

**Press release**

**Léger survey – Quebecers' perception of real estate brokers**

## **Trust in Real Estate Brokers has Increased Significantly**

**L'Île-des-Sœurs, May 22, 2019** – In Quebec, 82 per cent of residents who intend to buy or sell a house in the coming year plan to use the services of a real estate broker, according to a recent survey conducted by Léger and released this morning by the Quebec Professional Association of Real Estate Brokers (QPAREB). This is an increase of more than 20 percentage points compared to the statistics collected in 2013 (60 per cent).

The data also show that the level of trust in real estate brokers and the perceived value of their services have increased significantly. Furthermore, Quebecers are now more fearful than before of buying or selling a property without assistance. In fact, Quebecers' confidence in buying or selling their home without the help of a broker decreased by nearly 7 per cent and 10 per cent respectively in 2019 compared to 2013.

In Montreal, 98 per cent of residents who used the services of a real estate broker in 2019 say they were successful in selling their home. "This success demonstrates the relevance of doing business with a professional when buying or selling a home, as it can create a lot of stress for a lot of people," said Nathalie Bégin, President of the Association's Board of Directors. In addition, 78 per cent of Quebecers agree that doing business with a real estate broker reduces stress and provides peace of mind.

"Quebecers also believe that a real estate broker's expertise provides many advantages when selling or buying a home," said Sylvain Gauthier, Vice-President, Communications and Public Affairs at Léger. "Their understanding of the market and their ability to manage all the paperwork that needs to be filled in contributes to their level of expertise. Real estate brokers are surrounded by a team of professionals that they can refer to at any time, and they understand the administrative and legal details relating to the sale or purchase of a property," he added.

"We are pleased to see that 93 per cent of residents of the Greater Montreal area say they are satisfied with the work that was done by their real estate broker when selling their home," said Ms. Bégin. "Brokers' skills, their contribution to the sale or purchase of a home, and the achievement of expected results have certainly contributed to the increase in trust that consumers have in brokers," she added.

According to the survey conducted by Léger, it is interesting to note that Quebecers' satisfaction with the work of real estate brokers during the sale of a property has improved in several respects since 2013:

- the broker knew the laws and regulations relating to the sale of the property – 87 per cent in 2019 versus 83 per cent in 2013;

- the broker obtained the best possible price – 75 per cent in 2019 versus 71 per cent in 2013;
- the broker properly and objectively assessed the property (using comparable sold properties, for example) – 81 per cent in 2019 versus 76 per cent in 2013.

### **About the Quebec Professional Association of Real Estate Brokers**

The Quebec Professional Association of Real Estate Brokers is a non-profit association that brings together more than 12,500 real estate brokers and agencies. It is responsible for promoting and defending their interests while taking into account the issues facing the profession and the various professional and regional realities of its members. The Association is also an important advocate for the implementation of measures that promote homeownership. It provides training, tools and services relating to real estate and facilitates the collection, dissemination and exchange of real estate information. The Association is headquartered in Quebec City and has its administrative offices in Montreal. It has two subsidiaries: Centris Inc. and the Collège de l'immobilier du Québec.

### **About Centris**

Centris.ca is Quebec's real estate industry website for consumers, grouping all properties for sale by a real estate broker under the same address. Société Centris provides real estate industry stakeholders with access to real estate data and a wide range of technology tools. Centris also manages the collaboration system used by more than 13,000 real estate brokers in Quebec.

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