

CMP
TOP

50

BROKERS

Inaugural results

Survey submissions have been collated, figures checked and re-checked, and the first annual CMP Top 50 Brokers list is ready to make its debut. *Cindy Freiman* and *Vanessa Chris* unveil the results

CMP is pleased with the response from brokers/agents across the country who submitted surveys for the first annual CMP Top 50 Brokers. The list was compiled from individual broker/agent submissions and, therefore, does not represent every broker/agent across Canada but, rather, offers a good cross-section of the industry.

We recognize that volume is just one measurement for success in this industry, as we commonly report in *CMP*, but it is an important measurement. If, however, you run your business on a deal-by-deal transactional basis with your target set merely



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on volume and without showing due care for your customers, then you're not doing anything to push the industry forward as a whole. With this approach, sooner or later, your new business will dry up and you'll have no referrals coming in.

The CMP Top 50 Brokers can be used as a target for other aspiring brokers/agents within the industry. And those appearing on this year's list will have the opportunity to climb to the top, or maintain their top rankings, when we run the survey again next year.

We also acknowledge that it's not entirely accurate to compare brokers/agents working in smaller communities across the country with those in major city centres. But as you'll see on

page 39, we've done our best to recognize those who generate their business in smaller towns/cities and who also made it as CMP Top 50 Brokers.

On page 42, we have highlighted the most popular product identified by this year's CMP Top 50 Brokers.

CMP has gone to great lengths to verify figures supplied by every one of our Top 50 Brokers, seeking corroboration with brokerage head offices and lender underwriters. CMP was intent on ensuring the list was as accurate, truthful and precise as possible, and we are confident that we have achieved just that.

The rules and stipulations for submitting a survey were simple: you must be employed as a mortgage broker/agent; the volumes included must have been settled residential sales within the 2007 financial year; and the deals must have been personally originated by the broker/agent (back-office support in processing the loans is acceptable, but no other parties have been paid commission on the deals).

CMP congratulates all of the brokers/agents who submitted an entry. We would also like to thank Genworth Financial Canada for signing on as an official partner to the CMP Top 50 Brokers survey in its first year.

Best of luck to all those who submitted surveys, and don't forget to participate next year!

GENWORTH: OFFICIAL PARTNER OF THE CMP TOP 50 BROKERS



Congratulations to those individuals who have been recognized as being amongst the industry's top-performing mortgage brokers.

Genworth Financial Canada is pleased to be the exclusive partner of the CMP Top 50 Brokers. Working in direct partnership with mortgage brokers has been a consistent part of our approach at Genworth – together, we have helped increase the awareness and profile of our brands with consumers, and we have helped more than 900,000 Canadian families realize the dream of homeownership.

The role of the mortgage broker has become increasingly important. For many Canadian consumers, making the decision

to buy a home is one of the most important decisions of their lives. Mortgage brokers help facilitate that journey for many through the delivery of quality advice, education and mortgage options. Homeownership is as much about financial wellness as it is about security and sense of pride.

Genworth Financial Canada, as The Homeownership Company, is committed to providing mortgage brokers with the information and products that help promote responsible homeownership for more Canadians.

The CMP Top 50 Brokers is helping raise the bar for other mortgage professionals – and helping increase the profile of mortgage brokers with more Canadians.

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RANK	NAME	COMPANY	CITY	PROVINCE	FUNDED VOLUME	FUNDED DEALS	SUPPORT STAFF	YEARS AS A BROKER
50	Mathieu McCaie	HLC Home Loans Canada	Dieppe	NB	\$17,000,000.00	130	0	3
49	Rodney Greenlaw	VERICO Purely Mortgages Inc	Lower Sackville	NS	\$20,309,107.00	155	2	5
48	Marilee Walker	MortgageBrokersOttawa.com	Ottawa	ON	\$20,924,716.64	130	0	2
47	Andre L'Ecuyer	Mortgage Intelligence	Petawawa	ON	\$22,896,165.00	151	2	5
46	Kent Bittner	Dominion Lending Centres - Canadian Mortgage Network	Regina	SK	\$23,460,000	150	2	6
45	Brian Matthey	VERICO The Mortgage Professionals	Kingston	ON	\$23,500,000.00	142	1	19
44	Michael Hapke	MortgageBrokersOttawa.com	Ottawa	ON	\$23,914,083.94	137	1	3
43	Kathleen McEwen	The Mortgage Group	Surrey	BC	\$24,038,066.00	100	0	17
42	Yves Cormier	VERICO Cormier & Cormier Consultant Inc	Edmundston	NB	\$25,889,046.00	268	1	6
41	Derek Artchuk	MortgageBrokersOttawa.com	Ottawa	ON	\$26,399,377.79	183	1	5
40	Dave Griffin	Re/Max Eastern Realty Inc	Peterborough	ON	\$31,061,506.00	189	0	5
39	Janet Rideout	Dominion Lending Centres	Toronto/ Etobicoke	ON	\$31,332,242.00	112	1	15
38	Dan Sauvé	VERICO Mortgage Corp Financial Services Inc	North Bay	ON	\$32,631,330.55	232	1	16
37	Ken Lankin	Mortgage Intelligence	Niagara Falls	ON	\$34,227,290.00	205	1	11
36	Frank Napolitano	MortgageBrokersOttawa.com	Ottawa	ON	\$34,709,512.11	206	1	3
35	Lisa Theriault	MortgageBrokersOttawa.com	Manotick	ON	\$35,162,027.43	262	3	2
34	Darren Keck	MortgageBrokersOttawa.com	Ottawa	ON	\$35,365,688.20	182	1	3
33	Dan Eisner	VERICO True North Mortgage Inc	Calgary	AB	\$36,000,000.00	132	1	5
32	Bruce Gilkinson	Mortgage Centre Canada - Gilkinson Financial Inc	Listowel	ON	\$36,461,861.00	251	3	4
31	Lisa Manwaring	Meridian Southwest Mortgage Group Ltd	South Delta	BC	\$37,000,000.00	150	1	4
30	Marc Moeys	Pillar Financial Services Inc	Sharbot Lake	ON	\$41,132,900.00	168	3	14
29	Donald Estrada	Dominion Lending Centres - Absolute Rate Mortgages Inc	Surrey	BC	\$45,301,066.00	151	3	8
28	Janet Kostner	Mortgage Centre Canada - Crestview Mortgage Services	Richmond	BC	\$45,600,000.00	182	2	18
27	Craig Dick	Mortgage Centre Canada - Metro City Mortgages	Belleville	ON	\$45,760,000.00	268	3	13
26	Marvis Olson	Mortgage Architects	Calgary	AB	\$46,647,367.00	200	1	10
25	Debbie Belair	Mortgage Architects	Ottawa	ON	\$47,703,528.00	235	1	27
24	Morris Briglio	The Mortgage Advantage Financial Services Ltd	North Vancouver	BC	\$47,771,439.48	138	1	16
23	Roula Vagopolous	MonsterMortgage.ca	Toronto	ON	\$47,820,000.00	250	2	8
22	Ray Silvestri	Mortgage Architects	Burlington	ON	\$48,721,872.00	297	1	15

RANK	NAME	COMPANY	CITY	PROVINCE	FUNDED VOLUME	FUNDED DEALS	SUPPORT STAFF	YEARS AS A BROKER
21	Sean Stephens	Mortgage Centre Canada - Courtesy Financial Services Inc	Cambridge	ON	\$51,947,742.65	281	2	6
20	Dwight Trafford	Mortgage Centre Canada - Mountain Mortgage	Orangeville	ON	\$54,138,000.00	310	3	19
19	Angela Calla	Dominion Lending Centres	Coquitlam	BC	\$55,000,000.00	150	1	3
18	Faizel Jaffer	VERICO My Mortgage Store	Calgary	AB	\$55,181,379.09	206	0	7
17	Dave Butler	Mortgage Intelligence - The Dave Butler Mortgage Team	Mississauga/ Hamilton	ON	\$55,770,925.00	256	4	4
16	Gordon McCallum	Axiom First Foundation Residential Mortgages	Edmonton	AB	\$57,119,892.29	212	4	5
15	Mike Brain	VERICO Equity Plus Mortgages	Windsor	ON	\$58,500,000.00	355	4	25
14	Diana Zitko	Meridian Westcoast Mortgages - Matrix Mortgages Ltd	Coquitlam	BC	\$61,200,000.00	238	4	8
13	Dave McNabb	Regional Mortgage Corporation	Red Deer	AB	\$62,756,640.02	258	1	11
12	Mark Goode	Mortgage Architects - Mortgage Man Inc	Orillia	ON	\$67,151,263.00	380	3	7
11	Ernie Kostner	Mortgage Centre Canada - Crestview Mortgage Services	Richmond	BC	\$68,400,000.00	274	2	18
10	Vince Gaetano	MonsterMortgage.ca	Toronto/ Vaughan	ON	\$69,900,000.00	293	4	6
9	Jared Dreyer	VERICO Dreyer Group Mortgages Inc	Surrey	BC	\$70,000,000.00	268	10	15
8	Karen Gibbard	Invis - Gibbard Group Financial	North Vancouver	BC	\$80,465,952.06	294	3	7
7	Jim Tourloukis	VERICO Advent Mortgage Services Inc	Unionville	ON	\$90,000,000.00	290	1	2
6	Michelle Beet	Meridian Mortgage Services Inc	Port Moody (Vancouver)	BC	\$97,200,000.00	416	3	5

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Laurie Furness

What a year for Laurie Furness.

Shortly after being crowned Mortgage Broker of the Year at the CMP Canadian Mortgage Awards in February, she's making headlines again as one of the top five of the CMP Top 50 Brokers.

"Volume is an easy measurement, and it's only one way to measure people," she says. "What's more important – and what means a lot more to me – is being respected by your peers."

And that is something Furness has worked toward in her 20 years in the banking and mortgage brokering industries. Her word and her performance are the two things that, in her opinion, have allowed her to succeed in this industry – enabling her to develop a strong referral network and loyal customer base.

"In this industry, the most important thing you can do is ensure that you're delivering what you say you're going to," she says. "We all have the same lenders and the same rates, so it's something as simple as a returned phone call that makes all the difference."

Furness also values transparency when it comes to dealing with clients. In a fast-paced industry such as mortgage brokering, there is no time for mistakes or miscommunication, she says, and it helps to give people all the facts up front – no matter what.

"If you're not giving your clients all the info, if you're not presenting them with all the pros and cons or if you miss something and you're making an assumption, that's going to come back to haunt you," she says.

Furness' advice for new brokers, then, is simple: Be honest – and be patient.

"Referrals take time to build. You have to earn their respect – you can't assume it will be given to you," she says. "Many marketing initiatives also take between three to five years to see results."

STATS

Company: Mortgage Centre Canada
franchise RDM Financial Inc
City/Province: Oakville, ON
Amount settled: \$101,800,000
Support staff: Three
Years as a broker: 15

05



Paul Gazzola

Paul Gazzola is a difficult person to get a hold of – and no wonder. Since he’s made building strong relationships his top priority, it seems everyone wants a piece of his time.

Gazzola’s desk is located right at the front of his office, so he’s clearly visible and easily accessible to everyone. Perhaps this is the reason clients feel comfortable just popping in.

“My drop-in clients usually inquire about rate first – even though it’s posted on my window,” he laughs. “But selling by rate doesn’t build relationships. I think, after a while, they realize that I genuinely have their best interests at heart.”

Gazzola credits his businesses successes to other relationships he’s developed in the industry. He modestly acknowledges that he wouldn’t be anywhere without his team – a team that’s seen little turnover over the years.

“I hope people want to work with me – I hope I provide them with a friendly atmosphere,” he says. “Because if they enjoy their work, the customers will feel that.”

Gazzola also recognizes that he wouldn’t be where he is today without the strong relationships he’s developed with the lending community. Unlike many brokers, Gazzola works with the majority of lenders, not just a handful.

He spends quite a few hours a week researching various products and updating his internal product database. He also keeps an eye out for lenders who are succeeding in a specific niche and researches the product options available in that area, so he can broaden his offerings. An example includes 80% stated income loans that are available without insurance fees – a lesser-known product that saves customers a lot of money in the long run.

Gazzola has learned a lot of tips from acquaintances he’s met through this profession – individuals he doesn’t hesitate to call mentors.

“I’ve met some industry leaders that are really good at what they do, and I’ve become friends with them,” he says. “It’s important, in this industry, to find people that are willing to share their knowledge with you.”

He suggests attending seminars and conferences in which the industry best are involved.

In the end, getting the most out of this industry, in Gazzola’s opinion, is all about putting your heart into it.

“I truly do care about everyone who comes through this door,” he says.

STATS

Company: Mortgage Architects
City/Province: Guelph, Ontario
Amount settled: \$119,800,000
Support staff: Four
Years as a broker: 22



Kelly Curtis

Despite breaking the top five of the CMP Top 50 Brokers, Kelly Curtis says she could care less about volume.

“Once you’ve been in this business for a while, money becomes less of an issue,” she says. “But when I first started out, it was all I could think about because I had to pay the bills. At that point I couldn’t even afford daycare.”

As a single mother of two teenage boys, her main goal is to find a perfect work-life balance – a goal made much easier with a profession as flexible as mortgage brokering. Curtis has sworn off the 15-hour workday – a staple when she was first starting out – and politely tells clients that she doesn’t work weekends.

“We’ve lost so many people in our industry in the past year – life’s too short,” she says. “I used to work until 11pm on weeknights. I don’t know if that’s something you have to do when you’re first starting out, or if it’s just a mindset you get into. But I’m not willing to make those sacrifices anymore.”

Instead, Curtis makes sure she’s booking ample vacation time to spend with her partner and children – she’s hoping to take off five weeks this summer.

Her life-loving attitude doesn’t take away from her job successes, either. She’s developed a strong client base as a result of her stellar listening skills and love for her job. Every time a new client comes into her office, she asks them to tell her their story.

“I ask them to give me some of their life history,” she says. “It’s easier for me to choose a product that’s right for them if I know what their goals are.”

Curtis believes truly listening to the client – keeping their goals at the forefront of all decisions, rather than the other way around – is what makes them clients for life.

STATS

Company: Mortgage Designers at Mortgage Architects

City/Province: Victoria, BC

Amount settled: \$126,727,431

Support staff: Three

Years as a broker: 17



03

Peter Kinch

Kinch sums up his success in the mortgage brokering industry in one word: focus. “Before the year 2000, I was chasing a whole bunch of different projects and dreams,” he says. “When I got involved in mortgages, I took a look at real estate investors and I saw them as an underserved market.”

As a result, Kinch viewed real estate investors as a niche opportunity he couldn't afford to miss. “I decided that I was going to be the best and the most knowledgeable person in Canada on dealing with the real estate investor,” he says.

He also took an educational approach with his clients from the beginning of his career instead of using a sales tactic, which he says created repeat business based on the educational value he offered – taking the focus off products and interest rates.

Kinch encourages his clients to do some homework and build a five-year plan, and then he consults with them to uncover any potential obstacles. He then structures the portfolio with them to help avoid future problems.

He has also put himself in the public eye – engaging potential clients through TV, radio and print media, as well as through public speaking and workshops.

Kinch is now taking things a step further by recording his workshops, and designing a CD and workbook as part of a home study program. His goal is to have this ready for June for purchase on his website.

He also recently signed a contract for his next book, which he hopes to have out by the fall of 2009. He co-authored the book “97 Tips for Canadian Real Estate Investors” in 2006.

“The secret to my future development lies in the strength of my team,” says Kinch. “If you try to do everything by yourself, then eventually all you have is a job. And what I want to have is a business. I didn't become self-employed and develop a business so that I could buy myself a job – I built it so that I could create my own sense of freedom in the future.”

“The secret to my future development lies in the strength of my team”

STATS

Company: Mortgage Centre Canada franchise Canadian Mortgage Team
City/Province: Vancouver, BC
Amount settled: \$138,000,000
Support staff: Seven
Years as a broker: 11

02



Larry Barkley

01

In a day and age when many brokers/agents are opting to contact customers via the Internet or telephone, Barkley still chooses to meet face-to-face whenever possible.

“Even to this day, I get great pleasure in helping people, especially first-time buyers – they’re a young couple getting their first home and they’re happy when they find out that everything’s approved and they’re moving from their apartment into a home,” he says. “It’s the people part of the business that keeps me going. That’s the number one reason I can work the long hours.”

Barkley has relied on realtor referrals from the onset of his career and, as such, recognizes the need to take care of his business contacts, yet his main emphasis is on looking after his client base.

“I’ve always tried to give my clients 100% in the service department, because it’s that repeat business that we want. Chances are, if they get good service from me, they’re going to pass my name on to co-workers, friends and family,” he says.

This devotion has paid off, given that 80% of his business consists of previous clients and their referrals. “There isn’t hardly a day that passes where I don’t get a referral or two from previous clients,” he says.

If Barkley was to start brokering all over again, however, he says he would start a program to better keep in touch with his clients. He’s at the point in his career where past clients contact him and send referrals his way – a situation that every broker dreams of reaching.

A part of HLC since its inception a decade ago – and the brokerage’s number one volume-producing mortgage specialist – Barkley has been with CIBC for 15 years. Prior to that, he was a broker with another firm for five years. But his financial services background began with Alberta Treasury Branches (ATB), where he was a branch manager before he started brokering.

Barkley switched gears in 1988 and started brokering when ATB was set to move him again. After moving 13 times in the span of 20 years, Barkley felt this was too much for his family to handle. Brokering offered him a much more stable location.

“The first year was a little scary because I was going from a salary position to straight commission but, as it turned out, everything went well and I never looked back,” he says.

His advice to new brokers and agents revolves around maintaining a strong work ethic.

“You’ve got to put in an honest day because we’re self-employed and we’re on commission so, if we don’t do any mortgages, we don’t get paid,” he says.

STATS

Company: HLC Home Loans Canada
City/Province: Edmonton, AB
Amount settled: \$138,311,131
Support staff: Two
Years as a broker: 20



Working hard from the onset also involves staying in constant contact with referral sources so that they start sending deals your way. “It takes four or five months before they know you’re going to be there for the long haul. You can start with a deal here and a deal there, and you gradually break the ice and get a foot in the door,” he says.

“I’m in kind of the autumn of my career,” says Barkley, who turns 60 in November. For the next five years, he wants to keep his business at a steady pace. Once he turns 65, he’d like to reduce his workweek to two or three days.

“No one’s going to give you a golden handshake and say, ‘You’re done.’ It’s the type of work that as long as you want to and as long as you’re in good health, you can work as long as you want,” he says.

His 26-year-old son, Aaron, who also works for HLC – and is sixth on HLC’s list of high-volume producers – will eventually take over Barkley’s portfolio of clients.

Barkley speaks of his son with pride. Aaron worked closely by his dad’s side for two years before venturing out to broker on his own. “It’s important to stand on your own two feet,” Barkley says, adding that his son has developed his own business through his own referral sources. **CMP**



Kent Chapman, Genworth vice president of sales for the Prairies, presents Larry Barkley with the CMP Top 50 Brokers award