



BAYVIEW GLEN

Distinguished Alumnus Award 2012



The 2012 Bayview Glen Distinguished Alumnus Award is presented to:

JOY PATERSON '00

The 2012 Bayview Glen Distinguished Alumnus Award is presented to Joy Paterson '00, a Toronto-based real estate agent. Through this award, the Bayview Glen Alumni Association acknowledges the passion, dedication and knowledge that she brings to her profession.

Joy began her career in real estate with Royal LePage. Each year, Royal LePage real estate agents are eligible to receive specific award designations based on sales performance within their local markets. In 2007, Joy obtained a President's Gold Award for achieving a top sales percentile. In 2009, Joy co-founded a business venture entitled 'Condo Chicks', dedicated to leveraging a myriad of social media technologies to reach out to 'cool' and 'connected' first-time condominium buyers. The firm especially caters to sophisticated single women, who in 2012, accounted for approximately 20 percent of all real estate purchases in Toronto and

well over 30 percent of condo purchases, especially in city's downtown core. 'Condo Chicks' assists these customers with new home purchases, but also offers concomitant condominium sales, lease and assignment services, with a specialization in online marketing and promotion.

Joy and her business have been featured numerous times in the press, including in the National Post, Toronto Life magazine and on Rogers Television. In 2010, Joy won a Chairman's Club award from Right at Home Realtors based on sale performance. She is currently affiliated with the Cityscape Real Estate Ltd. brokerage.

Joy holds a Bachelor of Commerce degree from McMaster University, but mostly importantly, Joy received her secondary school diploma from Bayview Glen, where she developed a passion for business.