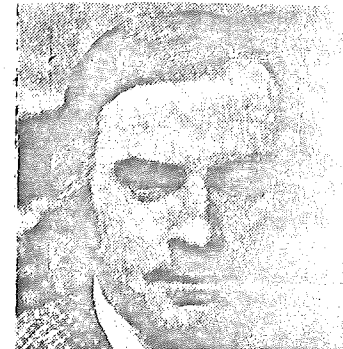
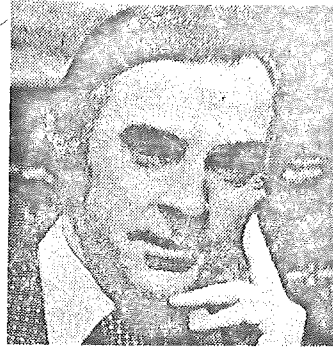


Peel County Bldg. - Dec. 5/73 B.J.N.Z.

a v.i.p. and me

(very interesting person)

By KATHLEEN A. HICKS



"Anyone who has invested in real estate in the past 15 years that I have been in the real estate field hasn't been sorry. I am very gratified that I have been able to be involved with the sale of such a commodity that has benefited people. It's probably one of the few things that hasn't gone down — it has kept pace with the economy."

FRANK J. POLZLER

President Polzler Real Estate Ltd.

Member Mississauga, Brampton, Toronto
Real Estate Boards

ME: You established your Polzler Real Estate firm in 1967, after being a real estate broker for nine years. What has this occupation contributed to your life?

MR. POLZLER: Well, it sure has meant a tremendous change insofar as my lifestyle, my views and my general outlook for the future are concerned, and what I think of the real estate business and the Canadian real estate and Canada in general. I am originally from Austria; I came here 20 years ago. I landed down at Union Station with a suitcase and \$35 in my pocket, and I didn't speak any English. I just think that being able to get into the real estate field, I have been able to create a profession for myself and an income that would be equivalent to a university graduate professional — doctor, lawyer or whatever. Of course, this didn't all come overnight. When I first arrived in Canada, I worked in various jobs in factories, just to make a living, and I had to learn English as well. It was a continuous process of self education. In general, it has been a drastic change. When I first came into the real estate field, I trained as a salesman for a firm. I was with that firm for one year. After that I wrote my broker's examination. I felt at that time that I had to get out on my own and do my own thing, but if I look back now, it was a little premature insofar as I didn't have the experience I should have had to be a real estate broker. So I got into some rough times there in the early '60s, due to not being ready to be on by own. But I have always been a determined person; once I've made a decision I would generally stick with it and carry it through. I do a lot of planning and dreaming and planning. So I would say it has changed my life considerably, and I have been able to give my family an excellent, stable financial background.

ME: This year your new head office on Dundas St. has been erected and emanates success. What do you attribute this to?

MR. POLZLER: Last year, we purchased this property, and it's exactly a year today that we started knocking the old house down, and we've been in here six months already. I am a progressive thinking individual and I have a lot of drive. Actually for the first three years that Polzler Real Estate

existed, I didn't move very fast to be honest with you. I was handling a real estate firm and a real estate office in Etobicoke pretty well like the usual approach to anything else. In those three years, we sold homes, but we didn't advance mentally as far as the corporation itself was concerned; it didn't grow at all. We had no specific plan in mind at all. At that time, we had a total sale turnover of \$4½ million worth of real estate each year. So in the fall of 1970, I felt I had to make a move to expand the firm. I decided to make a five-year expansion plan that the company would consist of five branch offices by 1975. That plan was then crystallized and laid out which way we were going to go. In 1971, we opened our first branch office in Malton. We have found that that office has taught us a lot in so far as sales management is concerned; management and training is a very important factor in expanding any kind of sales organization. We've been able to double our sales production every year since this plan went into effect: in 1971 we had over \$7 million in sales, in '72 it was up over \$15-million, and in 10 months of this year we are up to \$32 million. But the financial success is not the key to this whole thing. Planning the essentials is important. You have to establish your priorities, this is one of the keys. My intention is to build Polzler Real Estate Ltd. into the number one real estate firm in the West Metro area.

ME: From one office in '67 and five sales staff to offices in Etobicoke, Malton, North York and Mississauga and a staff of 100. In six short years you have multiplied five-fold. How does having a prosperous business feel to you?

MR. POLZLER: I am very gratified that I am able to contribute to the communities the firm is involved in as far as the service and so on. But I have also become a large employer at the same time. We have 75 licensed sales people, plus office staff that I am personally responsible for, which is very gratifying. I am glad that I have been able to give jobs to so many people. Through the leadership I have provided in this firm and management in general has provided, we have been able to change many people's lives for the better.

ME: What is the training procedure for a person to become a real estate agent?

MR. POLZLER: I have found that the only reason that we could move to this size in the six short years is because we

have taken time to develop a training program for our real estate people. It's not just a one-week training program, then sit them at a desk with a telephone and say — "well, go make some money." Our training program goes for a solid three months, every day, five days a week. The training procedure is a very stringent process — a very lengthy process and it takes time. The tools of the trade is knowledge and we have been able to turn out some great sales people by giving them this. We have put our training program into effect in our main office. The top priorities of the firm right now are recruiting and training — continuous training, not just when people first come in. We continuously keep training our people even if they have been in the real estate business for several years. There are special seminars put on and quite a few of our people attend the courses that are offered by the Ontario Association of Real Estate Boards for further education. Actually the objective is that we develop some real professional real estate people; this is the key. Our turnover is very low in the firm due to the reason we have such an outstanding training program.

ME: Have you continually taken refresher courses on new policies and requirements in real estate through the years?

MR. POLZLER: Yes, I have. This is the reason I attribute this to my personal growth and the growth of the firm. I have taken many courses in management, on how to develop a corporation, and how to be able to lead a corporation. It's quite a transfer from my being a real estate salesman and a real estate manager to become president of the corporation in general. In order to grow into this position I have taken courses at York University on real estate management. I took a course at Humber College in sales management, and I am presently engaged in business administration; administrating 100 employees successfully is quite a job, I would say. This year was the great leap forward for us; we started out in January with 30 people and now we have 100. So it has been a constant full-time job for me to stay on top of all the problems. The only reason I have been able to do this is by surrounding myself with very capable people in management; they have contributed tremendously, and I have to stress that to build this it has not been just me; it has been a team effort.

ME: What would be some of the problems real estate agents

'Planning the essentials is important'

(continued from page N4)

have to deal with today!

MR. POLZLER: Today, one of the problems is the housing shortage. It is a seller's market and we are short of listings. The properties that are listed are sometimes listed higher than they should be, and this is one of the things a real estate agent has to overcome. I think that is one of the major problems.

ME: What are some of the methods real estate sales people use to drum up business?

MR. POLZLER: Our statistics show that personal contact with people — word of mouth — is one of the best methods. We spend thousands in advertisement each year, and I can give you some statistics, for instance, last month out of 108 sales only 18 came from newspaper ads. If an agent keeps in touch with his former clients there will always be some referral there. Some of our agents go out canvassing, some use the telephone, and what we have found very successful in the condominium market is direct mail.

ME: Having men and women on your sales staff, what comparison can you make about sales ability?

MR. POLZLER: Close to 50 per cent of our sales staff is female. We have some ladies who have made up to \$20,000 a year. I would definitely say, according to our records, that the girls are equal and just as productive in every field. And I have to add that they are pleasant to have mixed into an office. When I started in real estate, a sales lady was a sight unseen in real estate — like some kind of freak. So it is very pleasant to have them around. I would predict that in the next five years time, the residential field will be two-thirds female due to the reason that a woman has an advantage to a certain extent over a salesman. Most of these girls are housewives and have owned a home and they have a better feeling of what a woman wants in a home, and they can put themselves into that prospect's position and become involved in this dream of home ownership with the prospect more so than the men. They are also very hardworking, very conscientious and very loyal to the firm. This is terrific and I am very pleased.

ME: Real estate service is the utilization of resources — land and buildings. What is your administrative point of view where the real estate business is concerned today?

MR. POLZLER: I would say it has never been better than it is right now. I hope I can continue to say this in the future, because the company has some tremendous expansion plans. The only thing I can say from an administrative point of view is that the cost of running a real estate office has gone up drastically. There is always a misconception in the public's mind that — okay, we charge 5 or 6 per cent for selling a home, and they think that whole percentage goes into the agent's pocket. But only part of it really goes to the actual working agent. The rest of it is dispersed in various ways. If there is another broker involved, say, through multiple listing service, half of it goes to the other broker; so there is already four people who have split that real estate fee. So the broker's portion of that commission dollar is again spent in maintaining office facilities. We may have a large dollar volume as far as income is concerned, but the expenses are high.

My job is to continually keep expenses in line. Prices of houses will level off at certain periods, but they are going to continually go up. Real estate with everything else involved in inflation is at least a commodity that if people sell it again, they will get their money's worth back.

ME: Elaborate on your association with the Toronto Real Estate Board and the Ontario Association of Real Estate Boards.

MR. POLZLER: Polzler Real Estate Ltd., is associated with three different real estate boards. The Toronto Real Estate Board was the original board I joined, and I have served there as a member of various committees: the ethics committee, the membership committee, the arbitration committee and lately the publication committee. I joined the Brampton Real Estate Board in 1971, due to our geographical location up in Malton-Bramalea; and I joined the Mississauga Real Estate Board in 1972. As realtors, we all belong to the Ontario Association of Real Estate Boards and we are governed by their rules of ethics and their general professional services.

ME: Do you feel that when one is involved in real estate transactions for years, he or she almost becomes an urban economist?

MR. POLZLER: I would say, yes — it's the involvement in the community with the people. As a real estate sales person, they have to be continually aware of the market and market trends; and everything involved with the general economic picture of the time has a lot to do with real estate sales.

ME: What do you find the most pleasant about your job, and the most annoying?

MR. POLZLER: Being able to help people; in my involvement through the real estate field, I help people purchase homes; I help my sales people become professionals; I am able to contribute to the profession in general. As for the annoying part — my philosophy is that I overlook or ignore the annoying parts. I concentrate on the positive side of life. I feel it is a waste of time to dwell on the negative.

ME: What aspect of your life in general do you find the most interesting?

MR. POLZLER: I would again say my professional development insofar as being a successful realtor, and a large employer. I am generally a contented and happy person, and I am achievement oriented. I feel a person should take care of himself as an individual, and through his positive attitude not waste time on things he can do nothing about.