



## ***Breaking News....***

We have just been notified that Gurdeep Brar has officially launched her campaign race for Mayor for the Town of Yarmouth.

We caught up with Ms. Brar to learn more about her and find out what prompted her to pursue this exciting new adventure. Here is what we learned.

First and foremost, she is also known as “G” Brar, Owner of GBMCI- G Brar Mortgage Consultants Inc and has been seen working undercover at the Yarmouth Farmers Market creating delicious Indian food under the name The Curry-ous Spice.

She is the daughter of the late Mr. Gurnam Singh Brar- a well respected and dedicated teacher who taught at the Yarmouth High School, Maple Grove, Hebron and Shelburne schools. Mr. Brar opened his own small business to teach Drivers Ed called Brar Drivers Training. Gurdeep’s mother – known as Mrs. Brar -was employed at the Yarmouth hospital working in the cafeteria and she was also the brains behind the secret Indian recipes and delicious food at the Farmers Market.

### **Reporter: What made you enter the race?**

**G:** I absolutely love this town. I grew up here and have built a successful Mortgage business which now allows me the freedom to give back to this community. When my parents immigrated here from India, Yarmouth was a dream destination for them. Even when they went on vacation, they were constantly selling the value of living in Yarmouth to anyone and everyone. My dad actually called Yarmouth the “Hamptons of the Maritimes.” Unbeknownst to my parents at that time, they were actually acting like ambassadors for Yarmouth, always encouraging people to visit their beautiful town. So, I see myself exactly like them, an ambassador for our town.

For me personally, it seemed like a natural progression to go from the business world into the political arena since you leverage similar skills such as problem solving, building relationships and helping people. Seeking an opportunity to have a broader impact on the community was always something I wanted to pursue. Therefore, to throw my name into the ring to become the Mayor seemed to be a natural “fit” with my business mindset and vision.

### **Reporter: What are your qualifications?**

**G:** I have had the pleasure and privilege to serve on the Yarmouth Planning Advisory Board and the Yarmouth Development Corporation. I was also the past President of the Yarmouth Area Chamber of Commerce and Vice President of the Tri-County Multicultural Association. Having had the opportunity to discuss grant applications, sponsorships and housing matters with the Yarmouth Town Council, I have unique insights into the challenges facing our community both as a resident and as a business owner representing clients.

Additionally, similar to the role of the Mayor, where you represent the town on a global scale and interact with both provincial and federal government bodies, I also have experience in this area. I took part in an expert round table to drive changes in the mortgage industry in NS. This group of subject matter experts collaborated and drove recommendations that resulted in the creation of the NS Mortgage Regulation Act which was ultimately presented and approved by the government.

I graduated from Saint Mary’s University with a bachelor’s degree focused on International Development Studies. In my business, I deal directly with lenders who are always looking at Yarmouth properties in terms of risk vs return on their investments. As such, I have had to build my skills and experience to sell the Yarmouth story. This includes creating business plans, networking with business leaders, analyzing financial statements, creating budgets to reflect business goals and most importantly, helping my clients execute them to ensure success. I know how to run a business and quite frankly, the Town of Yarmouth must look at itself as a business.

**Reporter: What is your vision for the Town of Yarmouth?**

**G:** I want to see Yarmouth advance into an economic hub meaning, I want to bring more industries to the town and deal with our housing crisis. We have experienced missed economic opportunities over the years and we need to learn from the past and move forward. In addition, our population has increased during our housing boom and we have people from all parts of the world who have decided to make Yarmouth their home. Our growing population and diversity of the town has also changed dramatically. We must embrace these changes to keep up with the rest of the world. If I might add, we need to “think global but act local.” This is the key to the success of Yarmouth.

The reality of the situation is that there are several issues in our town that are not new to anyone: Housing, Healthcare and Affordability to name just a few. People are struggling and I see it everyday in my business. They are trying to simply stay afloat to pay their rent/mortgage, make car payments, buy groceries, gas etc... Seniors are also impacted since their pensions are not enough to cover their basic needs. These stresses and challenges impact people’s health and mental well being. We must do something to give people hope and optimism for their future.

Think of Yarmouth and what comes to mind...industries such as fishing, tourism, agriculture etc. but what makes people stop and think of Yarmouth as a destination? We must attract new companies to come to Yarmouth and prove to them that this town **is** a destination.

All of these issues are connected. We need strong leadership and a new direction. We need an economic plan that will reflect our changing demographics. The foundation has already been laid out for us so now, it is time for the next leader to move our town forward.

Fun fact.... did you know that there are 8 places named Yarmouth in 4 different countries: 3 in the US, 3 in the UK and 1 in Jamaica and then there is us – Yarmouth NS- listed in that order. When I found out this information, it was like I had opened a letter from Ancestry.com and found out that we had siblings out there in the world. Wouldn’t it be great if we could connect with them or vice versa. Imagine what we could learn and accomplish from our new found family members around the world.

So, I ask you to take this journey with me to help further unlock Yarmouth's fullest potential. This isn't about one leader, this is about one new voice representing a new direction for the residents, by the residents. Your voice matters.

Vote Gurdeep Brar- Mayor for Town of Yarmouth on October 19, 2024 and let's get started together!!

**New Voice- New Direction.**

Authorized by the official agent for Gurdeep Brar