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CREA critic ups ante with discount brokerage



The lawyer credited with sparking an inquiry by the Competition Bureau that resulted in the Canadian Real Estate Association drastically changing its rules is back in the property businesses. National Post

Garry Marr, *Financial Post* · Wednesday, Oct. 27, 2010

The lawyer credited with sparking an inquiry by the Competition Bureau that resulted in the Canadian Real Estate Association drastically changing its rules is back in the property businesses.

Lawrence Dale announced Wednesday morning he has relaunched Realtysellers, the discount brokerage he has long claimed was forced out of business because of CREA's rules.

"I'm announcing my re-entry into the real estate brokerage market with the most compelling innovative model out there," said Mr. Dale.

His new company will be called Realtysellers Real Estate Inc. and will be a member of the Toronto Real Estate Board and CREA.

On Sunday representatives from CREA's 100 member boards approved a settlement agreement with the Competition Bureau that opens up the Multiple Listing Service which controls about 90% of real estate sales.

The agreement was forged after a three-year investigation and charges by the Bureau with the Competition Tribunal that CREA's rules were anti-competitive. The battle centred around the MLS and the ability of realtors to offer à la carte services through it, including a mere posting with the consumer handling the rest of the transaction.

The settlement agreement is for 10 years and calls for harsh penalties, if it is broken.

Mr. Dale, who first launched Realtysellers in 2001, said he would not re-enter the field until CREA changed its rules permanently.

"Realtysellers Real Estate Inc. is a new company with a new investment group from any of my earlier ventures," said Mr. Dale.

He appears to be upping the ante with organized real estate by

offering a discount to buyers who work with him, as opposed to

consumers who just want to list on the MLS for a flat fee.

Even with the new rule changes, many in the real estate industry have said the commission paid to a buyer's agent is almost sacrosanct.

Without that commission, many real estate agents are unlikely to mention to their clients homes for sales through the MLS from which they wouldn't receive compensation.

Mr. Dale's new program will offer a buyer a bonus of up 75% of the commission his firm would get as a buyer's agent. If Realtysellers gets say a \$50,000 fee, the buyer would receive an extra \$37,500 back.

The new company will also offer a listing fee of 0.5% of the home price but still assist with the transaction by offering services like negotiating throughout the transaction.

"You decide what commission to offer to a buyer's agent with all of our seller's programs," said Mr. Dale.

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8:30 AM on October 27, 2010

I think that this is a attempt by someone who has failed as a lawyer and has stirred up an industry that didn't need to be. We all must still remember that client's were and are always free to negotiate with their realtors and if they are not happy with the arrangement they just don't sign. Discount realtors do and always will exist. Like every other product its up to the consumer to find one. This person also failed as a realtor and wants to blame the countries real estate community for it. The media has already given this individual to much coverage and at times incorrectly stated the facts..The government agencicies have spent too much time and money on correcting something that didn't need this much attention. Better spening those efforts and resources on education and health care issues.

REALIST85

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11:25 PM on October 27, 2010

Frankly, I know Mr. Dale from his Skydome days, as well as his cousin Stephen Moranis who together created the original Realtysellers years ago, and I know them both to be self-serving weasels that are masters at using the media to promote their b.s. They have both left many casualties behind in their various unscrupulous failed business ventures, only to creatively find ways to turn things around to their advantage. It is a real shame that Ms. Aitken of the Competition Bureau, (new on the job), and the media have given so much airtime to these two. They fail in business and then use Mr. Dale's litigation experience to sue the real estate industry's governing bodies in an attempt to extort money that they clearly did not have the skills to earn honestly. When that doesn't work out, they convince the government that they actually were trying to help the consumer. Nonsense! They are just out to ruin things for the industry and the consumer and line their own pockets in the process. The late Sadie Moranis, an icon in the real estate industry, the mother of Stephen and Aunt or Mr. Dale, must be rolling in her grave at what these two have done to the industry that she so loved.