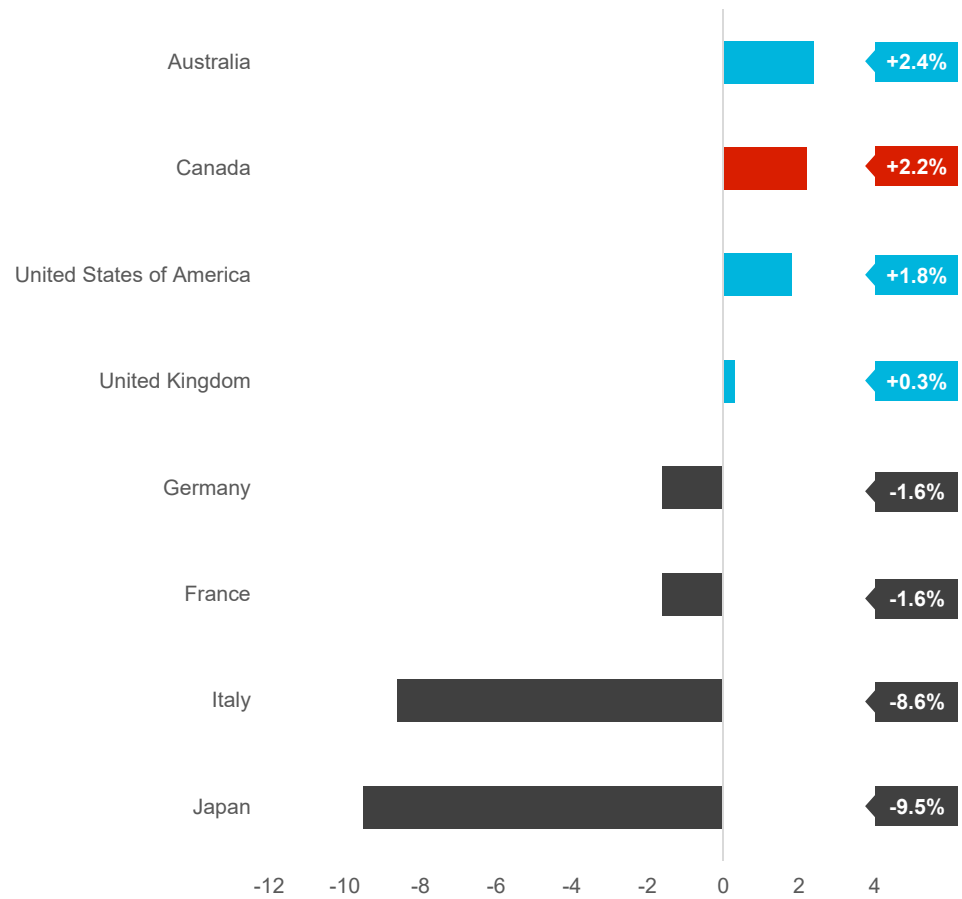


RBC Housing Affordability Measures – Canada



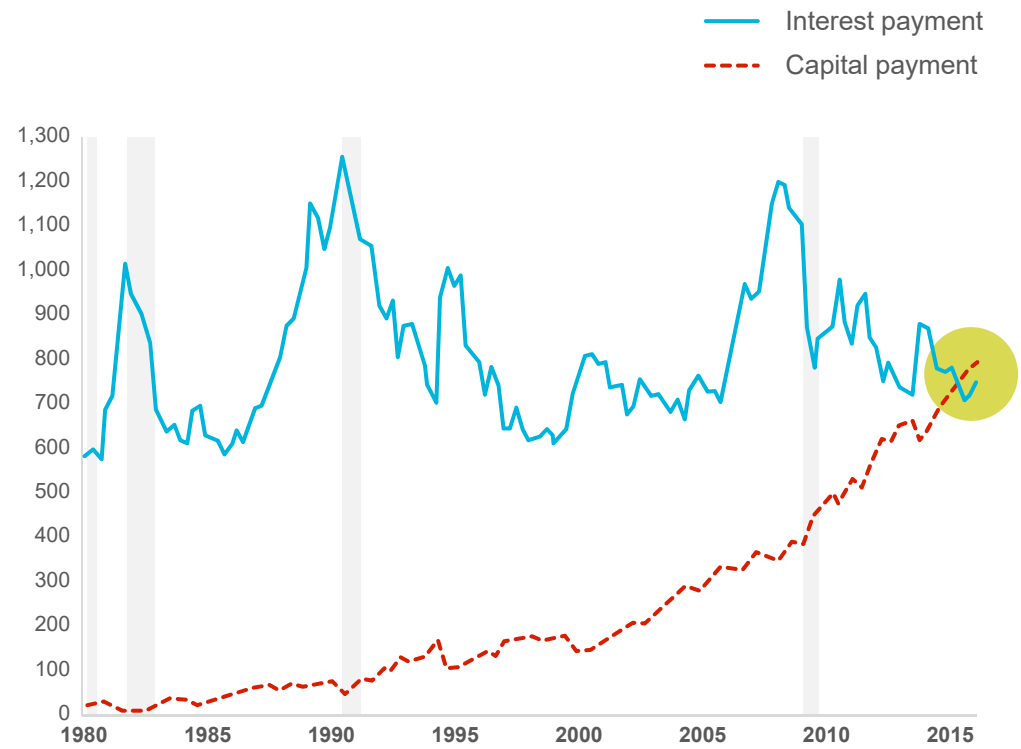


## Growth of population Aged 20-44 (Percentage Change from 2015 to 2020)



Source: NBF Economics and Strategy (United Nations via <http://esa.un.org/unpd/wpp/DataQuery>)





Source: Economics and Strategy (data via Statistics Canada, Teranet National Bank, CREA)



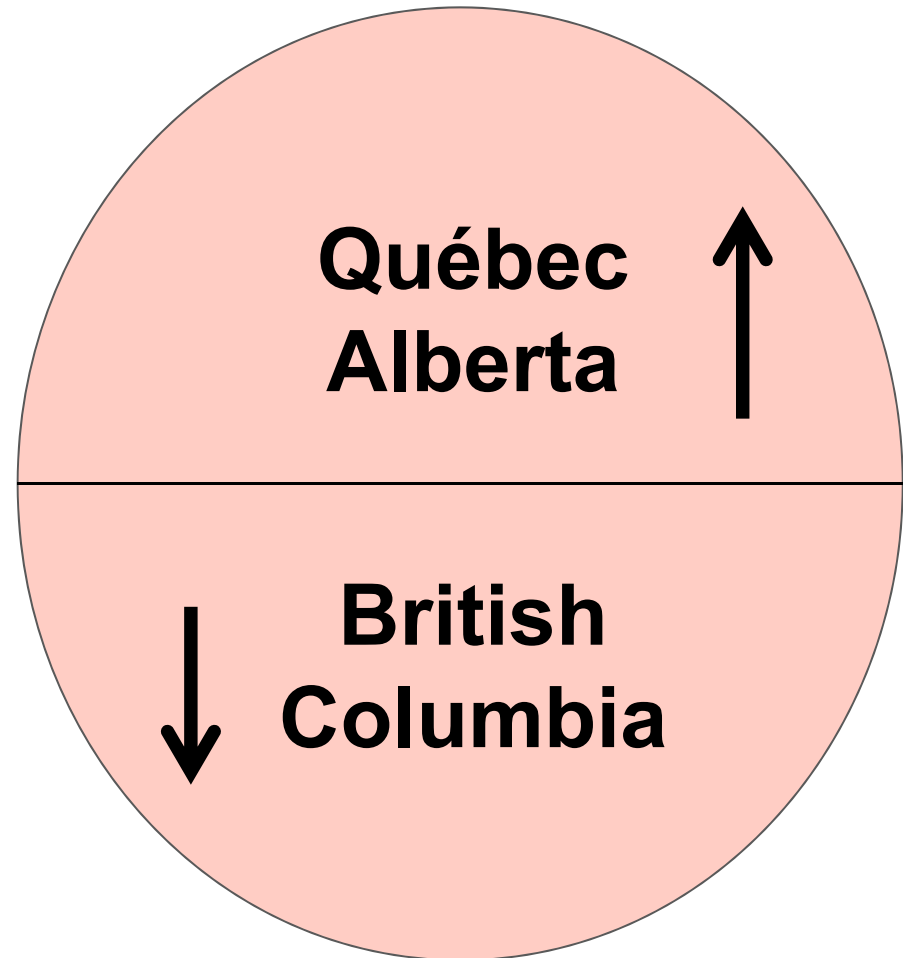




- Melbourne, Australia
- Vienna, Austria
- **Vancouver, Canada**
- **Toronto, Canada**
- **Calgary, Canada** and  
Adelaide, Australia (tie)

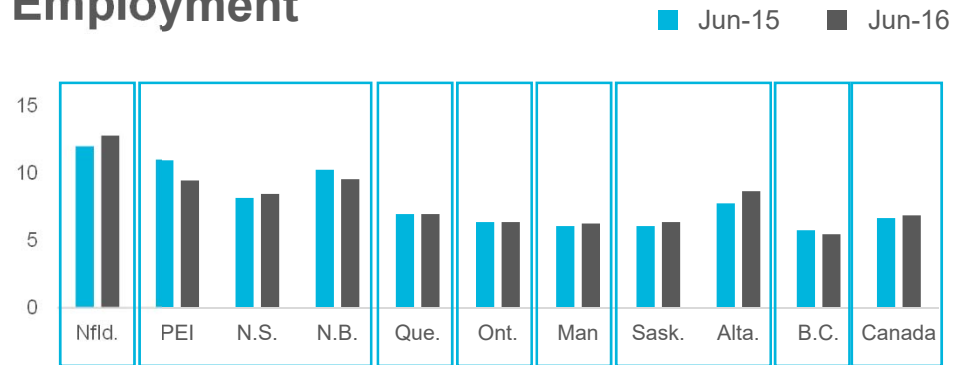
*\*The Economist*





Provincial economies will grow at different rates, as will their housing markets

## Employment



# Decline in National Home Values is Rare & Historically Has Been Brief

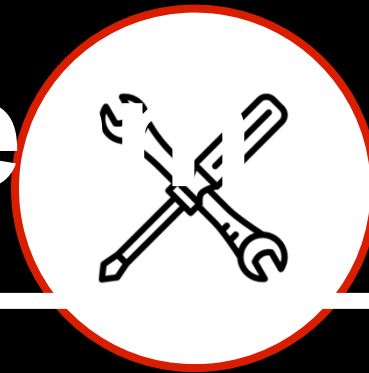


**Royal LePage:**  
a strong advocate for sensible  
real estate legislation

**Don't Kill the**



**Good Deals**



**New rules on taxes for  
non-residents in  
Greater Vancouver**

**Land Transfer  
Tax in Toronto**

**Developer Tax in  
Saskatchewan**

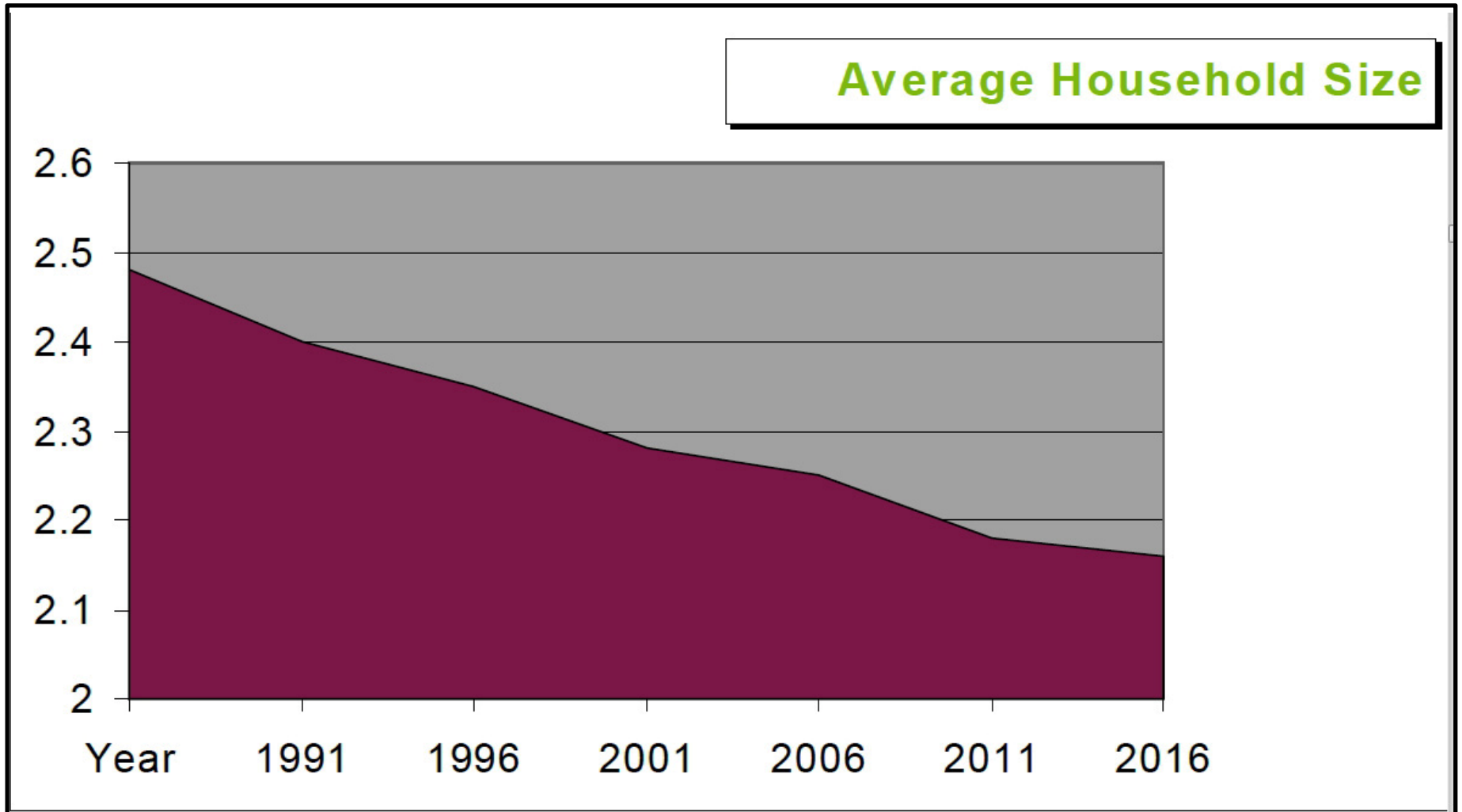




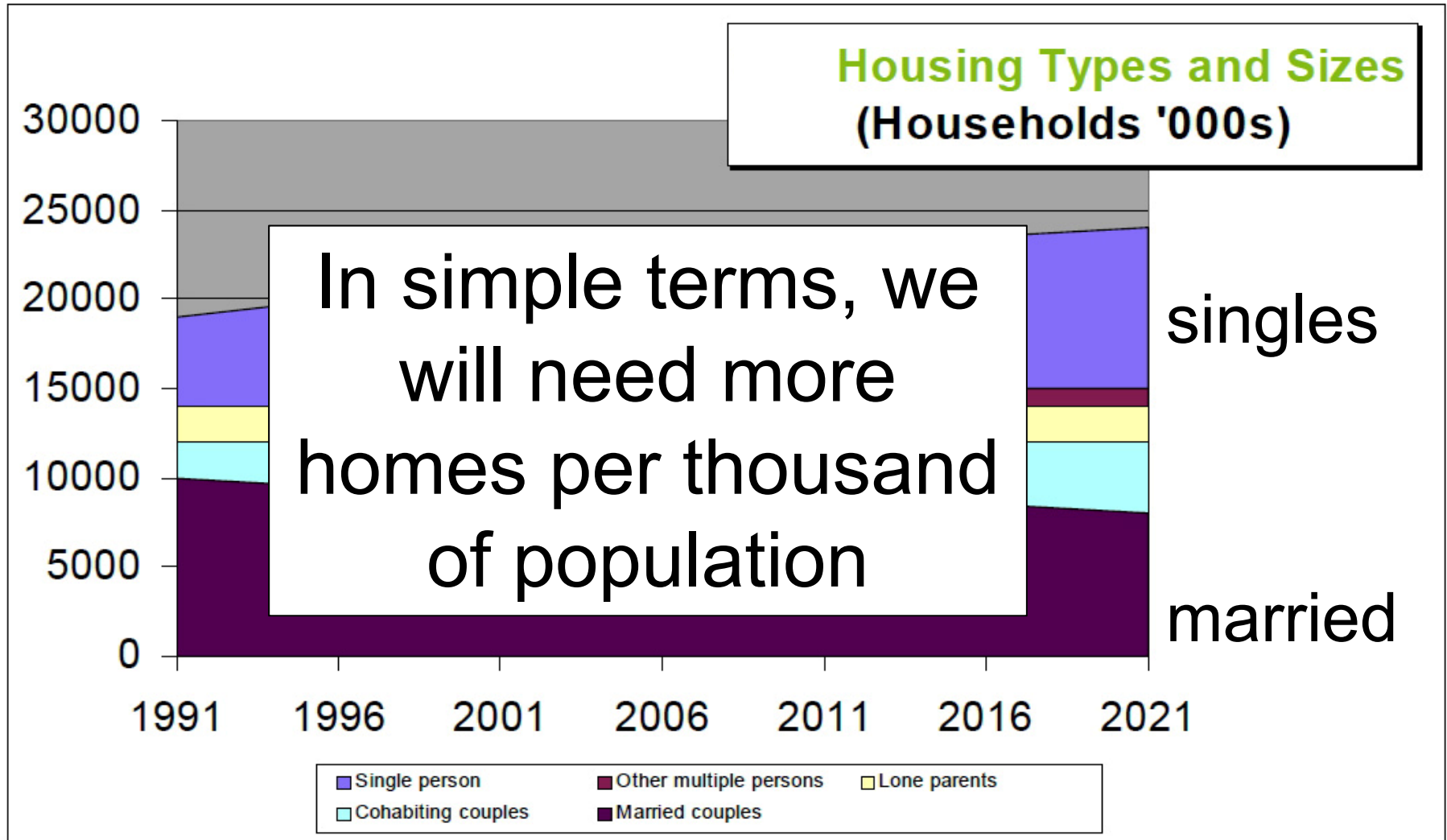
# Shifting Consumer Preferences



# Household Size is Shrinking



# ...as the Mix Changes





# Attitudes towards owning property

87% GenY say **no** to renting long-term

B.C. skews slightly more to rent



# Consumer trust in real estate investment

**80%** of Gen-Y believe in r.e. as investment

89% of Boomers

73% of GenY say affordability may prevent

Downpayment: savings, RRSP & family



# Why do people still use a Realtor?

time

efficacy

fear of being out-gunned

\* Brookfield research









# NEW TRAVEL TIME SEARCH

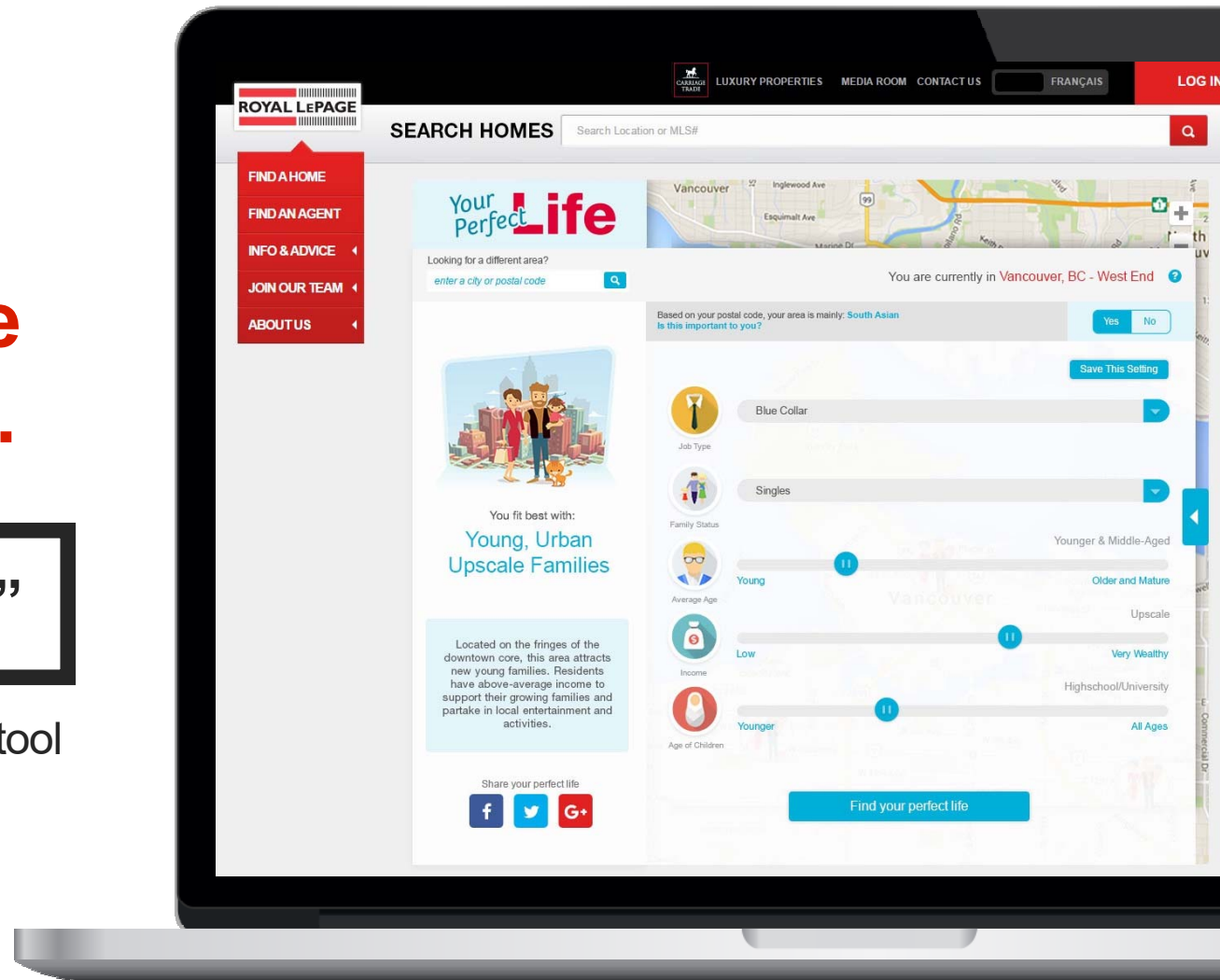
on [royallepage.ca](https://royallepage.ca)



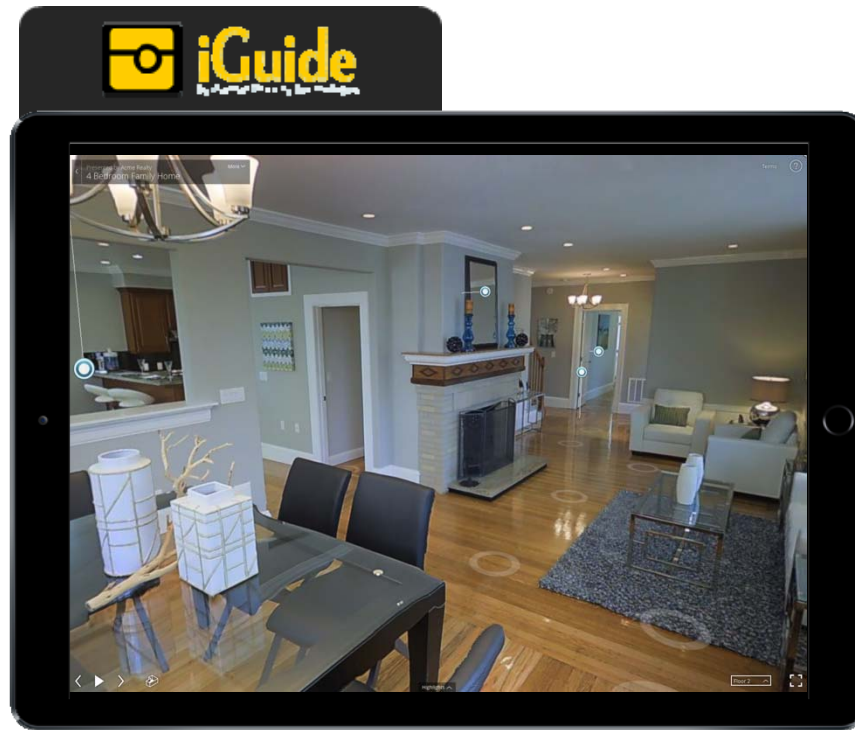
Your clients are searching for...

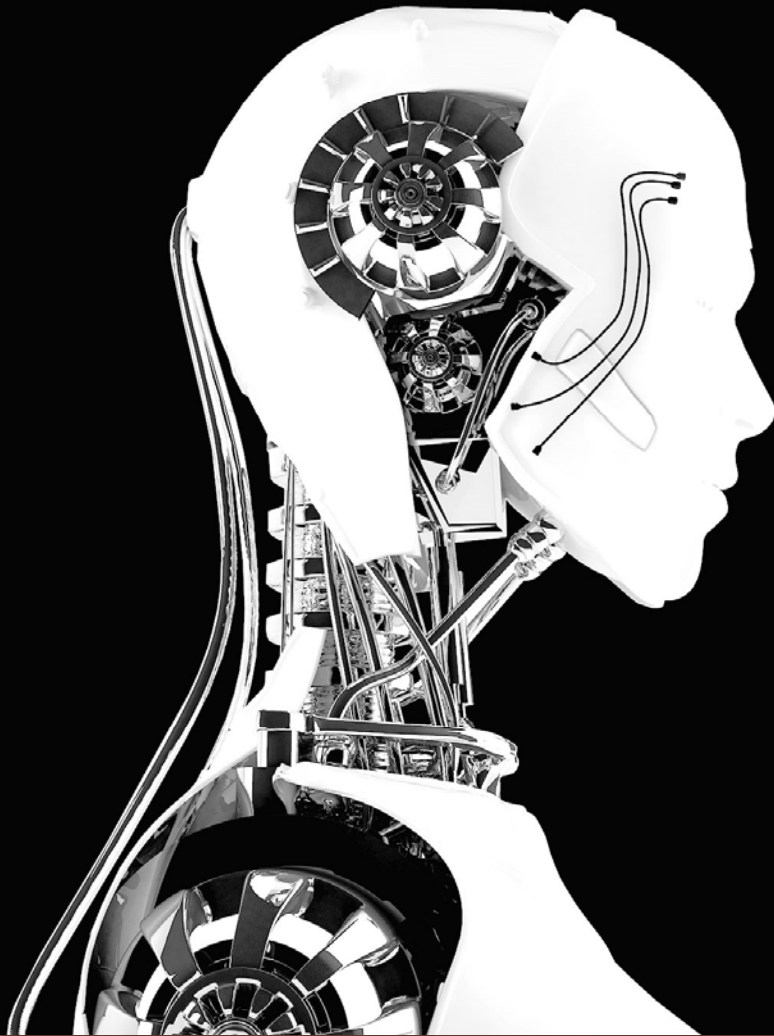
“My Perfect Life”

A neighbourhood match tool



# Augmented Reality





**Bots and  
Chatboxes**

