

## PRESS RELEASE

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### **A Quebec City real estate agency joins the Royal LePage franchise network**

*Blanc & Noir real estate agency announces its affiliation with Royal LePage*



**QUEBEC CITY, February 17, 2017** – Blanc & Noir, real estate agency announced today its affiliation with the Royal LePage real estate firm and will now operate as Royal LePage Blanc & Noir.

The real estate agency is managed by Isabelle Parent and Dave Carter, two dynamic entrepreneurs from the Quebec region, and has 12 real estate brokers. This expansion increases Royal LePage's market share by 13 per cent in the Quebec region and the number of Royal LePage brokers in the area to over one hundred, thereby enabling the brand to offer services on a larger scale. The agency will continue to offer services within a large territory in Quebec City surroundings, from Portneuf to Tadoussac on the north shore and from St-Agapit to Montmagny on the south shore, including city centre.

Isabelle Parent holds both a bachelor and a master's degree in sociology. She founded Blanc & Noir immobilier in April 2010 with the idea of specializing in the development of marketing tools focused on new condominiums segment. The business rapidly became successful and in January 2014 Isabelle teamed up with Dave Carter, a close collaborator who holds a bachelor in business administration, to launch Blanc & Noir, real estate agency. "The first time I met Isabelle, I knew one day we would be partners," remarked Dave. "It's a little bit like a business marriage," he added. "For us, the name "Blanc & Noir" is synonymous with transparency," says Isabelle. "It's either white or black; there is no room for grey areas, which is to the benefit of our clients."

The two entrepreneurs explained that they joined Royal LePage because "Royal LePage corresponds perfectly to our human values and we can be ourselves as a business, and our service offering is improved thanks to the brand's established reputation and innovative

technology. With Blanc & Noir immobilier, we developed a niche market based on the marketing services offered to new condominium promoters, but we want to expand into the resale market. This association will allow us to increase our market share in that sector.”

“Royal LePage is the fastest growing real estate firm in Quebec and year after year it attracts an increasing number of real estate brokers and agencies who share our values of integrity and professionalism, and who want to give their careers a boost by using the most suitable and innovative tools in the industry,” observed Dominic St-Pierre, Senior Director, Royal LePage, for the Quebec region. This is the third real estate agency to join Royal LePage in the past year, for a total of close to 100 new brokers in the network.

Each year Royal LePage develops technology to help property buyers and sellers make informed choices. This year the company launched “Your Perfect Life”, a neighbourhood matching tool, offered at [royallepage.ca](http://royallepage.ca). This new feature allows consumers to discover homes in communities across the country that fit their current or desired lifestyles by using an interactive application to share a wealth of demographic data.

Along with this new affiliation, Royal LePage Blanc & Noir will announce soon its current office move to offer its team of brokers a more convenient and central location. For more information, clients are invited to visit the agency’s web site at [royallepageblancetnoir.ca](http://royallepageblancetnoir.ca).

### **About Royal LePage**

Serving Canadians since 1913, Royal LePage is the country’s leading provider of services to real estate brokerages, with a network of over 17,000 real estate professionals in more than 600 locations nationwide. Royal LePage is the only Canadian real estate company to have its own charitable foundation, the Royal LePage Shelter Foundation, dedicated to supporting women’s and children’s shelters and educational programs aimed at ending domestic violence. Royal LePage is a Brookfield Real Estate Services Inc. company, a TSX-listed corporation trading under the symbol TSX:BRE.

For more information visit: [www.royallepage.ca](http://www.royallepage.ca).

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