

PIERRE BOIRON

Commercial Real Estate Professional, Author, Investor, and Lecturer

Professional Profile & Resume



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www.realestatemotor.ca

Dear Reader,

I am pleased to present you with my professional profile and resume. As a Real Estate professional, author, and lecturer, I consider it my duty, and a form of courtesy, to give you the data necessary for you to judge a newcomer in your corporate life.

You see, there are many Real Estate agents, but very few have the experience and the ability of:

- a Businessman
- a Builder
- a Contractor
- a Land developer
- a Real Estate developer
- a Real Estate lecturer
- a Real Estate consultant
- a Real Estate author
- a Real Estate investor

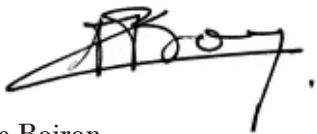
After four decades of service and commitment to my clients, these are the accomplishments I feel you need to consider when selecting a Real Estate professional, someone who can fully understand your problems, your needs, and realize the best financial results for you.

The release of my book, **Commercial Real Estate Investing in Canada: The Complete Reference for Real Estate Professionals and Investors**, co-authored with my son, Claude, has allowed me to express and showcase these four decades of experience into one complete package. You can read more about it on our website at www.realestatemtor.ca.

After reading through this personal brochure, I hope you will acknowledge my unrelenting passion for commercial Real Estate and my interest in helping you become a more savvy and seasoned Real Estate investor.

I look forward to hearing from you soon. You can contact me any time for a free, one-hour consultation at pini@sympatico.ca or at (905) 882-8800.

Sincerely,



Pierre Boiron

PROFESSIONAL HISTORY

1957 – 1968 (France)

- Founded and operated construction, land development, and property management companies with a total of 45 employees.
- Developed two residential subdivisions.
- Director of the Contractors' Association.

1968

- Immigrated to Canada to escape France's rampant, ultra socialism.
- Attended classes to learn English.

1969 – 1972

- On January 2, 1969, started working in ICI (Industrial, Commercial, and Investment Real Estate) sales and leasing.
- Obtained the prestigious designations of FRI (Fellow of the Real Estate Institute of Canada), SIOR (Society of Industrial and Office Realtors), and Ontario Land Economist.

1972 – 1982

- In July 1972, founded a commercial Real Estate brokerage firm, MAP Realty Ltd, specializing in Industrial, Commercial, and Investment (ICI), appraisal, and property management with 35 employees, 26 of whom were salespeople.
- From 1975 on, became involved in Real Estate Development.
- By end of 1982, owned or had sizeable interests in a 27,000 square foot built-to-suit industrial building, a 35 acre commercially zoned prominent site (Mc Cowan & Hwy 401), an 8,000 m² (86,000 sq.ft.) office building, and a 17,000 m² (180,000 sq.ft.) industrial building.
- Completed over 80 Real Estate related courses, including some at York University, Southern Methodist University (SMU) in Dallas, Texas, and Rice University in Houston, Texas.
- Lectured on Commercial Real Estate for the Ontario Real Estate Association and authored a Text Manual for them.
- Sold MAP Realty in 1982 to The Canada Permanent Trust Company.

1982 – 1984

- Lived for two (2) years in Guadalajara, Mexico and learned Spanish.

1984 – 1989

- Lived in Dallas, Texas and operated a close-out business.

PROFESSIONAL HISTORY

1993

- After a prolonged sabbatical, re-entered the ICI Real Estate field.
- Acquired a sizeable interest in a 3,000 m² (32,000 sq.ft.) building in Ajax by solving very difficult problems for the owner and managing it. Eight years later, it was sold for a huge profit.

1997

- Commenced development of a 39 lot residential subdivision in Pickering.
- Became one of the 12 members of the Toronto Real Estate Board's ICI Executive Council. The Board is the largest in the world with 27,000 members.

2001

- Spearheaded the effort to prepare a secondary study for the 39 lot subdivision in Pickering.

2003

- Commenced the writing of "**Commercial Real Estate Investing in Canada: The Complete Reference for Real Estate Professionals and Investors**", a manuscript proposal accepted by Wiley Canada, and co-authored by Pierre's son, Claude Boiron.

2005

- Obtained Plan of subdivision approval for the 39 lot subdivision in Pickering.

2006

- Commenced editing of "**Commercial Real Estate Investing in Canada**" with publisher Wiley Canada.
- Subdivision in Pickering sold conditionally upon installation of services.
- Started a 3PL (third party logistics) and warehousing company, Logistica International (www.logisticaintl.com), in a 55,000 square foot unit located within a 180,000 square foot building owned by Pierre Boiron.

2008

- "**Commercial Real Estate Investing in Canada**" published by Wiley Canada in January. Created a website (www.realestatementor.ca) to support the marketing efforts.

PROFESSIONAL MEMBERSHIPS

The Toronto Real Estate Board

The Ontario Real Estate Association

The Canadian Real Estate Association

BILD (Building Industry and Land Development Association) – ex GTHBA (The Greater Toronto Home Builders Association)

ICI World (Internet-based Real Estate marketing)

Property Possibilities (Internet-based Real Estate marketing)

Geowarehouse (electronic registry searching tool)

Realtrack (online Real Estate sales reporting)

Loopnet (commercial Real Estate online)

FORMER MEMBERSHIPS AND DESIGNATIONS

SIOR (Member of the Society of Industrial and Office Realtors)

F.R.I. (Fellow of the Real Estate Institute of Canada)

Ontario Land Economist

CLIENTS

The following list shows some of the companies to which I have been of service over the last 40 years:

A. Mantella and Sons Limited	J. D. S. Investments Limited
Acklands Limited	J. E. McCutcheon Limited
Alcan Canada Products Limited	
Bank Canadian National	Magnolia Builders Limited
BASF Canada Limited	Marathon Realty Limited
Baycliffe Homes	Moore Business Limited
Black and McDonald Limited	
C. I. L. (Canadian Industries Limited)	Penguin Books Canada Limited
Canada Bread Limited	Perkin-Elmer Canada Limited
Canadian Electrical Distributors Association	Phillips Cables Limited
Canterbury Foods Limited	
Chubb Mosler and Taylor Company Limited	R. A. Lister Canada Limited
City of London (Ontario)	Ralston Purina Limited
Cooper Canada Limited	Revenue Properties Company Limited
Cowie Industrial Developments	Rheem Canada Limited
Cutler Designs	Rowntree Mackintosh Canada Limited
	Rubbermaid (Canada) Limited
David Brown Gear Industries	Senator Homes
Domtar Limited	Square D. Company Limited
Duplate of Canada Limited	Simplicity Products, Subsidiary of McGraw-Edison of Canada Limited
Electrohome Limited	Slough Estates (Canada) Limited
General Bakeries	
Gold Crest Products Limited, Division of Reed Company	Toronto Star Limited
Goodyear Tire and Rubber Company of Canada Limited, The	Tricont Developments Limited
Gross Properties	Venture Metalcrafts Limited
Gulf Oil Canada Limited	Volkswagen Canada Ltd, Vorelco Division
Haldane Electric Supply Limited, Division of Westburne Industries	Weldo Plastics Limited
	Weston Bakeries Limited

REFERENCES

I believe that any entity, considering to “do business” with me, is entitled to data that will permit them to check my background. Accordingly, you will find hereunder names of persons whom you are invited to call:

Mr. Brian Cowie

Cowie Industrial Developments
53 Apex Road
Toronto, ON M6A 2V6
(416) 785-5165

Mr. Harry Kichler

Steele Valley Developments Limited
2104 Highway 7, Unit 28
Concord, ON L4K 2S9
Tel: (416) 736-6880

Mr. Sheldon Gross

Chairman
Gross Capital Inc.
5145 Steeles Ave. W., Suite D800
Toronto, ON M9L 1R5
Tel: (416) 748-2227

Mrs. Diane Ramster

President
Hunt Personnel
6 Lansing Square, Suite 214
Willowdale, ON M2I 1T5
Tel: (416) 492-8500

Mr. Dino Ricci

Delta Equities & Development Corporation
43 The Kingsway
Etobicoke, ON M8X 2S9
Tel: (416) 232-1839

Mr. H. Ladha M.B.A., C.G.A.

1177 Lindenrock Drive
Oakville, ON L6H 6T5
Tel: (416) 645-5420

Mrs. Joyce DeGasper

Interior Designer
330 Spadina Road, Penthouse #1
Toronto, ON M5R 2V9
Tel: (416) 925-7814

Mr. Mark Schollen

President
Schollen & Company Inc.
220 Duncan Mill Road, Suite 120
Toronto, ON M3B 3S5
Tel: (416) 441-3044

Mr. James Weber

Chartered Accountant
2676 Erb's Road West
Wilmot, ON
Tel: (519) 634-8147

Dr. Martin H. Lipson

1223 St. Clair Avenue West
Toronto, ON M6E 1B5
Tel: (416) 652-3133

Mr. George Ruggiero

Lawyer
Baker Schneider Ruggiero
120 Adelaide Street West, Suite 1000
Toronto, ON M5H 3V1
Tel: (416) 368-2211

Mrs. Anna Esposito

Lawyer
Pallett Valo
90 Burnhamthorpe Road West
Mississauga, ON L5B 3C3
Tel: (905) 273-3300

TESTIMONIALS**Ryerson University, Toronto**

“We wish to record out our appreciation of the effectiveness you displayed. The building had been listed, unsuccessfully, for a period approaching a year with another agency, and we were impressed with your success on the leasing of the property within two months.”

Olympia & York, Toronto

“Our company had listed two properties with you: 1) 35 Oak St, Toronto, a 204,000 square foot industrial building; 2) Ashwarren Industrial Park, Toronto, a 14,000 square foot industrial unit. Both of these properties were difficult ones to market, but you succeeded in a short period of time. We would like to add that we were very satisfied with your services, we felt that you had our interests at heart, and you behaved as a true professional. We will be pleased to call on you again if the need arises.”

Cowie Industrial Developments, Toronto

“We continue to be highly impressed and pleased with the degree of professionalism your company and representatives have demonstrated. Your performance had been up to the highest standards.”

Gross Properties, Ajax

“It is with pleasure that I write this letter commanding you for the work you did with my building in Ajax. I agreed to take you on as partner to solve the many problems attached to this property. You have handled every detail to perfection. I allowed you complete authority to do what was necessary to attract tenants in this difficult market and you did it very well. Your sharing the financial success as partner is a new approach I enthusiastically endorse and recommend.”

Hunt Personnel, Temporarily Yours

After many months of having my property listed with other large brokerage companies, and having no activity at all due to the very difficult current marketplace, I was, admittedly, skeptical. Your recommendations on minor improvements, signage and cosmetic details took the property out of the realm of “imagination” and into the realm of reality in the eyes of the marketplace, resulting in almost immediate inquiries and ultimately in a solid offer at a good and reasonable price. Throughout the period prior to closing, you continued to observe and advise me to assist in smoothing the process of conditions being met, resulting in a problem free closing. Thank you sincerely for your professional and more important, effective work. Please feel free to use my name as a reference at any time.”

SUCCESS STORIES

1. 150 Bridgeland Avenue, North York

When this 2 storey, 86,000 sq. ft. building was purchased, it was used as a printing plant.

I was in charge of the Due Diligence process, and I decided that we should renovate the building for office space. My partners were very sceptical, but I conducted a thorough market survey of all available office space in said area, which allowed me to convince my partners. I chose an architect, interior designer, engineers, etc.

Five years later, the building was 97% leased and we sold it.

The cash we had invested was \$1,000,000. We sold it for a \$3,600,000 profit.

Rate of Return: 460%

2. 120 Industry Street, North York

A partner and I bought this vacant property in 1980, for \$2,000,000.00.

It is a 180,000 sq. ft. industrial building that was built and occupied, by the Square D Company. I found the initial tenants for the premises and we subsequently found others, when the first ones vacated.

The property is now rented for \$670,000 per year, net.

After selling extra land, our present equity is under \$300,000, and the value at an 8% Cap Rate is \$8,375,000.

Rate of Return: 504%

3. 90 Commercial Avenue, Ajax

When I first saw this 32,000 sq. ft. building -in very poor condition- it was on MLS, for Sale or Lease.

When the listing expired, I contacted the owner and offered to take care of all the problems associated with the property, including property management.

Over the next 3 years, minimum repairs were made (as money allowed) and tenants secured. First, temporary ones, then another one who went bankrupt, leaving us with an empty building. I did again order quite a few repairs and, I secured a Triple A tenant, Lear Canada Corporation. This is a company that, in the US alone, has 40 factories.

In addition, through a lawsuit (that was settled), I managed to recover \$300,000 from the previous tenant that had vacated the building two years prior to my involvement. My agreement with the owner was that, as "sweat equity partner", I would receive half of the net income over a rental of \$1 per square foot, and half of a sale price over \$500,000. The property was sold, eight years after I became a business partner, for \$1.5 million.

Rate of Return: Cannot be calculated as I had no money invested

SUCCESS STORIES

4. 102 Finch Avenue, Pickering

Although this story does not describe an income producing property, I include it because it is a recent and highly successful investment. It does highlight my overall industry knowledge and expertise, from which Partners/Investors will ultimately benefit. (In Real Estate investing, it is common to run into difficulties, and that is when a good quarterback is needed and appreciated)

In August 2001, through one of my companies, Nicou Inc, I bought 22 acres of land that was designated residential. The price was \$875,000.

The site, which was surrounded on three sides by the 8,700 acre Rouge Park, was a controversial one, and activists opposed its development ferociously. However, through perseverance and diplomacy, a Plan of Subdivision for 39 residential lots was approved by **the Municipality in June 2005**. In August 2005, Nicou sold the lots to a builder for \$7,574,316, conditional upon installing the services. The servicing contractor, selected by Nicou's consulting engineer, went bankrupt, with only 20% of the work completed. This was like a domino falling. It was followed by many more, but through experience, hard work, and our extensive network of financial and industry contacts, we maintained our focus on the project targets and objectives, and succeeded.

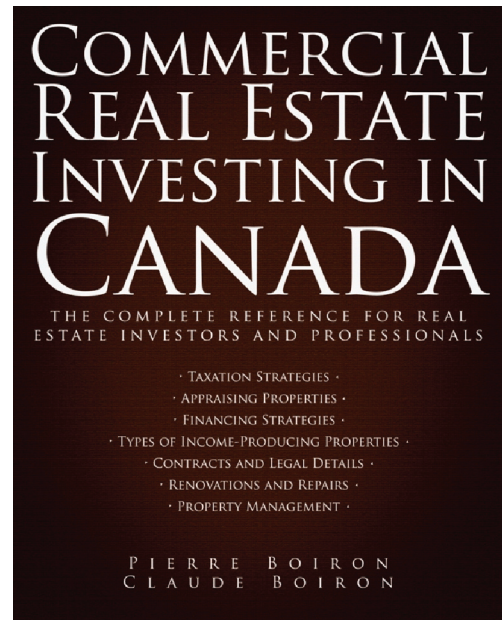
In May 2007, we closed the sale of the project to the builder.

Our total cost was approximately \$4,400,000, leaving us with a profit of \$3,174,000.

Rate of Return: 363%

Many investors include commercial real estate in their portfolios, yet there are few comprehensive resources available to those looking for information on how to profit in commercial real estate. **Commercial Real Estate Investing in Canada** is a must-have guide for all real estate investors. This one-of-a-kind compendium will guide readers on such topics as:

- The business of real estate
- Land-use controls
- Taxation and property
- Types of income-producing properties
- Renovations and repairs
- Property management
- Property appraisals
- Conducting due diligence
- Real estate contracts



“At 640 pages, **Commercial Real Estate Investing in Canada** is the ultimate guide and reference for anyone seeking to pursue investment opportunities in commercial real estate.

You don’t need to be a millionaire to own this book – or to put it to good use. We have helped many people in the past realize the dream of owning commercial property and it all begins with the necessary knowledge and direction from bona fide experts. Through our years of experience in commercial real estate, it became apparent to us that we had gathered a body of knowledge that would be of interest to investors and professionals, such as realtors, financiers, lawyers, property managers, various professionals, their tenants, and of course non-professionals with a keen interest to invest their money in a growing sector. Hence, we thought it timely to write a book that is both a primer on commercial real estate investment and a useful tool and reference guide for those seasoned professionals with a keen interest in real estate literature.”

– Pierre & Claude Boiron

Commercial Real Estate Investing in Canada is available at all fine bookstores or directly from the authors at www.realestatementor.ca.

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