

## Improving our Community's Quality of Life... Together!

All proceeds from LSTAR's Business Partner Program are donated to shelter-related charities in our community. Past beneficiaries have included "Home at Last", a community collaboration headed up by LSTAR that helped three low-income families achieve the dream of home ownership, Youth Opportunities Unlimited (Y.O.U.), St. Joseph Hospice, and the new Women's Shelter in Elgin County.

In 2016, proceeds will go to Riverview, the first residential adult eating disorders program in Ontario, a project of the London Health Sciences Foundation.

*"We know that eating disorders impact not only the individual, but also those who love and care for them. The impact of this program will be far reaching, and will result in lives saved."*

Dr. Valerie Kaye, Physician Lead, LHSC AEDS



*"The majority of us have known someone with an eating disorder. We see how it erodes their quality of life along with its effect on their families. Now there's help for these individuals and LSTAR's REALTORS® are proud to be a part of the solution."*

Stacey Evoy, President  
LSTAR

## Let us Introduce Ourselves!

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 15 largest and progressive REALTOR® Associations in Canada, with **more than 1,600 Members (real estate brokers and salespersons) from over 157 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.

### Questions?

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



### Contact us at:

London and St. Thomas Association of Realtors®  
342 Commissioners Road West  
London, Ontario N6J 1Y3  
Phone: (519) 641-1400 § Email: [tracy@lstar.ca](mailto:tracy@lstar.ca)



REALTOR® CONNECTIONS  
FOR BUSINESS SUCCESS

*Business Partner  
Program*



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

# Becoming an LSTAR Business Partner

LSTAR's Business Partner 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 \$32,000 of spending on items other than the actual house and land.**

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

1. Clayton Research Associates Limited, 2007, *Economic Impact of MLS®: Home Sales and Purchases in Canada and the Provinces (2004-2006)*. Report to the Canadian Real Estate Association, Ottawa

## How to Apply

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

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

or

email Tracy: [tracy@lstar.ca](mailto:tracy@lstar.ca) (credit card payments only)

## Benefits

- ✓ Company logo and a link featured online:
  - LSTAR's public website ([www.lstar.ca](http://www.lstar.ca))
  - LSTAR's members-only website ([www.realtorlink.ca](http://www.realtorlink.ca))
- ✓ Opportunity to display promotional material in LSTAR's office.
- ✓ Opportunity to distribute promotional material through LSTAR's internal mail delivery system twice yearly (for delivery to LSTAR's 1,600+ 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 of a flyer per year. Those who join after June 30, receive one mail-out opportunity as fees are prorated quarterly.*

## 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 + HST (prorated quarterly).

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

## What to expect...

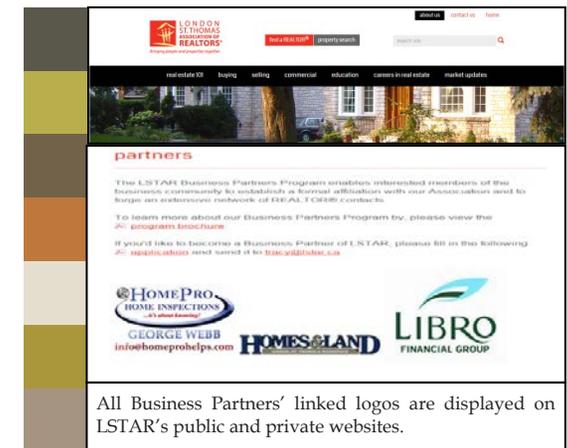
Below are examples of some of the exposure LSTAR Business Partners can expect to receive:



All Business Partners receive copies of and are featured in the bi-weekly edition of *e-bulletin*.



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.