

Questions?

Please contact LSTAR's Director of Business and Promotions, Tracy Marino (519-641-1400 or tracy@lstar.ca).

About Us

The London and St. Thomas Association of REALTORS® (LSTAR) is a professional organization committed to serving the real estate needs of the community and to providing its Members with the services and education required to promote excellence, knowledge, and a high standard of ethics and business practices.

LSTAR is one of the 10 largest and most progressive REALTOR® Associations in Canada, with **more than 1,525 Members (real estate brokers and salespersons) from over 135 firms.**

LSTAR's jurisdiction includes Middlesex and Elgin Counties with a **trading area totaling approximately 500,000 residents.** LSTAR Members also list properties in adjacent counties, including Huron, Kent, Lambton, Norfolk, Oxford, Perth, Brant and Waterloo.



Above: LSTAR's Office, located at 342 Commissioners Road West in London, Ontario.



How to Apply

1. Email tracy@lstar.ca to request a copy of the Business Partner application form.
2. Return your completed application form (and payment) to:

Business Partners Program
London and St. Thomas Association of REALTORS®
342 Commissioners Road West London,
Ontario N6J 1Y3

Or fax to: (519) 641-4613
(credit card payments only)

Business Partners Program

**LONDON AND ST. THOMAS
ASSOCIATION OF REALTORS®**

342 Commissioners Road West, London, Ontario N6J 1Y3
Phone: (519) 641-1400 § Fax: (519) 641-4613

**REALTOR®
CONNECTIONS FOR
BUSINESS SUCCESS**

Becoming an LSTAR Business Partner

LSTAR's Business Partners Program enables interested members of the business community to establish a formal affiliation with our Association and to forge an extensive network of REALTOR® contacts.

Why Join?

Would you benefit from the opportunity to form productive business relationships with professionals who could refer your product or service to thousands of prospective and actual buyers and sellers?

Our Members stand at the centre of more than 8,000 real estate transactions each year and it is estimated that the **average housing transaction in Canada generates over \$24,000 of spending on items other than the actual house and land¹.**

If your business is poised to meet the needs of local homebuyers and sellers, the LSTAR Business Partners Program can facilitate the REALTOR® connections you need to access this lucrative market.

1. Clayton Research Associates Limited, 2005, *Economic Impact of MLS®: Home Sales and Purchases in Canada and the Provinces (2002-2004)*. Report to the Canadian Real Estate Association, Ottawa.

A Great Cause

All proceeds from the Business Partners Program are donated to "Home at Last (HAL): a community housing initiative of LSTAR." HAL's mandate is to increase the supply of affordable housing in London and to provide home ownership



opportunities for households currently living in assisted housing. For more information on the cause, please visit: <http://www.lstar.ca/AboutLSTAR.Community.HAL.asp>

Benefits

- ✓ Company logo and a link featured online:
 - LSTAR's public website (www.lstar.ca)
 - LSTAR's members-only website (www.realtorlink.ca)
- ✓ Opportunity to display promotional material in LSTAR's office.
- ✓ Opportunity to distribute promotional material through LSTAR's internal mail delivery system (for delivery to LSTAR's 1450+ members)*.
- ✓ Company logo and link featured in each edition of LSTAR's bi-weekly *e-Bulletin* newsletter, distributed electronically to LSTAR members.**
- ✓ Opportunity to receive LSTAR's monthly statistical reports, containing information on the resale housing market in LSTAR's jurisdiction.
- ✓ Discounted exhibitor rate for LSTAR's Annual General Meeting & Trade Show, as well as logo exposure in event program (in April annually).
- ✓ Special invitations to upcoming LSTAR events.
- ✓ Use of LSTAR logo to advertise status as a Business Partner (with prior approval).

**Business Partners who join before June 30 of a particular year receive two mail-out opportunities. Those who join after June 30, receive one mail-out opportunity as fees are prorated quarterly.
**All logos/links rotate in order to ensure fairness in placement.*

Eligibility

In order to become a Business Partner, an individual (who must not be registered to trade in real estate) or company must:

1. Agree to act consistently with LSTAR's mission statement and purposes; and
2. Agree to pay an annual fee of \$500 + GST (prorated quarterly).

All Business Partner applications are subject to LSTAR review and approval.

What to expect...

Below are examples of some of the exposure LSTAR Business Partner can expect to receive:



Participating in LSTAR events can provide an excellent opportunity to connect face-to-face with local REALTORS®. Business Partners receive special invitations to many of LSTAR events, often at a discounted rate.

All Business Partners' linked logos are displayed on LSTAR's public and private websites.