

# Christie's hopes to expand in Canada

## Names new Toronto-area affiliate

Christie's Great Estates has awarded affiliate status to Bayshore Realty in Mississauga, Ont., joining Harvey Kalles Real Estate as the second affiliate in the Ontario region. Bayshore will exclusively represent the Christie's brand in the Port Credit, Oakville and Burlington areas.

The official announcement was made recently at downtown Toronto's Living Shangri-La presentation centre. The hotel and luxury condominium complex, now under construction, has a \$16.888 million penthouse listing that is being handled by Donna Brookes, broker of record for Bayshore Realty.

Brookes says the Christie's

affiliation "presents a great opportunity for homeowners to expose their properties to buyers from around the world."

Christie's Great Estates is the largest international network of real estate companies dedicated to the sale and marketing of luxury homes and is a subsidiary of Christie's, a well-known art business. Christie's clients who buy and sell works of art often request real estate services. To satisfy this demand, Great Estates, founded by Kay Coughlin in 1987, was acquired by Christie's in 1995. The network includes more than 40 countries with 1,000 offices and approximately 34,000 brokers.

The company says admittance



At the official announcement of the affiliation of Bayshore Realty with Christie's Great Estates are, from left: Neil Palmer, CEO, Christie's; Kathleen Coumou, Christie's vice-president; and Bayshore Realty's brokers Donna Brookes and Michael L. Brookes.

to the Christie's Great Estates network "is offered by invitation only to those real estate companies with proven records of success in high-value home sales and who exemplify Christie's traditional value of service. Once awarded affiliate status, brokers may then display the coveted Christie's brand and use the proprietary marketing services of Christie's Great Estates, which has successfully marketed high-value real estate around the globe for more than 20 years."

Until the Bayshore announcement, there were only four affiliates in Canada – Harvey Kalles Real Estate in Toronto; Mont Tremblant Real Estate in Mont Tremblant, Que.; Profusion Realty in Westmount, Que.; and Sea to Sky Premier Properties in Whistler, B.C.

Christie's CEO Neil Palmer of London, England was on hand for the announcement. He told REM that Christie's is hoping to increase its presence in Canada, particularly in Calgary, Vancouver and Ottawa.

"We're looking for long-standing companies with good reputations that are known for their client service," he says. "We are highly selective."

Bayshore Realty provides luxury residential, investment, commercial and industrial sales and leasing services to the communities of Oakville, Mississauga and Burlington. The firm also specializes in new development projects and offers clients tax consulting services. Michael L. Brookes, Donna's husband, is a broker at the firm and is also a licensed paralegal. ■ REM

## OBITUARY

# David Rossi

Well-known Toronto real estate broker David Rossi died Sept. 17 after a battle with leukemia.

Dave Rossi had a distinguished career in real estate and was known as an expert on real estate ethics; indeed, he helped write the Real Estate Council of Ontario's Code of Ethics.

In 2007, he was presented with the Toronto Real Estate Board (TREB) President's Award in recognition of the contributions he made to all levels of professional real estate in Ontario. He was a former director and honorary life member at TREB; former chair of the Ethics and Arbitration Hearing Panel at OREA and founding director and past chair of the Board

of Directors of the Real Estate Council of Ontario. He was a broker at Re/Max Professionals in Toronto's Kingsway area at the time of his death.

In a 2007 interview with REM's Kathy Bevan, Rossi said that chairing the Code of Ethics Committee at RECO was "one of my most cherished roles, to actually develop with a group of very knowledgeable people, a Code of Ethics that lives on. It demonstrated that we wanted to be professionals, and that we were willing to do what it took in terms of a Code of Ethics and education."

Rossi said another philosophy of his "is that there are two bottom lines in business: one is to make a lot of money; two is to enjoy the



journey. I've always concentrated on enjoying the journey, because when you do, the money comes. And if you focus on making money, you may not enjoy the journey. That's what newer people don't understand yet. There's a lot of pressure on them to do a lot of presentations, get a listing, make a sale – but they have to enjoy what they're doing."

He was a big Toronto Blue Jays fan and posed for a baseball-themed photo on REM's cover in 2007. His son Michael was team ball boy when the Jays won back-to-back World Series

Championships in 1992 and 1993.

Dave Rossi is survived by his wife, Aleksandra, and children Michael, Mathew and Joseph, and grandchildren Nicholas and Ava.

The family has asked that donations in Dave's memory be made to Princess Margaret Hospital, Leukemia Research.

On his website, Dave Rossi listed his 10 ideals that never go out of style, learned during his more than 35 years in real estate:

- Relationships
- Honesty
- Dedication
- Integrity
- Follow-through
- Knowing the territory and doing your homework
- Paying attention to details
- Troubleshooting problems before they occur
- Striving for perfection - And most importantly...putting client's interests ahead of your own.

■ REM

# REM

Independent news and opinion  
for Canada's real estate industry

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ISSN 1201-1223

Printed by Metroland Media Group, Ltd.  
A certified FSC Printer