

TitlePLUS essay contest

Osgoode Hall law student wins 2010 prize

The courts may be increasingly willing to enforce oral agreements for the sale of land.

That's the conclusion reached by Toronto law student Neil Wilson in his winning entry in the 2010 TitlePLUS Essay contest sponsored by LAWPRO.

"Part Performance: An Invaluable Tool in the Practice of Real Estate Law," examines the legal doctrine that provides that an oral agreement for the sale of land, which would otherwise be unenforceable, may be enforced if steps have been taken towards its performance.

Wilson was awarded his prize on June 10, 2010, at the Gala Evening of the Ontario Bar Association Real Property Section in Toronto. The award – including the cash prize of \$3,000 – was presented by Kathleen A. Waters, president & CEO of LAWPRO.

LAWPRO created the TitlePLUS Essay Prize in 2006 to encourage and recognize outstanding legal scholarship in the practice of real estate law. Students from law schools across Canada (excluding Québec) were invited to enter the essay contest.



Ray Leclair, Vice-President, TitlePLUS; Neil Wilson; Kathleen Waters, President and CEO, LAWPRO

TitlePLUS campaign targets Quebec

More than 1.4 million Quebecers reached with awareness promotion.

An awareness campaign is underway in Quebec targeting the 64 per cent of Quebecers who say they don't know much about the legal aspects of buying a home.

As part of its ongoing program to support the use of legal advisers in real estate transactions, the TitlePLUS group (through a question on a Leger marketing poll) surveyed the Quebec market and found an overwhelming majority of new homebuyers have little to no knowledge of the legalities of home buying.

The TitlePLUS media release announcing these results generated extensive and positive media coverage in Quebec. The release lists the many benefits of using a notary for real estate transactions, such as helping to find a home that suits the client's needs, detailing the risks associated with buying new properties and ensuring clients are fully informed about their rights. Like its counterpart in Ontario, this campaign aims to highlight the importance of notaries and the benefits of title insurance, specifically the TitlePLUS program.

Ray Leclair, TitlePLUS insurance vice-president, spoke at length with the media. He and a young Quebec couple who were purchasing their first home with the help of TitlePLUS title insurance, gave nine interviews on the subject. To date the campaign has reached more than 1.4 million Quebecers through print and online articles, radio broadcasts and TV spots, including four mentions on Radio-Canada. Throughout the campaign,

LAWPRO worked closely with Quebec broker Dale Parizeau Morris Mackenzie Inc. to spread the message.

As a side benefit, the public awareness campaign will also drive traffic to the TitlePLUS French website (www.titreplus.ca), which provides links to important resources and information for notaries and the public on title insurance in Quebec.

