

TREB DAILY REPORTER

443-8100 ext. 8068

Tuesday, November 29, 1988

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Talking about a dog-eat-dog state of real estate

Widespread corruption is just one of the many special problems faced by real estate salespeople in Brazil, according to the president of a Sao Paulo real estate organization.

A delegation of four men, representatives of the Conselho Regional de Corretores de Imoveis (CRCI), visited the TREB offices recently. This organization, dedicated to putting some sort of structure into real estate selling in Brazil, spent a few hours looking at the Toronto Board's operation under the guidance of Dan Sideen, General Manager of (MLS) Production.

In Toronto for a week, the visitors hoped in their short time at the Board, to be able to absorb and maybe adopt some of the concepts used by TREB in their country.

They were impressed by the marketing and computer tools used at TREB, although it would be difficult to translate into their system since the economic situation is vastly different.

They estimate they are 25 years behind and they face special problems. For example prices are expected to rise by 900 per cent this year.

In November a leftist, Luiza Erundina, became the first woman mayor of Brazil's largest city in nationwide municipal elections. Presidential elections are scheduled to be held next year.

Roberto Capuano, president of



TREB staff explains MLS operation to Brazilian delegation.

the CRCI for three terms since 1982, has 24 years of experience in real estate, having sold 10,000 units during his career. Also in the group were Francisco Zagari Neto, Jose C.M. Rossi, and Antonio O.S. Rodrigues.

Mr. Capuano says class is a problem in Brazil. There are only the very rich and the very poor, and a small number of people own property. Only a half per cent of the population (about 7,000 out of a population of 15 million) has the ability to buy property.

He estimates that about 10 per cent might be able to handle purchases, but this is made more difficult since all transactions must be in cash. Mortgaging of property is just not done.

Mr. Capuano notes they were just now starting to get involved with mortgaging of properties. He hoped this process will be able to start something that will enable the lower class to buy a house and move up in status and they might be able to have a middle class.

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We need grist for pilot study

Members are reminded that if they make any sales in the Scarborough divisions E8 to E11 they are asked to fill out the green information sheets of the Metro Toronto Housing Report (MTHA) that will provide grist for a pilot study on buyers and sellers.

The MTHR study will give information on: Who is buying, What they are buying and Why they are buying. If the study is expanded to the Metro area, it will be an invaluable tool for TREB salespeople.

If you need any further information, contact Pamela Shaw at 443-8151 and if you want survey forms contact TREB's stationery department.

And note that there's cash involved too! Those submitting forms are eligible for a cash draw of \$500 at the end of the two-month pilot.

Annual election

Tickets are still available for the annual election and meeting at the Inn on the Park (Park Ballroom) Wednesday, Dec. 7, 1988. The cost is \$25 per person and tickets can be ordered through order forms on the Notice pages. This meeting gives members a chance to meet the 1989 Board of Directors. Fraternizing begins at 7 pm and the dinner starts at 7:30.

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Dan Sideen shows delegation how computer system operates.

It costs about \$30,000 for a small apartment, and an average home of 250 meters with three to four bedrooms, goes for \$100,000. Prices are higher in the heart of the city.

As far as the real estate industry is concerned, there is little real organization or control of the some 35,000 agents. But they do well and all the representatives in Toronto were said to be millionaires.

Mr. Capuano said they came to Toronto purposely to get some ideas for creating organization in their market and centralizing control, things they had been working on for five years.

What they'll take back with them, he said, is a sense that everyone works together in the Toronto Board, in contrast to the dog-eat-dog atmosphere that presently exists in Brazil.

MLS residential sales reported to end of Nov. 25, 1988.*

| | Daily | Month to date | Year to date |
|-----------|-------|---------------|--------------|
| Nov. 1988 | 182 | 3,486 | 45,926 |
| Nov. 1987 | 200 | 2,792 | 40,878 |
| Change | -9% | +25% | +12% |

*Please note these are preliminary sales figures. Minor adjustments may be required at month's end.