

TOP AGENT MAGAZINE



PIERRE DELESALLE

“My mantra in life is to serve,” says Pierre Delesalle, Managing Director of Verico CML Canadian Mortgage Lender Inc., headquartered in Calgary, Alberta. My new goal is to add to our mortgage family and open branches in other provinces.” Currently serving borrowers in Alberta and parts of Saskatchewan,

Pierre and his business partner Garth Lyon are actively seeking like-minded professionals to help them expand to Manitoba, British Columbia, Ontario and eventually all of Canada. “We first have to find the best of the best in those places. The people I work for,” he says, referring to his own staff, “have to be like family.”

Ideal members for Pierre’s work family will be relationship-focused individuals who agree that the greatest satisfaction of their work happens while making people’s dreams come true. “How often does a person get to spend half a million dollars?” he says. “Our CML family helps people with the biggest financial decision they’ll ever make. We get to put people in houses of their own or move them into bigger houses. It’s incredibly cool to help people realize that dream.”

Pierre and his team position themselves as “relationship brokers” not as transaction brokers, he says. “It’s not about the money or the number of transactions. It’s about getting better as a family and helping each other be our best.” Illustrating his unique formula, Pierre explains that his top producers remain successful by relying on their existing book of business, and less on referral business. Furthermore, if a member of the team reaches a standstill about a pending loan scenario, he or she benefits from the supportive, non-competitive company spirit. “They’ll reach out to the entire team and right away start receiving replies and suggestions from everyone.”

Filled with people who give back and who support each other, CML is truly people-focused. In addition, nearly every member of their 45-person staff is a licensed mortgage broker. “Everyone can help customers,” he says, adding that he surrounds himself with “ones, twos and threes.” By explanation, he says, “when someone meets 10 people, chances are they’re going to click really well with one, two or three of them and may not

click with numbers eight, nine and ten. I hire the ones, twos and threes. That’s why it feels more like a family here than a company.”

Some team members have been with Pierre for more than a decade, or since he entered the mortgage brokerage business following several years in banking. The company also enjoys tremendous relationships with their lender partners. “They know we take the time to figure out how they want the business to be presented. We work really hard to maintain these good relationships and it shows in our extremely high loan approval ratios.”

People frequently notice his company’s website is informative, educational and free of sales jargon, Pierre says about the current mortgage tips he provides online along with a homepage feature dedicated to the children’s charitable foundations CML supports. These include KidSport, which provides support to children in order to remove financial barriers to playing organized sports, and Kids Help Phone, a 24/7 counseling hotline for youth in crisis across Canada. Pierre’s pride and joy are his two sons; as a dad he has coached several teams over the years in addition to other hobbies such as fly-fishing and music. “My wife and I love to busk (street perform) playing the guitar and singing,” he says. “When people throw in money, we give all of it to Kids Help Phone. It helps that I’m a bit of a ham!”



To learn more about Pierre Delesalle and Verico CML’s plans for new branches in provinces across Canada, visit www.cmlmortgages.com, email pierre.delesalle@cmlmortgages.com or call 403.519.0447