

THANK GOODNESS FOR THE SOCIALITES



Over the past few years, I have found myself stepping back from social functions, both hosting and attending. It's a truth I've come to recognize—and perhaps even feel a bit guilty about.

Like many, I embraced the ease of pandemic protocols. Zoom and Microsoft Teams became my go-to for client meetings, saving me from braving the Greater Toronto Area's notorious traffic and constant construction. It was convenient, but as the world has reopened, I've realized it has also made me a little... complacent.

Don't get me wrong—I'm not lamenting the traffic or the construction. (I think most Torontonians would agree they're still a hassle!) But I can admit that this convenience has led me to forgo the effort I once put into meeting people in person. And it hasn't been limited to business meetings—it's seeped into my social life as well.

At over 60 now, perhaps I could point to age as a reason for my dwindling attendance at the evening events that were once a fixture of my week. But the reality is simpler: I got out of the habit of being social.

It's time to change that.

Getting Back into the Swing of Things

Recently, I've been reflecting on how much of my work has been done



entirely virtually. I've finalized transactions with clients I've never met face-to-face. In many cases, I've never even set foot in their practices. My amazing associates handle much of the groundwork, from bringing in buyers to negotiating agreements of purchase and sale. And while that's been effective, it's also left me feeling like a bit of a nomad—working from various locations without ever truly connecting with people.

That's where the socialites come in.

I owe a huge thanks to those who still make the effort to organize in-person gatherings. Not long ago, one of our team members hosted an event where professional advisors met the doctors we had referred to them—for the very first time. What made it so remarkable wasn't just that they were thrilled to meet each other, but that it highlighted how much our habits have changed. Deals were completed, papers signed, payments exchanged—and yet, these professionals had never shaken hands until that evening.

It's a perfect example of how the culture of personal connection has shifted. I recently spoke with a client who confessed they had no interest in driving through Toronto traffic to meet their lawyer in person. Frankly, I couldn't blame them. But if you've never met your lawyer in person—even once—it might be time to reconsider. Sometimes, it's worth the effort for one of us to make that journey. Relationships thrive on personal connections, and as convenient as virtual meetings are, they simply aren't the same.

'Tis the Season for Togetherness

The festive season is upon us—a perfect excuse to reconnect, in person. Let's get back in our cars, fight the traffic, and show up. Let's thank the socialites among us who still host events and create opportunities for these moments to happen.

And if you'll indulge me just one request: at my age, can we start the parties at 5:00 p.m. instead of 9:00? Some habits are hard to break—but staying out late might not need to be one of them.

Here's to a season filled with connections, celebrations, and maybe even a little traffic. Let's make the effort.

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