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Buechler, Max

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# Port Credit realty company has an office in the sky

Story and photos by Jim Robinson

A close friend of Port Credit's Max Buechler, calls him, "the man with the purely analytical mind."

He appears to be the antithesis of one of Canada's shrewdest realty service executives. Max Buechler, in person, is a refined, almost quiet man, who can talk knowledgeably about the buying habits of Greenland one minute and beguile a youngster with a story the next.

### SELF-MADE MAN

He is the personification of the self-made man. He came to Canada in 1956; joined Brethour and Morris Real Estate Ltd. in 1957; was a branch manager in 1958; and then bought out the real estate company in 1961 and named it Brethour Realty Services Ltd.

In the subsequent years his company has expanded to the point where he has 16 offices in Ontario, two offices in Spain, and offices in Germany and the Canary Islands.

He is now the principal behind Villacana, a housing development project for Canadian buyers on Spain's exotic Costa Del Sol and he is the owner of a new Sabre Commander executive jet which he needs to commute between his interests on both sides of the Atlantic Ocean.

Despite all this, Max Buechler proudly makes sure that everyone interested in any of his international ventures sees that the head offices are located in "Port Credit, Ontario."

"When I came to Canada in '56, I knew it was a country of opportunity. It all started in Port Credit for me and I still feel Port Credit is my home."

"Certainly we have been asked to move to downtown Toronto but I feel this is our base and this is where we will stay," he said.

\* The new Sabre Commander is an 11-place executive jet which is based at Skycharter in Malton. It cruises at about 525 miles per hour but it is not a frill. It is a very definite

necessity to the Brethour business.

### CIRCLE OF TRADE

A very interesting circle of trade is developing. We have Germans buying into Canada and Canadians buying into Spain.

"It is like a circle but not a vicious one. It is a beneficial circle because it is moving capital around."

"Because I have Canadian clients wanting to look at property in Europe and Spain and European clients interested in Canada I must be able to get to them and have them get to me."

"This is the reason we finally decided on purchasing a jet. After spending eight hours at Montreal and 10 hours in Madrid in the airports I just said this was enough," he said.

### SPAIN IS FANTASTIC

"You would not believe the numbers of Canadians who are interested in Spain. It is fantastic."

"I call it Columbus in reverse but that title is not too far off the mark."

But Spain is not the only destination. He has to fly to the Canary Islands this week and then has to stop over to talk with a client in Germany. He just returned, Saturday, from the Sabre's maiden flight to Calgary.

Brethour Realty had 3,500 resales of homes last year; the new house division is the agent for many of the world's largest home builders, the commercial-industrial branch is strongly conscious of the land assembly market, and the mortgage department specializes in financing and refinancing of residential and commercial properties.

Despite all this involvement, Mr. Buechler, leaned against his Sabreliner, Saturday, and talked candidly with friends. He would never give the impression that he is worth several millions.

What has made Mr. Buechler so successful?

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