





01

WHO WE ARE

02

WHERE WE'VE BEEN

03

WHERE WE'RE GOING

04

WHY HOMELIFE

05

WHAT WE'RE UP TO



OUR MISSION & VALUES

WHO WE ARE

EST. 1985

38 YEARS

Since our founding in 1985, we have committed the highest level of intellectual and financial resources to the development of cutting edge systems, proprietary technology, and educational programs to aid our Franchisees and Members in launching businesses worthy of being called FIVE STAR. Our operational model is sustainable, growth-oriented, and can be easily tailored to suit any market or demographic.



"I would like to personally thank you for your interest in HomeLife™, the most coveted FIVE STAR brand in the industry. At HomeLife, our goal is to always be the best in everything we do. With our FIVE STAR Higher Standards Service, we have reinvigorated the industry, empowering everyone from our Corporate and Support Staff to every Agent, Broker, and Manager so they can experience the HomeLife Luxury Lifestyle."



ANDREW CIMERMAN, FOUNDER & CEO



EDWARD ALPHONSO HARRIS
AUTHORIZED HOMELIFE BUSINESS AND FRANCHISE DEVELOPER

Re: Edward Alphonso Harris, Authorized HomeLife Business and Franchise Developer

To whom it may concern,

My name is Andrew Cimerman. I am the Founder and CEO of HomeLife International Inc., the international franchisor for the HomeLife® brand of real estate brokerages, as well as HomeLife Realty Services Inc., the global corporate office for HomeLife®.

This letter confirms that HomeLife has authorized Mr. Edward Alphonso Harris as a HomeLife Business and Franchise Developer for the Caribbean, Central America, and South America on a non-exclusive basis. Mr. Harris joined HomeLife as our inaugural franchisee for the country of Saint Lucia. We hope that Mr. Harris will introduce us to you so that you can explore global business opportunities with us.

HomeLife was founded in 1985 in Toronto, with over 15,000 members in Canada. HomeLife® has a Five Star Higher Standards ideology that focuses on providing better service to clients in both residential homes and commercial investments. Our innovative and creative franchise systems are backed by cutting edge global technologies that provide advanced tools and models for members to drive lead generation. HomeLife University provides the most extensive curriculum for real estate higher education, with advanced courses in client service, digital marketing, sales, lead generation, recruitment, negotiation, and business management. HomeLife's progressive attitude towards cooperative wealth building is expressed in its residual income sharing programs with members and partners alike.

This letter is valid for a period of one (1) year, to be reissued on an annual basis upon request.

Please feel free to contact us using the information below to confirm the information in this letter, for further information, or if you have any questions.

HomeLife Realty Services Inc.
Attn: Legal Department
3500 Dufferin Street, Suite 200
Toronto, Ontario M3K 1N2

Rann Wang
Corporate Legal Counsel
416.733.9966 x3604
rann@homelife.com

Sincerely,



Andrew Cimerman
Founder and CEO
HomeLife International Inc. and HomeLife Realty Services Inc.



UNAPOLOGETICALLY CANADIAN

MADE IN CANADA



HomeLife is Canada's largest Canadian independently owned real estate franchise. Under the leadership of Founder & CEO Andrew Cimerman, HomeLife is developing into a global franchise powerhouse. HomeLife is in the midst of a transformation into an upscale brand with its online and e-commerce business.






5 STAR AGENTS

5 STAR BROKERS

5 STAR BRAND



Franchisees who have committed to FIVE STAR Higher Standards will immediately begin to receive new perks for their offices, their agents, and themselves - all of which will help you grow your success.

A woman with long dark hair and glasses is sitting at a desk in a dimly lit office. She is wearing a light-colored blazer and is looking down at a laptop. Her right hand is holding a yellow pencil, and her left hand is on the laptop keyboard. The background is dark and out of focus, showing some office equipment and a lamp.

HOMELIFE HISTORY

WHERE WE'VE BEEN



160+

HOMELIFE BROKERAGES

15,000+

5 STAR AGENTS

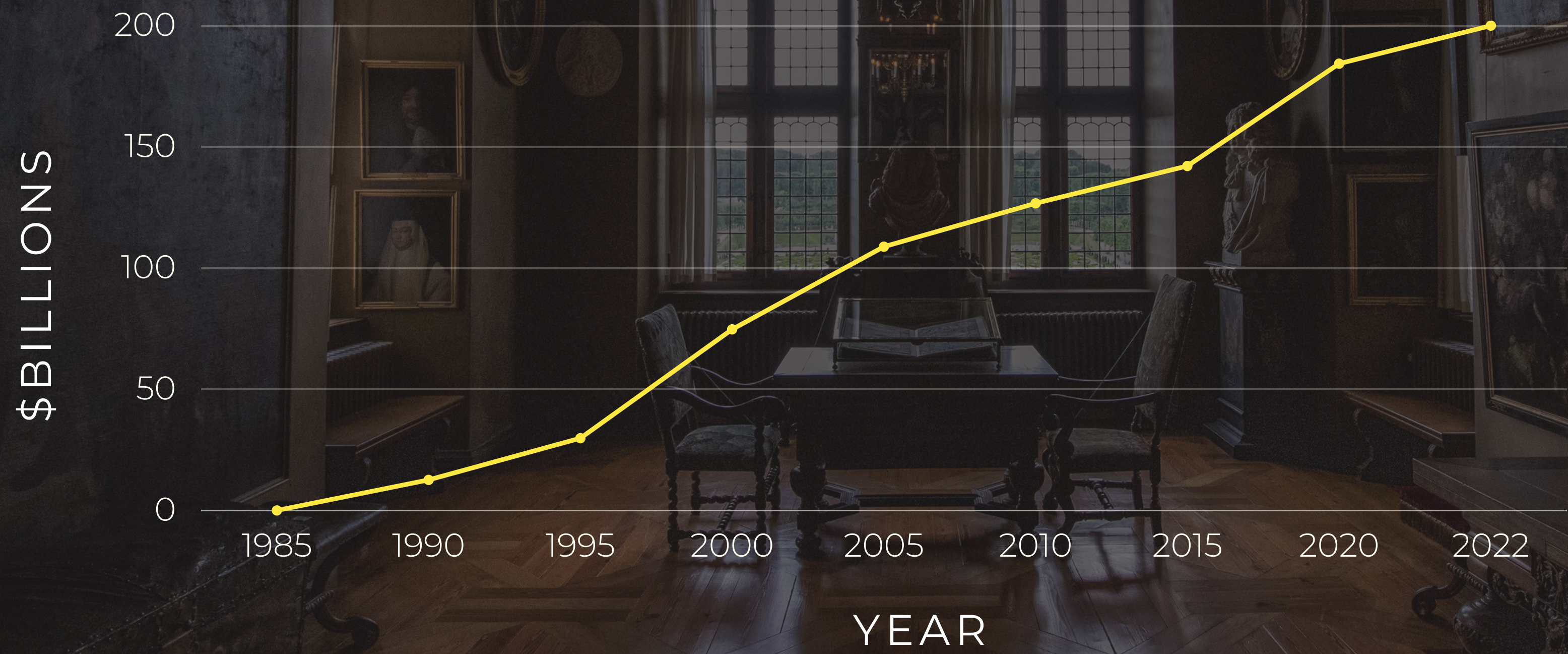


1 MILLION+

PROPERTY TRANSACTIONS

\$200B+

TRANSACTIONS





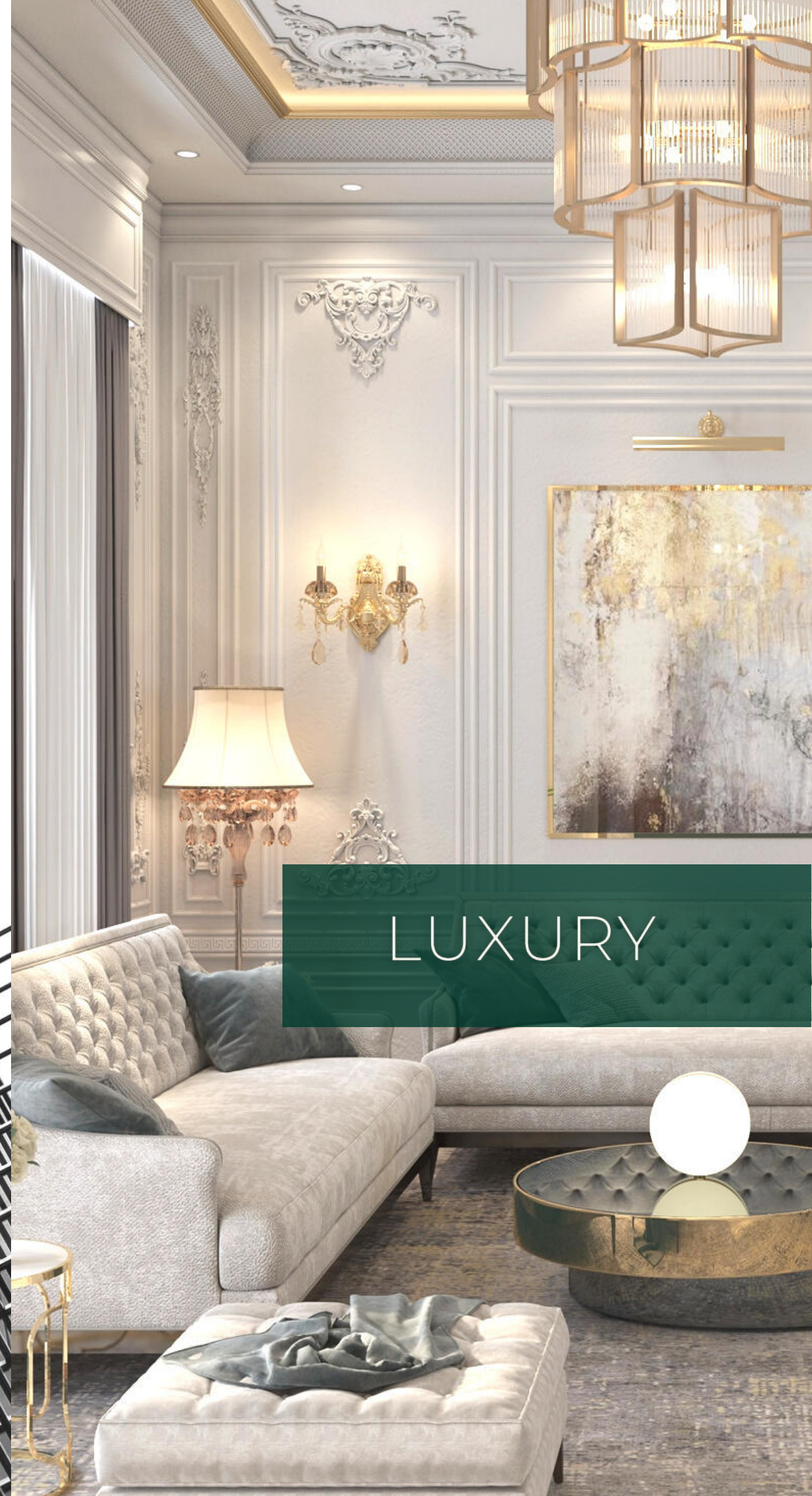
RESIDENTIAL



THE FRANCHISE TRINITY



COMMERCIAL ICI



LUXURY

FRANCHISE OPTION #1

VIRTUAL OFFICE

Take your business on the road! The HomeLife Hop-On Model offers fully remote office solutions so you can run your business from anywhere. As an alternative to a Brick and Mortar setup, we offer wrapped and equipped cars and remote support.



FRANCHISE OPTION #2

BOUTIQUE OFFICE

If you are planning on running a noble family operation, we got you covered. You can open a boutique operation with HomeLife, and get full service, on-going training and all the latest technologies as a traditional sized franchise. In order to compete against the current market, your agents will require proper training needed and support to gain a competitive edge.





FRANCHISE OPTION #3

TRADITIONAL OFFICE

HomeLife is a fully integrated organization, offering a full-service business model to our Members. Our traditional model includes support in setting up your office including branded facades, interior design and exclusive offerings on supplies from our approved vendors.



ALL THE SUPPORT YOU NEED

GETTING STARTED WITH HOMELIFE™ IS EASY

Whether you are a new Real Estate Broker looking to start your business, an investor in Real Estate, or a seasoned Broker, HomeLife has all the tools you need to get started. We help all our agents and brokers bring their career and their business to the next level.



THE TRANSFORMATION

WHERE WE'RE GOING





MORE THAN JUST REAL ESTATE

THE HOMELIFE TRANSFORMATION

NEW LOOK

NEW SITE

NEW TECH

HIGHER STANDARDS

A Luxury
Lifestyle Brand



YOUR OFFICE FITS

NEW LOOK

We've been working with top designers and suppliers to create state-of-the-art luxury facades.



THE NEW LOOK





PRINT & DIGITAL

SIGNS

PRESENTATIONS

FLYERS

POSTCARDS

STATIONARY

MERCH

SWAG

VIDEOS

REELS

POSTS

SOCIAL MEDIA

+MORE

WHAT YOU WANT
HOW YOU WANT IT



JUST ONE CLICK

FREE FOR ALL MEMBERS
MULTIPLE FORMATS
EASY EDITING

ACCESS EXCLUSIVE MEMBER DEALS
OR DOWNLOAD PRINT FILES
TO SEND TO YOUR PREFERRED VENDOR



Order Signs with one click

Order Online from
an approved vendor



OR DOWNLOAD THE PRINT FILES HERE*

OPTIONS

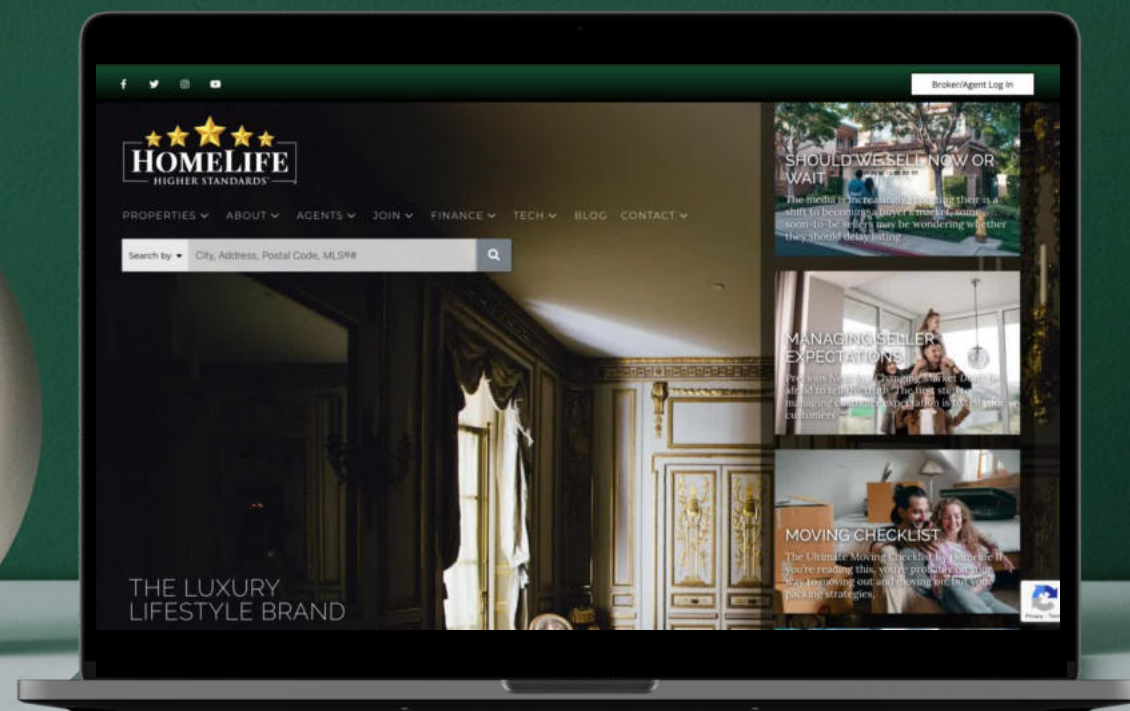
DIMENSIONS	24 x 30	COLOURS	BLACK
	30 x 32		GREEN
	32 x 24		
GRAPHICS			WITH PHOTO
			NO PHOTO



Transforming
the Luxury
Experience.

★★★★★
NEW SITE

Our new website was built by the top developers with high-ranking SEO, marketing integrations, and easy navigation. So whether you're a broker, an agent, or a homebuyer, you'll have everything you need at the click of a button.

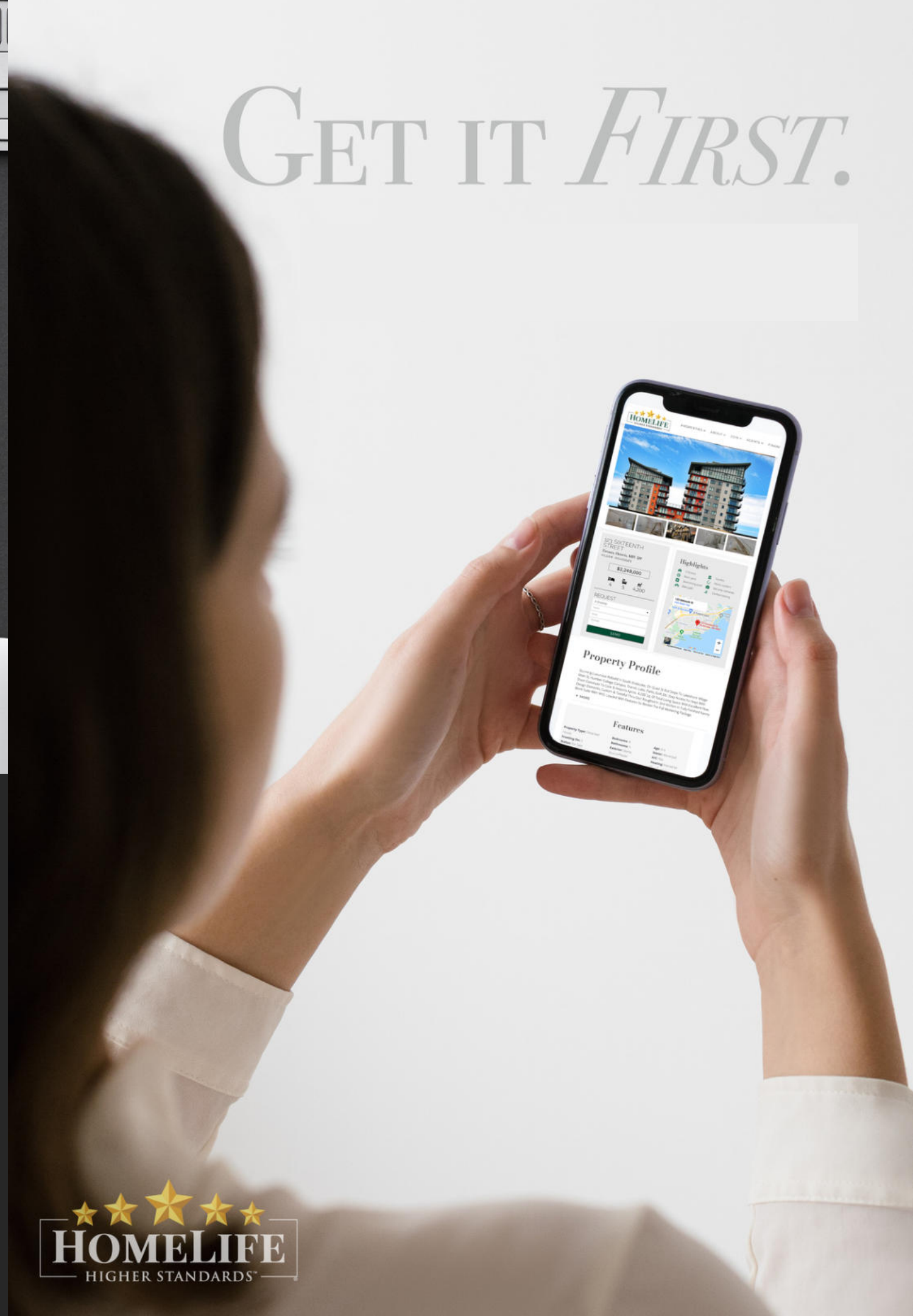




GET IT *FIRST.*

NEW TECH

We're equipping our agents & brokers with the tools they need to generate leads & sell properties.



GROWING STRONG

GLOBAL EXPANSION

Our sights are set on International success. Follow our ongoing release of new HomeLife communities, cities, and partnerships on social media.





IT'S NOT EASY BEING PERFECT

QUALITY CONTROL

With HomeLife Support Programs and Business Alliances & Partnerships, we can ensure that every Agent, Broker and Office is operating at a 5 Star Level.



WHAT MAKES US THE BEST

WHY HOMELIFE?

HOMELIFE UNIVERSITY
WEALTH BUILDING & SHARING

REALLIUM TECH PACKAGE
BUSINESS PARTNERSHIPS

ANCILLARY PROGRAMS



HOMELIFE MEMBER BENEFITS



EDUCATION & TRAINING

The #1 Real Estate Training Program in the world: HomeLife University. Over 200+ free webinars & courses from industry leaders and experts.



ADVANCED APPS & TECH

The Reallium Technology Package easily integrates into your favourite platforms & CRM. Use our tools to track, automate, and improve.



FINANCIAL SUPPORT PROGRAMS

With programs like Income for Life and Wealth Building & Sharing, your financial security and future are protected.





THE #1 REAL ESTATE TRAINING PROGRAM IN THE WORLD

The HomeLife FIVE STAR Higher Standards Certification is for professionals who deliver best-in-class service.

By offering continuing studies on a wide range of industry-specific topics, HLU provides Agents and Brokers with the ability to continue to grow throughout their careers.

[HOMELIFEUNIVERSITY.COM](https://www.homelifeuniversity.com)





RISING STAR CERTIFICATION 5 STAR CERTIFICATION GRADUATION CEREMONIES

150+ CERTIFIED DIGITAL MARKETING COURSES

50+ CERTIFIED INDUSTRIAL COMMERCIAL
INVESTMENT COURSES (ICI)

100+ COMPREHENSIVE REAL ESTATE
MANAGEMENT COURSE



OUR EDUCATORS



Stephen Katz, BSc, MBA

COMMERCIAL REAL ESTATE
EDUCATOR & TEAM LEADER

- 36+ Years in the Commercial Real Estate Industry
- Expertise: Asset Management & High-Level Transactions in Office, Retail, Industrial, Multi-Residential, Land & Development Properties
- Best-selling author of Rise and Shine



Gabrielle Jeans

DEAN OF HOMELIFE UNIVERSITY,
DIRECTOR OF EDUCATION

- Real Estate Educator since 1978
- Expertise: Building a Successful Business, Internet Marketing, Social Networking and Search Engine Optimization
- Founder/CEO: e2000 Training Institute Inc., WebTech Dezine Inc., MONEYMAKER™ and Pro Presenter

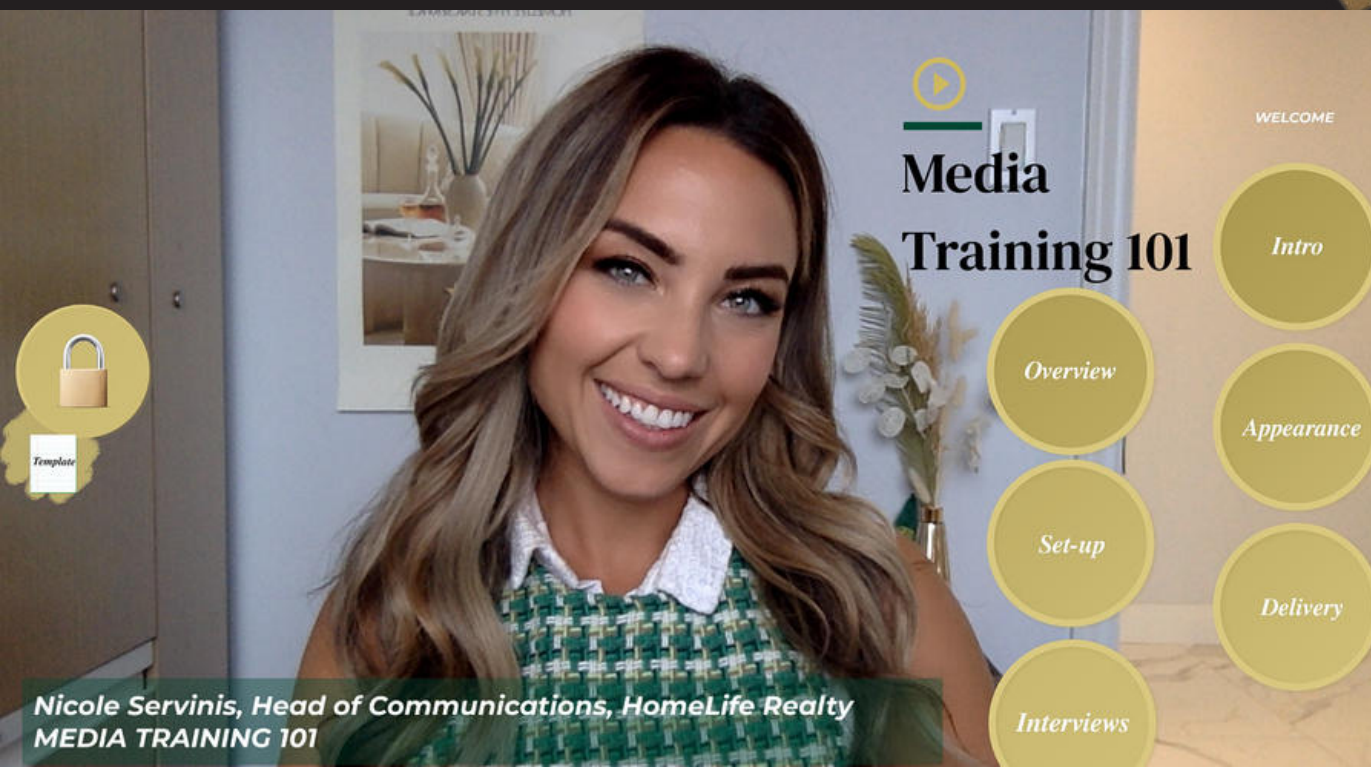


MEDIA TRAINING 101

WITH NICOLE SERVINIS

TV Personality Nicole Servinis is the newly appointed Head of Communications at HomeLife Realty Services. She has prepared a curriculum of media training webinars which are FREE for all Members.

As a part of the NEW HomeLifeTV program, Nicole and her crew will be touring to HomeLife brokerages, events and open houses to give on-site training, produce videos for social media, and interviewing



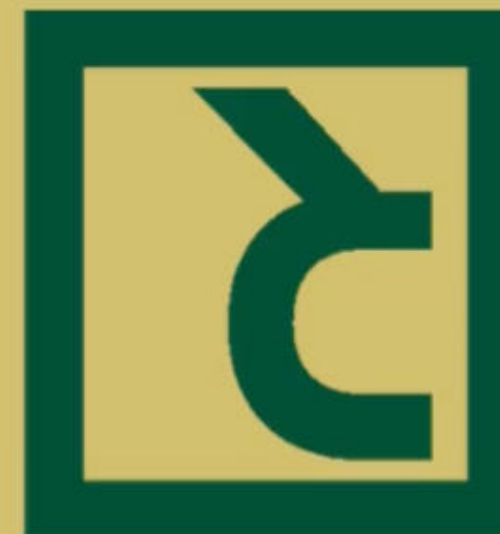
"Media spokesperson training can give you the confidence, knowledge and skills needed to help you shoot your own content, think on your feet, speak publicly, master an interview, prepare and pitch."



HOMELIFE REALLIUM™ TECHPACK

TECHNOLOGY THAT MAKES
YOUR LIFE EASIER

Since our founding in 1985, we have committed the highest level of intellectual and financial resources to the development of cutting edge systems, proprietary technology, and educational programs to aid our Franchisees and Members in launching businesses worthy of being called FIVE STAR.





NATIONAL & GLOBAL

Wealth Building & Wealth Sharing Program



RESIDUAL INCOME

**WEALTH BUILDING &
WEALTH SHARING PROGRAM**

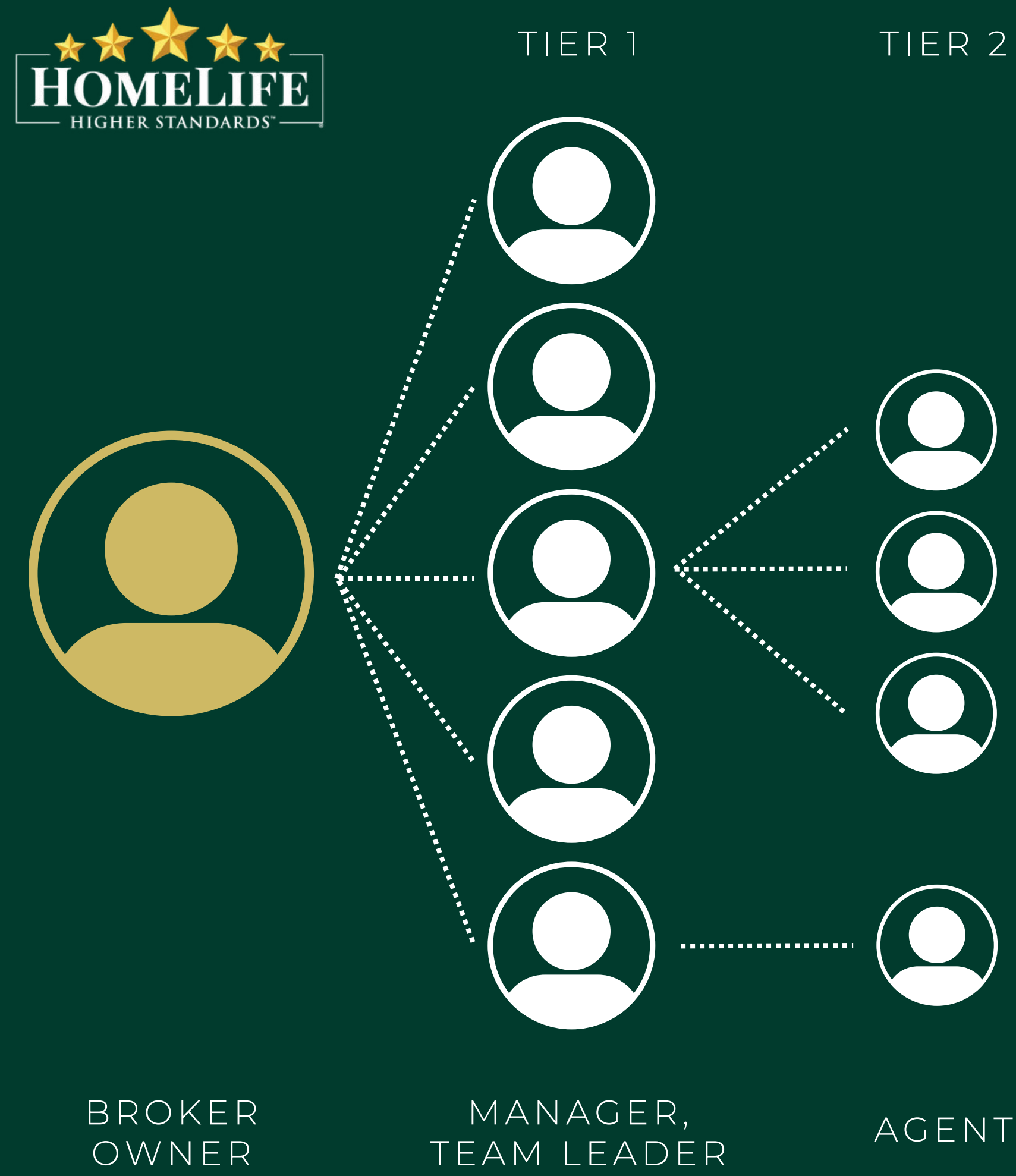
A residual income could be earned by a manager, team leader or agent after bringing in productive agents to his or her team.

As an example: suppose you are a team leader and you have added three productive agents to your team. After they split their commission with the broker owner, you can earn up to 20%* of the broker owner's commission on every deal that your agents bring, FOR LIFE!

It is possible for every agent to build his own team and become a team leader.

The earning potential of an agent is unlimited.

*Subject to change or cancel without notice. Please speak with your representative for details. E & O.E.





CONNECTING THE DOTS

BUSINESS ALLIANCES



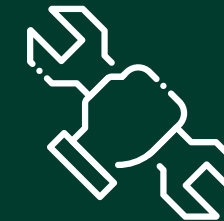
MORTGAGE
BROKERS



INSURANCE
BROKERS



PROPERTY
MANAGEMENT

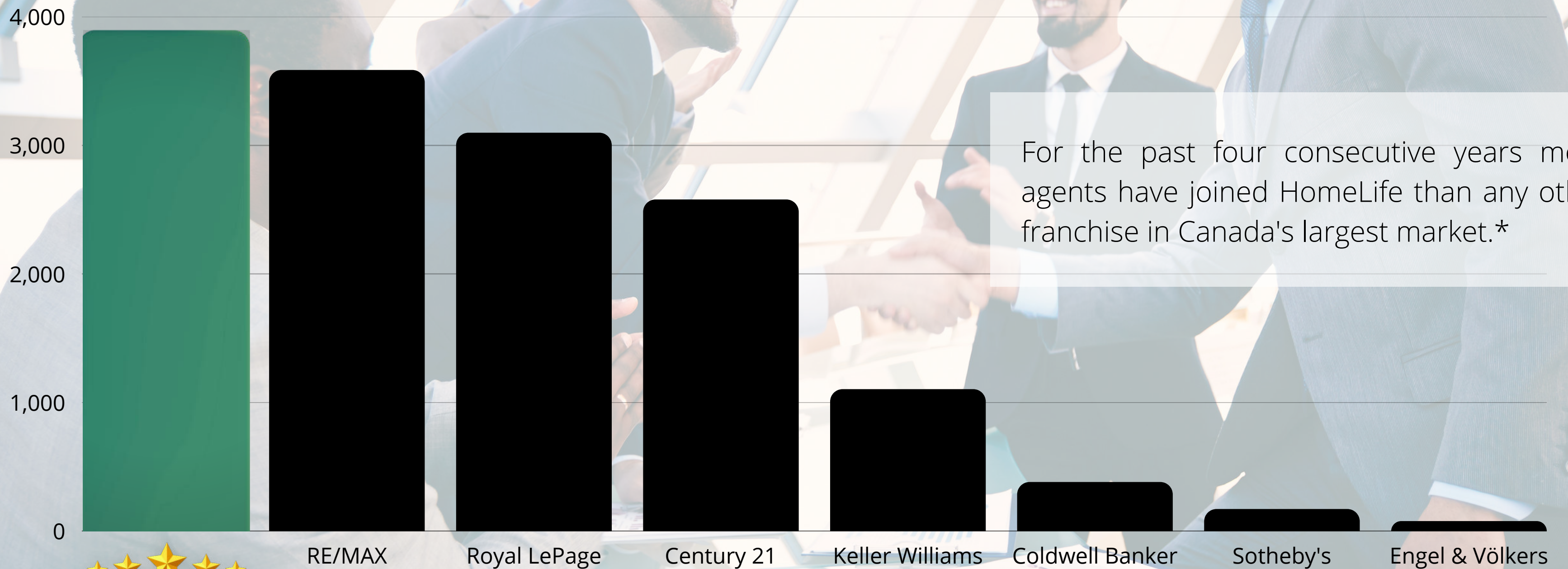


REAL ESTATE
DEVELOPERS



moventag.

#1 THE NUMBERS SAY IT ALL. IN RECRUITMENT*



For the past four consecutive years more agents have joined HomeLife than any other franchise in Canada's largest market.*



*This bar graph is based on data supplied by a third party real estate statistics provider. We believe that it is reliable. However, HomeLife does not warrant or guarantee the accuracy or reliability of the information. We advise you to conduct your own independent research. Each HomeLife office is independently owned and operate."

SAVING YOU TIME & MONEY

PARTNERSHIPS

Along with Income for Life™ and the HomeLife Sweepstakes™, our Vendor Partnership programs offer savings to our clients and members

PRINTING & OFFICE SUPPLIES

STAPLES
Business Advantage

solutionshop
DESIGN | PRINT | MARKET | SHIP | TECH SERVICES

COLOURTECH
MARKETING INC.
LEADERS IN PRINT MARKETING

ONLINE TOOLS

THINKIFIC


webex
by CISCO

 **INTERMEDIA**
ANYMEETING®

LISTING ADVANTAGES

listglobally 

MEDIA PARTNERS

CANADIAN
Real Estate Wealth

CANADA
POST  POSTES
CANADA

REM REAL ESTATE
MAGAZINE

CONSTRUCTION & DESIGN


RESTORA-HOME
APPLIANCE & HOME SYSTEMS PROTECTION PLAN

RENDEKaas
P A R T N E R S

MARKETING & EVENTS

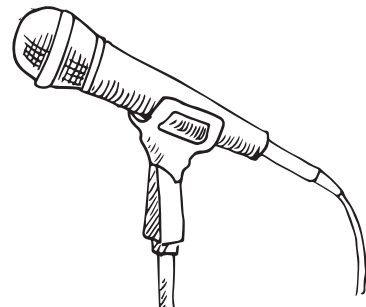
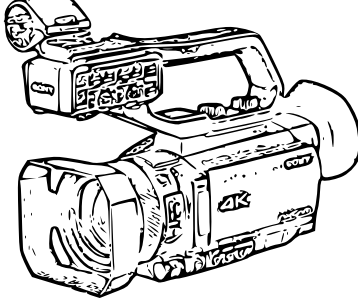
WHAT WE'RE UP TO



SPREAD THE NEWS

MARKETING

Collateral and packages
for social media, print,
broadcasting, video
production and more.



JEROME THE GNOME™

Jerome™ has been warming the hearts of HomeLife Members & Clients for decades and he hasn't aged a day!





LEAD GENERATION

SWEEPSTAKES

The HomeLife \$10,000 Sweepstakes is another powerful marketing tool that can attract greater attention to your business. Held regularly, the Sweepstakes offers individuals the chance to get closer to their dreams.



@HOMELIFEINTL



NATIONAL AWARDS CEREMONY GALA



CELEBRATING SUCCESS

HomeLife's annual National Awards Ceremony Gala features live entertainment, keynote speakers, special guests, gourmet cuisine, a HomeLife Members Awards Ceremony, prizes to win, and much, much more.





SUPPORTING OUR MEMBERS

SUCCESSING TOGETHER

HomeLife Members support each other. From new office openings to charity golf tournaments, we encourage everyone to participate in company events and outings.



GIVING BACK



HOMELIFE H.E.L.P.

The HomeLife Environmental Leadership Program (H.E.L.P.) is designed to enable every HomeLife member to give back to their local community through environmentally friendly and sustainable events.



NO FAMILY LEFT HUNGRY

An integral part of HomeLife is fostering the well-being of our communities. That is why we founded the No Family Left Hungry program, encouraging members to lead the charge to collect non-perishable food items and donate to local food banks.



