



MAJORITY OF CANADIANS RELY ON BANKS AND REALTORS FOR HOMEBUYING ADVICE

RBC celebrates real estate professionals with appreciation week March 21

TORONTO, March 18, 2011 — Purchasing a home is one of the biggest financial decisions Canadians will ever make in their lifetime. A recent RBC homeownership study found that almost half of Canadians (46 per cent) use a banker or real estate professional as the primary source of information when purchasing a home - higher than friends, family and online tools.

“Buying a home is an important life decision that signals a sense of accomplishment and a place for memories to be created,” said Matt Varey, senior vice-president and head of Career Sales, Royal Bank of Canada. “Real estate professionals help navigate this important life decision by providing expert advice and guidance on the right type of home.”

RBC recognizes the important role real estate professionals play in the home purchasing process. To celebrate the partnership between realtors and the bank, RBC is launching the first annual National Realtor Appreciation Week from March 21 to March 27. The national campaign will include local activities and events to celebrate real estate professionals across Canada.

“Canadians rate real estate professionals and bank mortgage advisors very high in terms of advice on purchasing a home,” added Varey. “This partnership is very important to ensure that homebuyers choose the right type of property at a price and payment strategy that fits with their overall financial plan.”

According to the poll, 67 per cent motivated home buyers intend to use a real estate agent to assist in a home purchase, more than any other source including family, real estate websites, friends and social media.

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