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This lamb sees tall towers sprouting up

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Brad Lamb, the self-proclaimed "Condo King" of Toronto, is about to make the leap to reality television. Big City Broker, debuting next month, follows Mr. Lamb and his team at Brad J. Lamb Realty to give viewers a glimpse into the world of real estate. For all the Lamb haters out there -- and there are a few -- there's even an episode that touches on the song by local artist Owen Pallett, *This Lamb Sells Condos*, mocking the realtor. Dave McGinn spoke to Mr. Lamb about the show, the song and the future of real estate in Toronto.

Q How did you come to be in a reality TV show?

Lamb A few years ago, almost three years ago, I got a call from a production company, and they were looking to do a reality-type show on a real estate broker and for some reason they selected me. I wasn't a big fan of reality TV at the time, but they convinced me. They appealed to my ego.

Q What will viewers get out of the show?

Lamb They get the truth about what happens in real estate, and I don't think anyone really knows. I don't think anyone's really been honest about our business before and what really happens. I think it shines a light on the good and the bad.

Q So what sort of dirt will viewers get a chance to see?

Lamb Well, this is a commission-based business. Commissioned-based businesses are extraordinarily competitive and fraught with the manic depressive nature of that kind of income. They'll see how difficult it is, too. I think a lot of people think real estate agents just sit there and collect commissions.

Q Speaking of what some people think of real estate agents, have you heard the Owen Pallett song about you?

Lamb Yeah.

Q What do you think of it?

Lamb The TV show found out about it, so we did a part of one of our episodes around it. I think people are giving it a lot of critical merit. It's not a song that if it was on the radio I would go, 'Wow, what a great song.' I don't like it. As to the content of the song, some parts of the song are representative of the truth, and some parts are not.

Q What parts are representative of the truth?

Lamb In one part of the song he accused me of being impotent or impotent [says Lamb, drawing out the different pronunciations of one word meaning 'powerless' and another meaning 'have problems down there'] -- I'm not sure which one, but I'm neither.

Q Condo development has got a lot of bad press lately. Ever lose sleep over that kind of stuff ?

Lamb I think there's a problem in the city in that a lot of the wrong people are developing condominiums. I don't want to sound elitist, but a guy who lives in a faux Romanesque gothic mansion in Woodbridge who has displayed absolutely no evidence of an understanding of architectural sympathies -- should that person be developing in our downtown core when they leave a legacy that lasts a lifetime or more?

Q What do you see as the future of development in Toronto?

Lamb A "Manhattan-ization" where you take a six-storey or a 10-storey building and you knock it down and build a 30- or 40-storey building. What's going to happen in Toronto is the volume of new development in Toronto is going to shrink dramatically in about five or six years.

Q I've got to ask: Why did you want to have ads showing your head on a lamb's body?

Lamb I have a strong personality. I'm also a big guy. I'm about 6-foot-5 and about 240 pounds. And I also am, from a personality standpoint, somewhat imposing. I thought, well, I want to advertise our brand, and our brand is related to me since the company's named after me, so there needs to be this character Brad Lamb that people know about and like or want to deal with. I didn't want to do an outdoor ad campaign that had me trying to be cool or the big business guy on a billboard. I think guys who do that end up looking like idiots.

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Interview with Brad Lamb.

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