ROYAL LEPAGE COMMERCIAL Brand Guidelines

2023

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Overview

For over one hundred years, the Royal LePage brand has been recognized as a symbol of trust, leadership and integrity. Our leadership in commercial real estate gives meaningful vision to today's national network of dedicated commercial real estate professionals.

In this guide you will find the Royal LePage Commercial brand rules and requirements, as well as how-to's on implementation in your marketing initiatives.

It is important to use the Royal LePage Commercial brand marks in accordance with our brand guidelines, so you will capitalize on the reputation the brand has earned, and enhance your own marketing with a professional look and feel.

The Royal LePage Commercial brand must instill a high level of confidence in the minds of your clients. By applying the brand correctly and following these guidelines, you will be able to avoid potentially costly marketing missteps.

Remember that while you have a degree of creative freedom in your marketing, you are trading under a franchised name with licensed trademarks. These licenses include some non-negotiable rules to ensure the continued integrity of the Royal LePage and Royal LePage Commercial brands. To help you maintain the standards outlined within, we recommend you share these guidelines with all of your suppliers so they can help you stay on brand when producing marketing materials (print, digital or signage).

Ensure your marketing materials follow the Royal LePage Commercial brand guidelines, your provincial/regional guidelines and meet with your broker/manager's approval.

Royal LePage Commercial reserves the right to update these guidelines over time as we continually monitor brand compliance within the marketplace.

Refer to the **Frequently Asked Questions (FAQ's)** section at the end of this document to help answer additional questions.

Visit **rlpNetwork.com/commercial-home** for more information.

Royal LePage Commercial Logo

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ROYAL LEPAGE **COMMERCIAL**

The full colour logo is the preferred version of the Royal LePage Commercial logo. The logo must not be altered in any way. None of its individual elements should be altered or omitted for any reason. No other variations of the logo are permitted.

Logo

Consistent application of the Royal LePage Commercial logo is key for maintaining and elevating brand awareness. For maximum visual impact, the Royal LePage Commercial logo should appear in full colour on a white background, wherever possible.

Print Applications

The included .eps (also known as a vector file) is a high resolution format and best used for printed materials such as your signage or marketing collateral.

Digital Applications

The included .png and .jpg files are high resolution and best used for placement on your website, social media channels or email signature.

DOWNLOAD

To download the logos,

To download the logos, visit rlpNetwork.com/commercial-marketing

are permitted. Consistent application of the Royal LePage Commercial logo is key

Brokerage Logos

for maintaining and elevating brand awareness. For maximum visual impact, the Royal LePage Commercial logo should appear in full colour on a white background, wherever possible.

Illustrated below are examples of Royal LePage Commercial

Brokerage logos. Agents who are a part of specific Royal LePage

are an agent within a residential brokerage and a member of the Commercial program you may only use the standard Royal LePage

Commercial logo and your Brokerage Name (in text only) on all

None of the Brokerage logo's individual elements should be altered or omitted for any reason. No other variations of the logo

marketing materials including signage.

Commercial brokerages may use this logo in their marketing. If you

FOR EXAMPLE

Westhaven Realty



With Franchise Disclaimer



With Franchise Disclaimer

South Country

Real Estate

Services



ROYAL LEPAGE

SOUTH COUNTRY REAL ESTATE

SERVICES, BROKERAGE

COMMERCIAL



DOWNLOAD

Brokers, please contact Royal LePage Commercial to request a Brokerage logo, Agents please contact your Broker/Manager.

Staging Area

Maintaining the mandatory **staging area** around the logo ensures prominence and aids in brand recognition on signage and marketing materials. The required space around the Royal LePage Commercial logo is defined by the height of the letter 'C' in Commercial.

See below for an example:



Incorrect Staging



Volumquam quiandam id quunt Solendi gnisqui officabor alitameniet vendissed quati aborerum sim eatempore aped quam que quid quibusdae vent voluptum et, volumquam.

Placing text within the staging area causes confusion and reduces the logo's visual impact

Correct Staging



Volumquam quiandam id quunt Solendi gnisqui officabor alitameniet vendissed quati aborerum sim eatempore aped quam que quid quibusdae vent voluptum et, volumquam.

 Adhering to the staging area provides readability and logo recognition

Minimum Size

In order to adhere to brand standards, the Royal LePage Commercial logo must maintain a minimum size.

The logo should never appear smaller in the following applications:



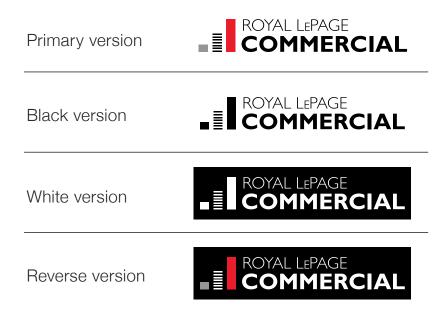
*This rule excludes the use of Royal LePage Commercial logos on business cards.

Colour Alternatives

The following are accepted one-colour alternatives for the Royal LePage Commercial logo. You may use these options when your background colour usage is limited.

If the logo is to be placed on a dark background, always use the white one-colour alternate version. The logo must not be altered in any way. None of its individual elements should be altered or omitted for any reason. No other variations of the logo are permitted.

Consistent application of the Royal LePage Commercial logo is key for maintaining and elevating brand awareness.



Print Applications

The included .eps (also known as a vector file) is a high resolution format and best used for printed materials such as your signage or marketing collateral.

Digital Applications

The included .png and .jpg file are high resolution and best used for placement on your website, social media channels or email signature.

DOWNLOAD

To download the logos, visit rlpNetwork.com/commercial-marketing

Agent Co-Branding

Illustrated below is an example of how to co-brand your agent brand with the Royal LePage Commercial brand.

Consistent application of the Royal LePage Commercial logo is key for maintaining and elevating brand awareness. For maximum visual impact, the Royal LePage Commercial logo should appear in full colour on a white background, wherever possible.

FOR EXAMPLE



Ensure that your co-branding has additional padding space between the Royal LePage Commerical logo and your personal logo. Maintain a minimum height of the Royal LePage Commercial logo (without staging area included) and a maximum height with staging area included. Maintaining the mandatory **staging area** around the logo ensures prominence and aids in brand recognition on signage and marketing materials. The required space around the Royal LePage Commercial logo is defined by the height of the letter 'C' in Commercial.

Incorrect Usage and Placement

X MULTIPLE TIMES

Do not use more than one logo per visual surface



X ENCLOSE

Do not enclose the logo in another shape



X SYMBOLS & GRAPHICS

Do not use the logo with, or as part of, another logo or symbol or create a logo-like graphic

X ADD TEXT

Do not add any text to the left, right, top or bottom of the logo



ROYAL LEPAGE

X RECREATE

Do not recreate the logo using other fonts and/or elements



Do not use the logo in

X HEADLINES

headlines or sentences

X TRANSFORM Do not stretch, skew,

bevel, fold, dimensionalize or add a drop shadow



ROYAL LEPAGE COMMERCIAL

Call Today!

X CHANGE TYPEFACES

Do not recreate the logo with another typeface

ROYAL LEPAGE COMMERCIAL

X ANGLE

Do not rotate, invert, spin, angle or pivot the logo



Royal LePage Commercial Brand Guidelines • 2023

Agent & Brokerage Identification

You must clearly identify your brokerage name (e.g. Royal LePage ABC Realty) on all materials as per your provincial advertising guidelines. Unless you are an agent within a Royal LePage Commercial Brokerage i.e. Royal LePage Commercial Westhaven Realty, you may not use your Brokerage Logo on any marketing materials, including signage.



Royal LePage ABC Realty

Independently owned and operated

Your Brokerage name, and the Franchise Disclaimer, must be clearly legible in all documents, signs, contracts, brochures, advertising and all other written materials.

If you are not a Corporate Royal LePage Commercial agent or broker, you must also use the Franchise Disclaimer: "Independently owned and operated" on any marketing materials.

Brand Elements

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Brand Fonts

The use of the approved brand fonts are an important element in our overall brand identity. The Helvetica Neue family of fonts represent both the Royal LePage and the Royal LePage Commercial brands.

Helvetica Neue 35 Thin Helvetica Neue 45 Light Helvetica Neue 55 Regular Helvetica Neue 65 Medium Helvetica Neue 75 Bold

When Helvetica Neue is not available, the Arial family of fonts can be used as an acceptable substitution. Arial is also the approved fonts for body copy on all websites. However, please note that web page titles must be created as an image in Helvetica Neue.

TIP

Do not confuse **Helvetica Neue** with Helvetica.

These fonts may look similar, but there are small differences. Be sure your suppliers use the correct fonts.

Roboto is also the approved fonts for body copy on all websites. However, please note that web page titles must be created as an image in Helvetica Neue.

Arial Arial Bold Roboto Roboto Bold

Upper and Lower Case

When applicable, the use of sentence case is recommended in both print and digital applications. Using all caps should only be used when drawing attention to specific details (i.e. Signage) and may be used only **once** on any single collateral piece. Do not italicize any text.

Brand Colours

Royal LePage Red is a bold, dynamic colour that is instantly associated with the Royal LePage brand.

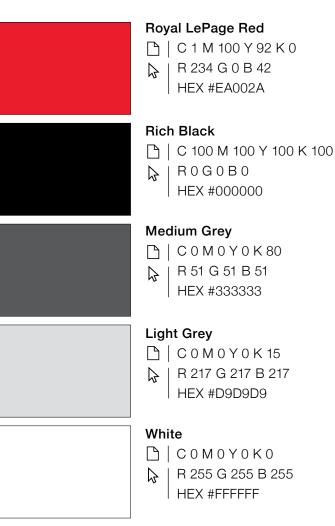
Print Applications

Use **Royal LePage Red** as a spot colour where possible.

The four-colour process formula (CMYK) is an acceptable alternative.

Digital Applications

For websites and digital applications, use the RGB or HEX formulas.



Accent Bars

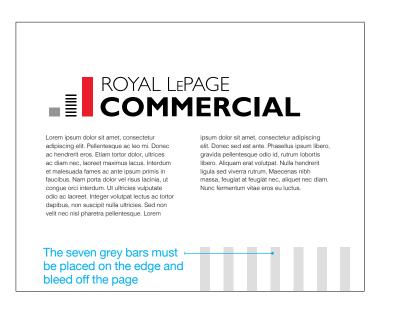
The Royal LePage Commercial brand features graphic accent bars that should be used in all marketing materials for visual continuity. These bars are the dashed grey bars, the red accent bar for type and the red corner bar.

Grey Accent Bars

These accent bars are inspired by the seven horizontal bars in the Royal LePage Commercial logo. In every application, these seven accent bars must be placed along the right edge or bottom edge of your marketing piece and bleed off the edge.

These bars may be used on marketing materials with both light and dark backgrounds. When used on a light background, the colour should be Light Grey. When the elements are used on a darker background, they should be Medium Grey.

Do not attempt to recreate the grey bars, they are available for download in .eps, .png, .svg formats.



DOWNLOAD

↓ То

To download these elements, visit rlpNetwork.com/commercial-marketing

Accent Bars

Red Accent Bar

These accent bars highlight important information; text or headlines on marketing materials as well as on Royal LePage Commercial signage templates.

The red accent bar must always be in Royal LePage red and can be used on light or dark backgrounds. One red accent bar may be used once per marketing piece.

When placing the red accent bar next to text, the width of the red bar must be equal to the red bar in the Royal LePage Commercial logo. And its placement must be 2x the width of the bar itself. We recommend placing this bar next to 1-3 lines of headline text.

Do not attempt to recreate the red bars, they are available for download in .eps, .png, .svg formats.



DOWNLOAD



To download these elements, visit rlpNetwork.com/commercial-marketing

Accent Bars

Red Corner Bar

When placing the red accent bar on signage: the bar may be placed in either the top left or right corners, and only on a dark background. The width of the bar is 3x the size of the red bar within the Royal LePage Commercial logo.

Do not attempt to recreate the red bars, they are available for download in .eps, .png, .svg formats.

DOWNLOAD

To download these elements, visit rlpNetwork.com/commercial-marketing

ROYAL LEPAGE COMMERCIAL

FOR LEASE

1X

3X

Lorem ipsum dolor sit amet consectetur

555 123 4567

royallepagecommercial.com

Agent Name Sales Representative

Brokerage Name

Marketing Materials

Digital Advertising

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Branding Your Website

A strong digital presence provides you with the opportunity to maintain a strong and unified Royal LePage Commercial brand identity. Consider the following best practices when updating your website to increase client engagement and loyalty.

- Place the Royal LePage Commercial logo in full colour on a white background or use the one-colour white logo on a dark background.
- Maintain the minimum size requirements.
- Do not place the website's URL under the logo.
- To ensure your website maintains the integrity of the Royal LePage Commercial brand, use the brand's designated fonts, colours and accent bars.

- When placing the accent bars on your website, it is best to use .svg files to ensure the graphics scale to their correct size depending on the device.
- Web page titles must be created as images using the brand font, Helvetica Neue.
- For body copy, use Arial. It's an easy-to-read, web-friendly font.

Branding Your Social Media Channels

You must create and use business pages and profiles on all social media channels. Each page or profile must clearly identify you as a Royal LePage Commercial REALTOR®, and include your Brokerage name, and current contact information.

When using the Royal LePage Commercial logo on social media channels, you should follow these guidelines:

- Use the Royal LePage Commercial logo in full colour on a white background or the one-colour white version on a dark background.
- If you do not want to create your own covers, you may use covers that have already been created for the Royal LePage Commercial brand.

TIP

Leverage custom-designed Royal LePage Commercial Facebook and Linkedin covers

To download these elements, visit rlpnetwork.com/commercial-socialmedia-covers

Facebook & LinkedIn Cover Images

To help ensure Royal LePage Commercial brand integrity and continuity on social media, you can leverage several different cover designs on your Facebook and/or Linkedin Business pages. The cover designs highlight the different types of commercial properties including: agriculture, farming, industrial, plaza, retail, skyscraper and office interior.



Branding Your Social Media Channels

Other Social Media Platforms

To help ensure Royal LePage Commercial brand integrity and continuity on social media, you can leverage the different cover designs on other social media platforms.*

Facebook

Cover Image: 820 px x 312 px Shared Image: 1200 px x 628 px Shared Link: 1200 px x 628 px Event Image: 1920 px x 1005 px

Instagram

Instagram Post: 1080 px x 1080 px Instagram Stories: 1080 px x 1920 px

Linkedin

Logo Image: 268 px x 268 px Cover Image: 1128 px x 191 px Main Image: 1128 px x 376 px Custom Modules: 502 px x 282 px Company Photos: 900 px x 600 px

Twitter

Cover Image: 1500 px x 500 px In-stream/Link (Single) Image: 1200 px x 628 px In-stream/Link (Double) Image: 700 x 800 pixels

YouTube

Channel Cover Image: 2048 px x 1152 px

* Sizes are subject to change, please check platform website for the most up-to-date information.

Increase Your Brand Awareness

Royal LePage Commercial is active on the most popular social media platforms. We create content for our real estate professionals to leverage across their own channels.

Leverage the exclusive partnership with **Youman Media**, and take advantage of the opportunity to have social media marketing materials designed for you.

Examples of the different types of content we share on social media:

TIP



Stay in the know and gain access to exclusive industry news, join our member-only LinkedIn group.



Email Signature

Formatting your Royal LePage Commercial email signature is quick and easy-to-do. By including the brand and your contact information in all email communications, you reinforce your professionalism with every business contact and client.

Please format your email signature to the following standard:

Agent Name	Sans Serif Bold, Large, RGB (0,0,0)
Sales Representative	
agentname@royallepagecommercial.com Office (555) 123 4567 x 890 Cell (555) 123 4567	
agentname.com	Sans Serif Regular, Normal, Black
Brokerage Name	Sans Serif Bold, Large, RGB (102, 102, 102)
Address, Suite	
Town, Province, Postal Code	Sans Serif Regular, Normal, RGB (102, 102, 102)
	Full Colour Logo, 113.5px, RGB
royallepagecommercial.com	Sans Serif Regular, Normal, RGB (102, 102, 102)

Sign Guidelines

Royal LePage Commercial signage is the brand's most powerful advertising tool. As such, it is critical that the design and execution is consistent to maximize impact and ensure national brand recognition.

Do not attempt to alter the design of the signage templates. The Royal LePage Commercial sign options and the logo are not to be altered or omitted for any reason. No other versions of a commercial sign are permitted.

Mandatory Sign Information

- Full agent name
- Agent title
- Agent or brokerage phone number
- Full Brokerage Name, followed by the Brokerage Designation*, "Brokerage" (*in Ontario only)
- Legal disclaimer: "Independently owned and operated", unless you are a REALTOR[®] within a Corporate brokerage: Royal LePage Real Estate Services Ltd., Royal LePage West Real Estate Services, or Royal LePage Sussex.
- Offer Message: You may use 'For Sale', 'For Lease', 'Available', or it could be left blank.

Sign Orientations

The following sign template orientations are available:

- Square
- Horizontal
- Vertical

Materials

The type of material you choose to use is optional. Consider durability, appearance, ease of handling and storage, flexibility of general use and weather conditions, when producing your signage.

Personal vs. Company Signs

Both sign formats are available and in various orientations and sizes. As each province has different regulations, please confirm if a Personal Sign Rider is required with the use of a Company sign.

NOTE: You may not add your agent photo to any of the Royal LePage Commercial signage options.

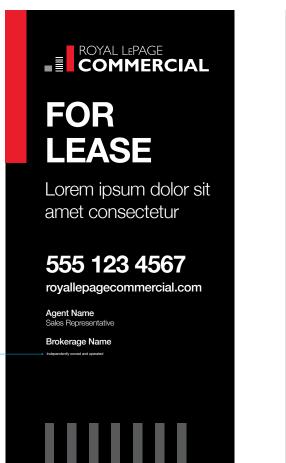
DOWNLOAD



Download a sign template: visit rlpNetwork.com/commercial-marketing

Sign Options

Vertical – Black (Available in English & French)



Vertical – White (Available in English & French)

ROYAL LEPAGE COMMERCIAL
FOR LEASE
Lorem ipsum dolor sit amet consectetur
555 123 4567 royallepagecommercial.com
Sales Representative Brokerage Name Independently owned and operated

SIZES & FORMATS

All signs are available in the following sizes: Vertical: $2' \times 4', 4' \times 6',$ $4' \times 8', 8' \times 12', 10' \times 14'$ Horizontal: $4' \times 2', 6' \times 4',$ $8' \times 4', 12' \times 8' 14' \times 10'$ Square: $4' \times 4', 8' \times 8'$

If you are Corporate Commercial REALTORS[®] with Royal LePage Real Estate Services, Ltd., Royal LePage West Real Estate Services or Royal LePage Sussex, you should use sign templates that do not include the Franchise disclaimer.

Sign Options

Horizontal

(Available in English & French)

FOR LEASE

Lorem ipsum dolor sit amet consectetur

555 123 4567

royallepagecommercial.com

Agent Name Sales Representative

Brokerage Name

If you are Corporate Commercial REALTORS® with Royal LePage Real Estate Services, Ltd., Royal LePage West Real Estate Services or Royal LePage Sussex, you should use sign templates that do not include the Franchise disclaimer.

SIZES & FORMATS

All signs are available in the following sizes: Vertical: $2' \times 4'$, $4' \times 6'$, $4' \times 8'$, $8' \times 12'$, $10' \times 14'$ Horizontal: $4' \times 2'$, $6' \times 4'$, $8' \times 4'$, $12' \times 8' 14' \times 10'$ Square: $4' \times 4'$, $8' \times 8'$

Square (Available in English & French)



Business Cards

The business card formally applies the Royal LePage Commercial visual identity. This application focuses on the primary colour palette, ensuring all graphic elements have a maximum impact. The Royal LePage Commercial logo should be used in full-colour on a white background. Use the approved fonts in colours and sizes that complement the design and size of your card.

Commercial practitioners have the single-sided and double-sided business card options to choose from. You must adhere to the displayed specifications.

To identify that the materials you produce represent your franchise, all materials should include the franchise disclaimer 'Independently owned and operated', when applicable.

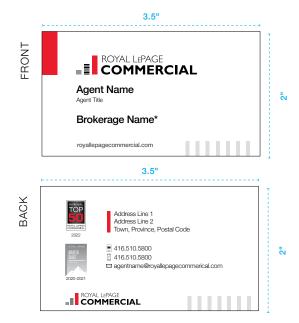


Single-sided option

TIP

Design and download your business card template from **rlpSPHERE > CorePrint**.

Double-sided option



Letterhead

The Royal LePage Commercial letterhead template may be personalized with your contact information.

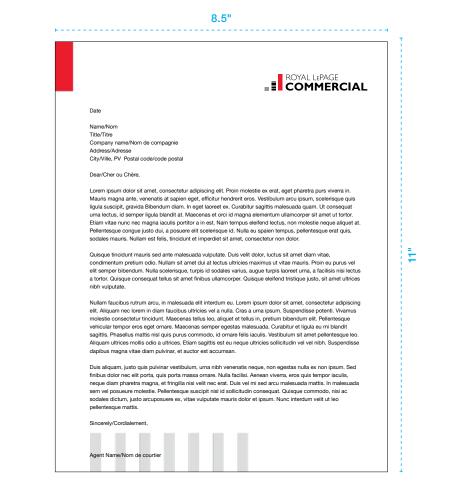
We have several formats for you to leverage the template in your daily business.

 Download a Google Doc or MS Word version from rlpNetwork.com/commercial-marketing

If printing on blank stationery, please use the following instructions to adjust your settings in MS Word to avoid printing header and footer objects:

- Using a Mac: Click on Word in the top Menu bar, then Preferences. Then click on Print under "Output and Sharing". Uncheck Drawing Objects under "Include in Print Version".
- Using a PC: Click on File>Options>Display and uncheck the box for Print Drawings created in Word in the "Printing Options" section of the dialog.

Do not attempt to alter the design of the letterhead template. Please use the file as it was designed.



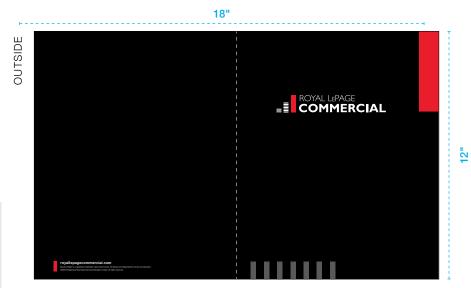
Presentation Folders

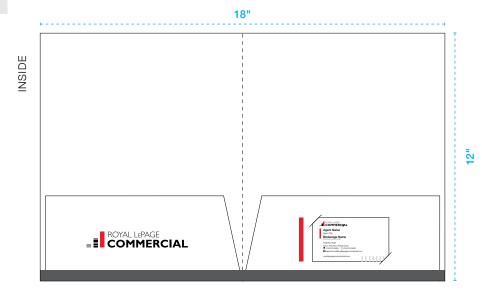
Royal LePage Commercial presentation folders are a great tool to help you present your print materials in an organized, professional and attractive package for your commercial clients.

You may download a non-editable PDF and print locally or if you are in need of a printer, contact **The Red Market** for more information.

DOWNLOAD

Download the Presentation Folders at rlpNetwork.com/commercial-marketing





PowerPoint Template

The Royal LePage Commercial PowerPoint template may be used for all presentations. You may create your own slides to insert into your presentation, but they should always follow the template design to ensure consistency and brand recognition. Refer to **page 7** for the logo's minimize size requirements.

Introduction Slide



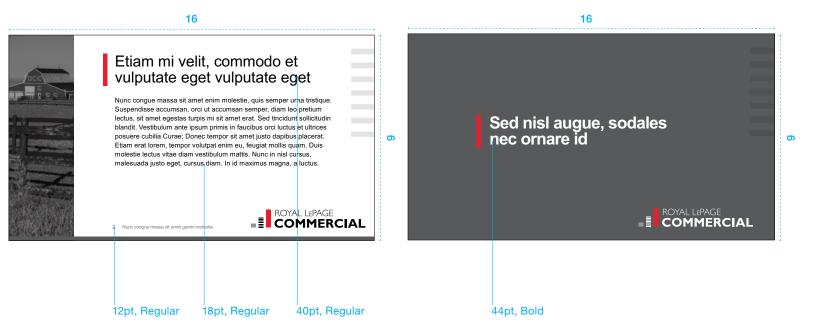
DOWNLOAD

Download the PowerPoint template at rlpNetwork.com/commercial-marketing

PowerPoint Template

Section Divider Slide

Content Slide



Listing Kit Templates

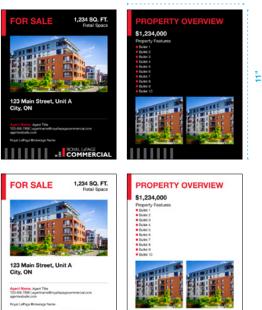
The Royal LePage Commercial Listing Kit includes templates that enable you to produce listing marketing materials that best showcase your client's property.

The kit includes a Property Brochure, Email Blast and social media post template.

With listings data integration, these templates can be quickly populated and are easy to download or print within the office.

8.5"

Property Brochure



GET STARTED

Youman Media Melanie Ryan mryan@youmanmedia.com

Email Blast



Merchandise

Sharing branded merchandise with clients and business contacts is a great way to build your personal brand. Note these guidelines when applying the logo and text to different products.

The Royal LePage Commercial logo may be applied in a primary or a one-colour application on branded merchandise. Only one logo may appear per visual surface. Position the logo prominently, and maintain the required staging area.

Use only the Brand fonts Helvetica Neue or Arial.





VISIT

Shop The Red Market for apparel and branded products: visit rlp.ca/redmarket-rlpcommercial

Royal LePage Commercial Award



This award recognizes the top 50 agents in the Royal LePage Commercial program, in ranked order based on gross, closed and collected commercial commissions. Only agents participating in the Royal LePage Commercial program are eligible to receive this award.

Please refer to the **Royal LePage Awards & Recognition Program Guidelines** for more detailed information.

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Frequently Asked Questions

Where can I download the Royal LePage Commercial logo?

Logos are available in .eps (vector), .png and .jpg formats.

May I place a Royal LePage Commercial logo on my existing signage?

No. Using the correct Royal LePage Commercial signage will establish a stronger presence in the marketplace and creates a distinction for Commercial practitioners that are participating in the program.

Every printer is different. How do I know if the colours will be printed correctly?

Colours are defined through the PANTONE[®] Matching system, which is the international standardization for selecting and matching ink colours. All materials offered on rIpSPHERE and The Red Market have been created using this system to ensure that the materials are on brand. If you are creating your own piece, share with your designer the approved Royal LePage and Royal LePage Commercial colours found in this guidebook.

I have materials that have older versions of the Royal LePage Commercial logos. Am I allowed to use them?

No. These logos are dated and no longer on brand. Continued use of these materials and old logos dilutes the Royal LePage Commercial brands. Only current logos should be used as it helps to increase consumer awareness and leverage the strength of the brand.

Provincial Regulators

Alberta

Real Estate Council of Alberta

- 340 4954 Richard Road SW Calgary, AB T3E 6L1
- 1 (403) 228-2954

⊠ info@reca.ca

reca.ca

British Columbia

Real Estate Council of

British Columbia

900 - 750 West Pender Street Vancouver, BC V6C 2T8

(604) 683-9664

⊠ info@recbc.ca recbc.ca

Manitoba

Real Estate Advisory Council The Manitoba Securities Commission

- 500 400 St. Mary Avenue Winnipeg, MB R3C 4K5
- (204) 945-2562 4
- realestate@gov.mb.ca mbrealestate.ca

New Brunswick

New Brunswick Real Estate Association

- 22 Durelle Street, Unit #1 Fredericton, NB E3C 1N8
- (506) 459-8055
- info@nbrea.ca ☐ nbrea.ca

Newfoundland & Labrador

Government of Newfoundland & Labrador Service NL

- 5 Mews Place P.O. Box 8700 St. John's, NL A1B 4J6
- 1 (709) 729-2595
- gsinfo@gov.nl.ca
- r gs.gov.nl.ca/real_estate

Provincial Regulators

Nova Scotia

Nova Scotia Real Estate Commission

- Image: 7 Scarfe CourtDartmouth, NS B3B 1W4
- (902) 468-3511
- ⊠ info@nsrec.ns.ca
- nsrec.ns.ca

Ontario

Real Estate Council of Ontario

- 3250 Bloor Street West Suite 600, East Tower Toronto, ON M8X 2X9
- (416) 207-4800
- ☑ asktheregistrar@reco.on.ca☑ reco.on.ca

Prince Edward Island

Government of Prince Edward Island Corporate and Insurance Division

- 95 Rochford Street
 P.O. Box 2000
 Fourth Floor, Shaw Building
 Charlottetown, PE C1A 7N8
- (902) 368-6478
- ☑ rabradley@gov.pe.ca☑ gov.pe.ca

Quebec

Association des courtiers et agents immobiliers du Quebec

- 4905, boulevard Lapinière
 Bureau 2200
 Brossard, QC, J4Z 0G2
- (450) 676-4800
- ☑ info@oaciq.com☑ oaciq.com

Saskatchewan

Saskatchewan Real Estate Commission

- 237 Robin Crescent Saskatoon, SK S7L 6M8
- (306) 374-5233
- volfert@srec.ca
- Srec.ca

Questions?

🖾 admin@royallepagecommercial.com



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