



Because a Great Experience Begins with a Great Agent.™



The company you partner with
should be experienced and innovative.

CIR REALTY has deep roots
in local markets with a solid
30+ year foundation.

30+



EXPERIENCE AND INNOVATION

Real estate markets change and evolve,

you need a real estate company that has experience behind it and practices ongoing innovation to meet any new demands.

The company you partner with should be experienced and innovative.

From residential homes and country acreages, to industrial, commercial and investment properties; and from farms and ranches to sales of businesses, CIR REALTY has **[30+ years]** of real estate experience with the proven strength to adapt to new markets and technologies.

Real estate is mostly about the local market, which is why strong independent companies dominate this industry. CIR REALTY's journey began in 1983 and today we hold claim to the second largest market share in Calgary, as well as a strong presence in many surrounding towns and cities. With over 600 REALTORS® and staff we are proud to be one of Canada's largest and most successful real estate brokerages.

To achieve these accomplishments we credit our strict adherence to important fundamental principles including support, innovation and culture. We are passionate about helping our REALTORS® focus on the number one reason they are in business—**to provide you with a great real estate experience.**

We deliver outstanding value to our REALTORS® so in-turn they can do the same for *YOU*, their client.

HIGH TECH, HIGH TOUCH AND GREAT RELATIONSHIPS

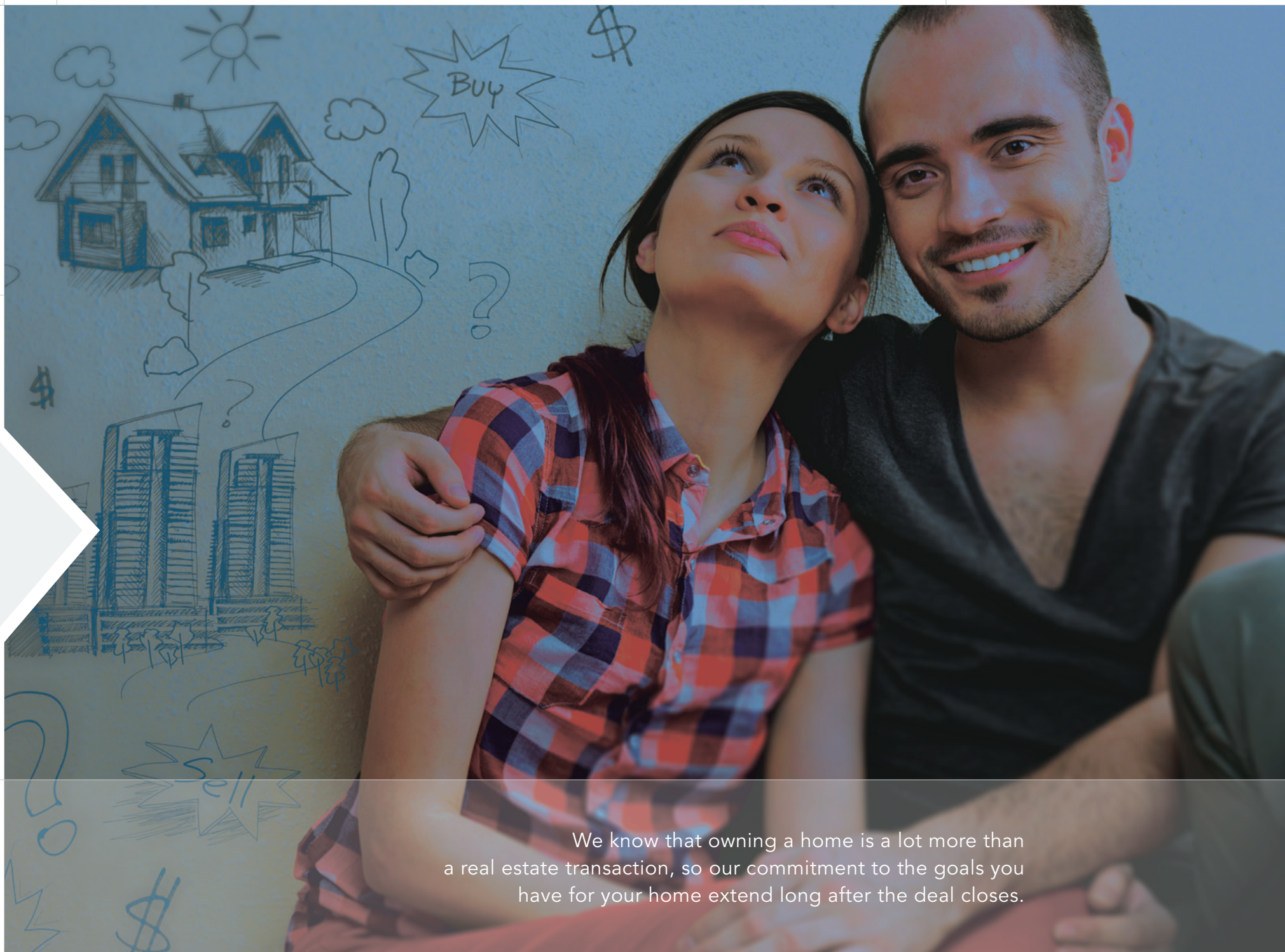
**We continue to streamline the
buying and selling process to make your experience more enjoyable and rewarding.**

Our REALTORS® have the tools they need so they can help their clients have access to essential information quickly and easily. They gain and retain a solid understanding of real estate values thanks to professional and timely company support. Once the deal is closed, our REALTORS® have [access to hundreds of resources to make sure you maximize both the investment and enjoyment in your property](#).

We are committed to the people and communities we serve.

This core value lives and breathes in everything we do. We are committed to improving the lives of our clients and the communities we live in. CIR REALTY believes in providing value to all homeowners and their families through every stage of their life. We know that owning a home is a lot more than a real estate transaction, so our commitment to the goals you have for your home extend long after the deal closes.

The three pillars of CIR REALTY's business are **SUPPORT + INNOVATION + CULTURE**



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CIR REALTY IS LOCAL, AND INTERNATIONAL

CIR REALTY is a proud member of Leading Real Estate Companies of the World® (LeadingRE), a network comprised of over 500 of the best-known local and regional independent real estate brokerages in more than 50 countries.

We have developed and continue to foster relationships with many of the most respected real estate brokerages worldwide. This partnership expands the resource base for our REALTORS® and their clients, making it possible for us to help you buy and sell property anywhere in the world.



A Proud Member of



CIR REALTY is the recipient of Leading Real Estate Companies of the World®'s prestigious MOST INNOVATIVE BROKERAGE AWARD.

The needs of our REALTORS® and their clients' always come first.

CIR's Management Team Consists of...

Broker Delegates ♦ Conveyance Manager
Professional Development Manager
Marketing Manager
IT & Finance Manager
Broker/General Manager

Our Staff Members Work in...

Reception ♦ Document Conveyance
Accounting ♦ Marketing
Professional Development

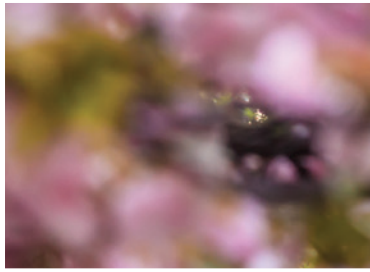
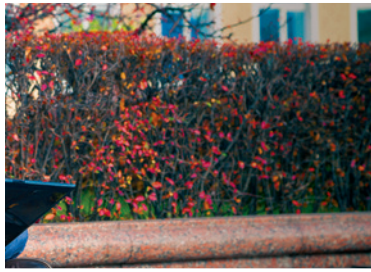
THE BEST MANAGERS AND STAFF IN OUR INDUSTRY

The CIR REALTY Staff and Management Team

Our managers and staff take their jobs and responsibilities seriously.

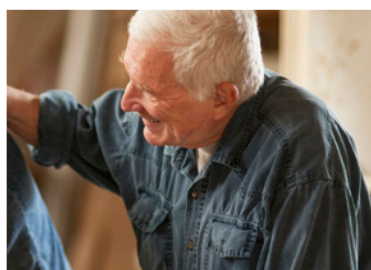
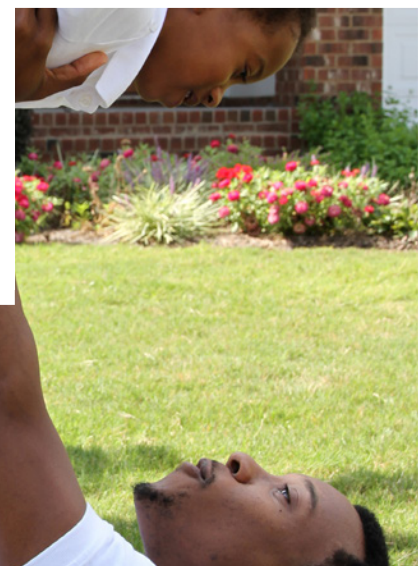
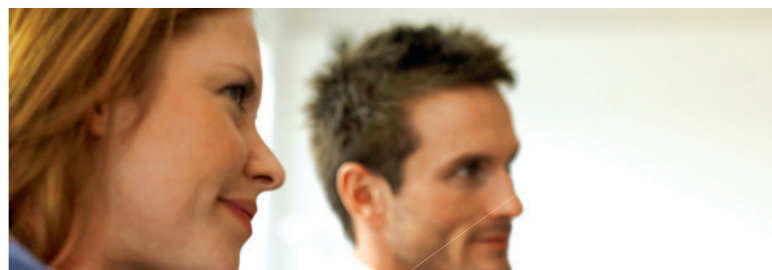
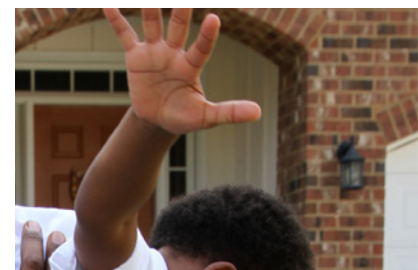
We choose to have the best managers and staff in our industry—**we are a highly skilled and experienced team and are determined to make a difference for our REALTORS® and, ultimately - YOU.** We perform at a high level so our REALTORS® can do the same. CIR REALTORS® demand nothing less and you deserve nothing less.

Unlike many other real estate companies, CIR REALTY's staff and management team are not distracted by listing or selling real estate themselves. Those jobs belong to our REALTORS®. Our primary duty is to provide our REALTORS® with *everything they need* **to give you the best real estate experience possible.**



CIR REALTY *and* YOU ▶





If you are...

BUYING

Access to private, non MLS® Listings – Looking for a property on MLS® but can't find what you are looking for? Our internal database of exclusive listings gives your REALTOR® the chance to find properties not visible to the general public that match your criteria.

CIR LIVE: Hear About Properties Before They Are Listed! – Our REALTORS® chat with over one hundred different REALTORS® each week during our virtual meetings about upcoming properties for sale and private listings. Be the first to hear about pre-market home activity and ensure your offers are ready to go the day your dream home goes public. Looking for a home that doesn't exist yet? Your REALTOR® can chat with other REALTORS® who may have clients thinking of selling in the area of your choice and may be able to find the perfect fit!

CIR Quick Connect In-House Communication Tool – Your CIR REALTOR® has 24/7 access to our team of highly trained Managers who, on average, can respond to your questions and concerns often within minutes.

In-House CIR Conveyance Team – Our award winning proprietary transaction management system, reviewed by a team of over half a dozen trained staff, monitor your transaction every step of the way so your paperwork is always accurate and nothing gets missed.

Buyers Reference Guide – Our article database, written and collected by our Professional Development Team, gives you access to information on every aspect of the buying process, including red flags to look out for, money saving advice, checklists, financing and more.

On the Hour Market Stats – The Calgary Real Estate Board (CREB®) releases their market statistics monthly. We are the only brokerage in all areas that we operate in that pull our stats hourly so you know exactly what pricing and inventory is the day you set out to buy.

THE CIR REALTOR DIFFERENCE

WORLDWIDE ACCESS TO TOP BROKERAGES – Our REALTORS® have access to great agents in the top brokerages in over 50 countries worldwide. Through our in-house relocation department, you can trust your REALTOR® to help you successfully buy and sell property anywhere in the world.

MULTIPLE OFFICE LOCATIONS – CIR REALTY has multiple office locations throughout Calgary and in many of the surrounding towns and cities, including, but not limited to, major centres such as Red Deer, Olds, Airdrie, Sundre, Cochrane and Okotoks. Our REALTORS® and their clients have access to all of them so that your time is respected and meetings can happen as efficiently for you as possible.

**People change and
their way of doing business
changes with them.**

REALTY REFERENCE

THE CIR PROFESSIONAL DEVELOPMENT CENTRE – We value education and we make it our mandate to have the best trained REALTORS® in our marketplace. Weekly, our REALTORS® are offered education and training on real estate fundamentals, industry changes, new business practices and the latest technology.

We consistently bring leading industry experts from across North America to train our REALTORS® in the art of excellent customer service, negotiation and marketing. Internally we offer full 6-8 week beginner, intermediate and expert courses to challenge our REALTORS® and bring their expertise to the next level.

As an independent real estate company we have the opportunity to find out what people want from their real estate experience, and can immediately implement programs and processes that provide it to them. No red tape.

If you are... SELLING

CIR LIVE: Hundreds of Eyes on Your Listing – Our weekly virtual meeting gives our REALTORS® the opportunity to showcase and broadcast their client's listings to the hundred plus other CIR REALTORS® in attendance while your home is listed and even before it actually gets on MLS®! Having an open house? There is no better way to drive attendance than list with a CIR REALTOR® who has the network and infrastructure to promote it.

CIR Quick Connect In-House Communication Tool – Our REALTORS® have 24/7 access to a team of nine managers who can answer important REALTOR® and client questions often within minutes of being asked. Your question can be blasted out to our team so it gets answered quickly and by the person with the most expertise in the area.

In-House CIR Conveyance Team – Proper documentation is crucial in the selling process. Our award winning proprietary transaction management system, reviewed by a team of highly trained staff, ensures that every contract and every piece of paper is accurate, complete, timely and can be made available to every person involved in your real estate transaction.

Access to our Internal Exclusive Listings – Are you looking to sell privately? Our exclusive listings page is viewed by hundreds of CIR REALTORS®, getting your home the exposure it needs to sell at the price you want it to.

Sellers Reference Guides – Our article database, written and collected by our Professional Development Team, gives you access to information on every aspect of the selling process, including information on timing, the pros and cons of renovations, staging, ways to maximize profit, reasons why homes don't sell and more.

Local Cross-Media Advertising – Every year CIR REALTY allocates hundreds of thousands of dollars into various advertising campaigns, across a variety of mediums, to bring more traffic and exposure to our client's properties.

Instant Access to Custom Marketing Solutions – Our in-house graphic design team has created eye catching online and print marketing pieces that your REALTOR® can use to make sure your home is top of mind and memorable to buyers. Feature sheets, open house and just listed pieces are a few of the many marketing pieces we are able to provide our sellers.

LOCAL INDUSTRY PARTNERS AND PREFERRED SUPPLIERS

CIR REALTY cultivates and maintains partnerships with industry leading suppliers for the convenience and benefit of all your domestic needs. Tremendous value comes from having perpetual access to trusted and powerful relationships. **Whether you are buying or selling, or just doing monthly/yearly residential or commercial maintenance, our comprehensive list can be accessed anytime, by anyone, for almost any home or business related task.**

THE HOME OF CIR REALTY'S *Elite* LISTINGS

Luxury Portfolio International®

is the luxury face of Leading Real Estate Companies of the World®, the largest global network of premier locally branded companies dominated by many of **the world's most powerful independent luxury brokerages - including CIR REALTY.**

LUXURY PORTFOLIO INTERNATIONAL®

Luxury Portfolio's award-winning website was launched in 2005 and in its first year featured more \$1 million-plus residences than other luxury real estate organizations. The network continues to grow and now markets over 25,000 of the world's most remarkable homes annually and attracts over 3 million high-net-worth visitors a year by presenting a gallery of the finest luxury properties and brokerages worldwide. Our brand is recognized throughout the world as the luxury standard of excellence.

In addition, we are unmatched in the global arena, with **properties in over 47 states in the US and 30 countries, website visitors from over 200 countries/territories every month, site translation in nine languages, conversion to multiple currencies and a total inventory of available properties totaling over \$44 billion.**

CIR REALTY A Proud Member of  LEADING REAL ESTATE
COMPANIES OF THE WORLD®



CORPORATE CULTURE

Throughout the calendar year we enjoy hosting numerous special events that our REALTORS® are encouraged to invite their clients, friends and families to. From sporting tournaments to Stampede parties, family picnics and Christmas parties...



Your experience with your CIR REALTOR® doesn't end when the deal closes
—we continue to support you every step of the way.



OUR VISION

CIR REALTY
embraces a consumer-centric focus
which guides all of our actions.

We understand that our **CLIENT'S** experience is directly determined by the **QUALITY** of their agent, and we therefore attract, develop and retain **GREAT AGENTS**. We also position ourselves to develop a winning team of management and staff to foster a collaborative, inspiring, innovative and energetic corporate culture. **CIR REALTY's** founding qualities of caring, integrity and trust continue to motivate us to achieve the highest quality result in everything we do, and will ensure that we remain the foremost, respected leader in every market we operate in.

...and we are passionate
about continuing to bring
Great Experiences to you and
your family *long* after your
real estate transaction
has closed.



Because a Great Experience Begins with a Great Agent.™



SUPPORT + INNOVATION + CULTURE

cirrealty.ca