

Portrait of our directors

EXPRESS
INTERVIEW

With ...





Mrs. Josée Courville
Executive Director
Chambre immobilière des Laurentides

Board of Directors of
CAE Rive-Nord since:
2014

Current term:
President

Distinctive qualities:
**Creative
Strategic**

Why did you agree to sit on the CAE Board of Directors?

The achievement of the major strategies of companies seeking to develop requires funding. What attracted me to CAE is the economic development aspect of the corporate *funding facet*. I see this opportunity as a tangible way to support SMEs in achieving their goals and creating value for the company.

Where do you see CAE in 5 years?

It is difficult to see 5 years ahead in a world that moves as quickly, with uncertain geopolitical considerations having an impact on economy and growth. However, we can certainly predict that companies will always need funding; this is part of an organization's strategic resources, as are human capital and innovation. I think that CAE will develop services specific to the needs of its clients according to its evolution. I consider that it is important to segment the clientele by territory and to create financial products that anticipate the needs of the favoured sectors.

"The CAE must have a positioning that allows it to be evoked by entrepreneurs as a growth partner and support partner for innovation. It takes time to establish a reputation and the more you work by sector of activity, the more you become known and recognized".

- Josée Courville

ABOUT....

The **Chambre immobilière des Laurentides** represents its brokers on the provincial and federal levels. It has a unifying role and strengthens the positioning of the profession through training and certification. It consolidates 535 real estate and commercial brokers from Mont-Laurier to Mirabel. It performs follow-up and modification of brokerage contracts and offers conferences and networking to meet the various needs of its members.



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