



Via Capitale doubles in size in Ahuntsic

A leader in northern Montreal

Montreal, March 26, 2014 - Via Capitale has announced that its Via Capitale agency in Ahuntsic will double in size following its acquisition by Mr. Marco Melfi, owner and director of a dynamic independent real estate agency that is already established and very active in this area. The new agency will employ some twenty brokers and will henceforth be known as Via Capitale Harmony.

"We are very proud to welcome Marco Melfi and his team of brokers to Via Capitale. His decision to join our banner and acquire the offices of one of our agencies that has been serving clients in Ahuntsic demonstrates the unique value of what we offer to owners of independent agencies who share our values: human, professional and innovative," said Denis Joanis, acting CEO of Via Capitale. "We put our clients and the services we offer them at the centre of our decisions, and we provide these dynamic entrepreneurs with the best formula to continue their growth and ensure their success."

"I am passionate about the real estate brokerage industry and I am also a trainer. I have been an agency owner for several years," said Marco Melfi, the new director of Via Capitale Harmony. "I know very well the needs of clients who buy or sell properties, as well as the challenges of our industry. Having trained brokers for more than eight years, I could easily see Via Capitale's strong brand credibility and the tremendous value of having innovative tools for brokers, and services and protections for clients. By doubling the size of our team, we will be able to meet the needs of more clients in Ahuntsic and neighbouring districts."

"The arrival of Marco Melfi and his team demonstrates that Via Capitale has clearly become the best banner in our industry. This has resulted from the implementation of a strategic plan that allowed Via Capitale to reinvent itself. The agency has stood out by its bold advertising initiatives, its introduction of new cutting-edge programs such as Art and sustainable homes, its range of dynamic real or virtual tools to market properties, and by providing the best protection for clients in the industry," said David Martin, Vice President, Business Development at Via Capitale.

Via Capitale invites dynamic and independent estate agency owners to explore all the benefits of a connection with the Via Capitale banner, by contacting David Martin at [\(800\) 363-6715](tel:8003636715) ext. 360, mobile [\(514\) 702-7717](tel:5147027717), email at david.martin@viacapitale.com or website page: <http://franchise.viacapitale.com/#contact>

About Via Capitale

Via Capitale has been a leader in real estate in Quebec for more than 20 years. Its mission is to offer clients the best possible service by focusing on the human aspect, on professionalism and technology and on its network of more than 1300 brokers across the province. Via Capitale is a division of Brookfield Real Estate Services Inc., an income trust listed on the Toronto Stock Exchange (TSX:BRE). (www.viacapitale.com)

Facebook: <https://www.facebook.com/viacapitale?fref=ts>

Art by Via Capitale: www.artviacapitale.com

Fb: <https://www.facebook.com/pages/Art-par-Via-Capitale/521642717885009?fref=ts>

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