

An exclusive alliance in Quebec for independent luxury real estate agency

Profusion Immobilier joins Forbes Global Properties, the prestigious global luxury real estate network

Montreal, January 23, 2023 – Great news in the luxury real estate market in Quebec! The Montreal Real Estate Agency Profusion Immobilier becomes the exclusive Quebec representative of the reputed and prestigious international network Forbes Global Properties. Forbes Global Properties is the most powerful strategic alliance ever made in real estate in the world.

Profusion Immobilier is the 49th member to join the global network of Forbes Global Properties. Founded in 2008 by Louise Rémillard, Profusion Immobilier is the Premiere independent luxury real estate agency in Quebec and it is with great pride that she accepted the invitation from Forbes Global Properties to join this consortium of international real estate experts. Forbes Global Properties is a natural extension of the globally recognized Forbes brand. From Vail to Valencia, Hong Kong to Honolulu, Los Angeles to Lake Tahoe, Montreal to Paris and beyond, only select agencies representing the most extraordinary and luxurious properties are invited to join the reputed worldwide network.

"We have nearly 85 brokers at Profusion Immobilier and the company continues to grow organically, which allows our market share on the island of Montreal to increase twice as much as that of our main competitor. In particular, we dominate the Westmount market, Île des Sœurs and the western part of the island of Montreal as well as the outskirts. Profusion Immobilier intends to continue to grow the luxury market throughout Quebec. When Forbes contacted us, we clearly intended to firmly establish in Quebec a strong and respected brand recognized by business people who enjoy success locally and globally, in all fields and of all generations.", explains Louise Rémillard, Founder of Profusion Immobilier. Currently on the island of Montreal, Profusion Immobilier brokers conclude nearly one in five transactions involving homes worth \$2.25 million or more.

"Through our membership with Forbes Global Properties, we will now be offering to discerning real estate buyers, sellers and enthusiasts privileged access to the most coveted, exceptional residences, leveraging Forbes' global reach and its audience of more than 100 million monthly visitors. Our goal is to offer the widest reach to our clientele who wish to sell or buy real estate with the best experts in the world," adds Ms. Rémillard.

An agency with human values

Profusion Immobilier deals with high-net worth clients who appreciate its core values of discretion, respect, integrity and collaboration. Dealing with a real estate broker from Profusion Immobilier ensures dealing with an inclusive and human agency offering quality service. *"Instead of emphasizing the individual success of our brokers, we choose a client-centric approach and operate as one unified organization with one goal: to provide impeccable service to all our clients. We work closely with the best professionals all over the planet, in a spirit of mutual aid, trust and discretion in order to exceed the expectations of those who entrust us with a mandate to buy or sell real estate."*, says Richard Beaumier, president and agency executive officer of Profusion Immobilier.

Corporate event in the presence of the President and CEO of Forbes Global Properties

It is at the Westmount head office, on January 25, that the real estate agency will greet its clients and partners as part of a corporate event aimed at highlighting the 15th anniversary of the founding of Profusion Immobilier, as well as the membership at Forbes Global Properties. For the occasion, the Founder, Ms. Rémillard, will have

the pleasure of welcoming the President and CEO of Forbes Global Properties, Mr. Michael Jalbert, who will officialize this unique alliance. For the occasion, the new Jeff-Hyland Excellence Award will be presented in honour of the founder of Forbes Global Properties, who passed away last February. This honour aims to recognize a top Profusion Immobilier real estate broker for an exceptional professional career. The name of the recipient will be announced during this evening.

ABOUT PROFUSION IMMOBILIER

Profusion Immobilier is the premiere real estate agency in Quebec. Founded by Louise Rémillard in 2008, Profusion Immobilier quickly became a leader in the luxury real estate industry and has remained at the forefront for 15 years. It represents a Quebec success story, thanks to the expertise, skills and passion of its real estate experts and dedicated staff. Innovative marketing strategies and the values of integrity and discretion quickly propelled Profusion Immobilier as the leading independent agency specializing in luxury real estate in Quebec. The agency is also a member of Leading Real Estate Companies of the World, Mayfair and Luxury Real Estate, and now Forbes Global Properties, making it the most extensive and prestigious professional network in Quebec.

ABOUT FORBES GLOBAL PROPERTIES

Forbes Global Properties is the exclusive global real estate partner of Forbes, one of the world's most trusted media brands for over 100 years. The exclusive consortium is comprised of first-rate real estate agencies, which represent the most beautiful and exceptional residences all over the world. Membership in the network is exclusively reserved and by invitation only to agencies specializing in luxury. Forbes Global Properties leverages Forbes' breadth of readership and global reach to engage, inform and delight both buyers and sellers of luxury properties.

The Forbes Global Properties network includes more than 12,800 real estate experts in 20 countries, with more than 400 locations in the United States, Asia, Australia, Canada, the Caribbean, Europe, Mexico, the Middle East and in New Zealand.



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