

Celebrating TRREB's Board of Directors

Pull Quotes from Kevin and John

Include Headshots

"The passion our Board of Directors have for real estate is having a bigger impact than you think. Their strong dedication to the profession ensures TRREB Members have the tools and services they need to exceed their clients' expectations. We regularly meet to make decisions that are transforming where TRREB is headed while inspiring change for the years ahead."

- Kevin Crigger, TRREB President

"There is no question that our Board of Directors are a group of highly dedicated real estate professionals advancing the industry. Their on-the-ground perspectives as REALTORS® help TRREB stay innovative as we continue to improve the Member experience. I invite everyone to uncover their vision, steadfast commitment and accomplishments inside this report."

- John DiMichele, TRREB CEO

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Flip page to page and celebrate what we accomplished together.

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Starting with a Vision

Last July we kick-started the year with a vision to boost technology, innovation and professionalism. And, our Board of Directors helped make it happen. Their trusted leadership at monthly board meetings was filled with consensus building discussions to transform the industry and profession.

Succeeding with REALM™

In their year as Board Directors, they played a crucial role in the launch of a new MLS® System. As REALM™ testers, they explored the game-changing features while providing critical feedback on the mobile-friendly app, integrated land registry, analytics, activity notifications and more.

Easier Showings

More discussions about technology landed on the Board table. Last fall, Members and their brokerages had the opportunity to streamline showings with BrokerBay as a new TRREB service.

Improved Workflow

Striving for better is top of mind. That's why our Board of Directors championed:

- An increased character limit for TRREB's MLS® System client remarks field,
- New listing photos with a brokerage watermark,
- An extended partnership with Altus Data Solutions for new homes and commercial data in a mobile-first dashboard, and
- A growing collaboration with RealTrack to provide transaction details for all commercial sales in Ontario for \$500,000 or more.

Modernizing TRREB

PropTx Innovations Inc. was created by the Board of Directors to responsibly drive the modernization of TRREB's MLS® System and related technologies. This wholly-owned TRREB subsidiary, through the direction of our Board, will effectively receive all non-dues revenue, while also paying our fair share of taxes. After-tax dollars will be available to provide enhanced services to benefit you, our Members. PropTx will help ensure we position TRREB to be at the leading edge of data availability and protection, while also streamlining processes and improving the transaction experience for all involved. Our goal, as always, is to empower Members and improve on the quality of services and information clients receive.

Promoting Professionalism

Helping protect and enhance the integrity of the profession is paramount to Members and the Board of Directors. That's why we embarked on an awareness campaign for all things Professional Standards and Arbitration, including easy-to-follow flow charts.

Did You Know?

Commented [MK1]: Use DYK graphic

To take the confusion out of common mistakes the *Did You Know?* initiative came to life. We shared the dos and don'ts on MLS® Rules and Policies to help Members avoid infractions and address one when it happens.

New Videos!

We created four videos to help walk Members through every step:

- How to prepare for a Professional Standards hearing
- What to expect at a Professional Standards hearing
- What you need to know about Arbitration claims
- How to prepare for your Arbitration hearing

Plus, the improved Professional Standards Early Resolution Policy supported by the Board of Directors allows TRREB to streamline the complaints process involving MLS® Listings and Data Integrity Services.

2,010 – Professional Standards Complaints, up by 29 per cent

104 – Arbitration Claims*, up by 53 per cent

***as of February 28, 2022**

(Jackie to visually represent)

Coming Soon!

A new, all in one spot way to file complaints and claims.

Benchmarking Success

Our Board of Directors are dedicated to excellence in everything they do. Whether it's sharing the latest TRREB events or encouraging fellow Members to get involved, take a look at what we achieved together.

Staying Current

Filled with sought-after takeaways, TRREB events allow Members to keep up with the latest industry news.

5,093 Members attended eight TRREB-exclusive events ranging from the Annual Meeting to market related, women in real estate, and diversity, equity and inclusion events.

Each year, our Board of Directors approves the sponsorship of three diverse community events. In 2022, TRREB will sponsor:

1. Nuit Blanche: October 1–10
2. Cultural Hotspot: July–October
3. Whitby Ribfest: July 8–10

Commented [MK2]: 1.FAM - 307
2.Opportunity and Optimism – 98
3.REAL Women Communicating with Influence – 579
4.Pulse Check: Diversity & Inclusion in Real Estate – 361
5.Real Estate Now – 1,433
6.2022 Market Outlook and Year in Review – 2,315
7.SAM – TBC
8.Town Hall – TBC

Maria to share final numbers

Increasing Engagement

50–60 per cent email open rate
up by 15 per cent from last year.

400,000+ headline clicks

Getting Involved

Our Board of Directors serve as Chairs or Vice-Chairs. They're ready to lead discussions that shape the real estate industry.

330 volunteers on a TRREB Committee, Roster or Task Force.

X Members voted in the 2022 Board of Directors Election.
*up **X** from last year (4,427)*

Commented [MK3]: We wont have this until May 18

141 likeminded professionals in TRREB's Brokerage Ambassador Network
Reaching **102** Brokerages and over **31,000** Members.

Cutting-Edge Courses

15 new learning sessions

Commented [MK4]: This number also includes courses leading up to the end of the fiscal year
Last year was 11

up by 36 per cent over last year

135,253 attendees
up by x per cent over last year

Commented [MK5]: This number will need to be updated and show up/down

A Joint Collaboration

Our Board of Directors are committed to meeting TRREB's goal of putting *Members First*. One of the ways they do this is at the Committee, Roster or Task Force level. Their strong collaboration helps drive positive change and growth within the profession.

Stronger Together

The Board of Directors are leaders in strengthening communities. Along with TRREB Members, we support GTA charities and approve annual grants through the Ontario REALTORS Care® Foundation.

- 126 charities received grants in fall 2021 to support vital resources, including community support and medical services for people in need.
- \$799,746 was provided to shelter-based charities, food banks and helplines across the GTA.

\$100,000 was donated to the Canadian Red Cross for flood and extreme weather relief efforts in British Columbia.

\$100,000 was also donated to the Canadian Red Cross in support of humanitarian aid and urgent relief to those impacted by the conflict in Ukraine.

Call Out Box

Ahead of International Women's Day on March 8, TRREB's Women in Real Estate Task Force launched a fundraising campaign to help women and children facing abuse and violence.

\$5,000 was raised for the Red Door Family Shelter, in addition to the \$3,000 already donated to the shelter from TRREB's *Every REALTOR® Campaign 2022* participation with the Ontario REALTORS Care® Foundation grant program.

Commented [MK6]: Maria to share final amount

Commented [CS7]: Still not changed from \$1975 raised so far. hopefully it increases before this is printed/ready

Commented [MK8]: Will check with Chris

Strengthening Diversity

Last fall, our Board of Directors proudly supported TRREB's Diversity & Inclusion Task Force in leading a first-of-its-kind groundbreaking survey to break down barriers and foster an environment of belonging and an inclusive membership. Together, we are committed to improving how we represent the demographics that make up TRREB.

Alongside the Ted Rogers School of Management Diversity Institute, we asked Members to share any unfair treatment experienced or observed in the real estate industry.

Almost 5,000 Members took part in the survey.

The results were used to create a best practices toolkit that brokerages and Members can use to benefit their business. The research also outlines opportunities to the Board of Directors so TRREB can continue to guide a better profession for today, tomorrow and onward.

The report is filled with actionable steps to support a more collaborative, equal and inclusive industry that shares how to:

- Engage with diverse clients,
- Understand obstacles to diversity, equity and inclusion faced by agents, buyers, sellers and renters, and
- Create a safe space for dialogues about racism, sexism and discrimination.

Striving for Success

Our Members have consistently called on the Board to implement changes that would allow us to keep striving for success in an accountable and transparent manner. That's why the Board of Directors made innovative moves that will ensure Members are first for many generations to come.

At TRREB's Spring Annual Meeting, Members **voted and approved** By-Law changes to complement already approved policies updates that **innovate, modernize and increase professionalism** the real estate industry. They result in significant benefits for Members by:

1. Creating a better model to serve in the **best interests of Members**.
2. Ensuring all policies and processes guarantee the **best possible people on the Board** to lead the organization and the membership.

By updating our By-Laws and policies, we can continue to create a culture of excellence, accountability and continuous improvement at TRREB.

Leading the Way

Commented [MK9]: Maria to update based on approval.

Our Board of Directors voice the needs of Members – and that guides TRREB’s initiatives with all levels of government.

In media campaigns, we share the strength of our Association and how buyers and sellers can count on TRREB Members for any real estate transaction.

Raising the Bar on Advocacy

The Board of Directors ensure policymakers hear our calls to create conditions that will boost the supply of homes and address affordability issues while maintaining a healthy economy and business environment.

Together, we’re committed to supporting Members and the challenges their clients face in the marketplace, including:

- The Vacant Homes Tax,
- Land Transfer Taxes,
- Government programs,
- Mortgage restrictions,
- Housing supply and affordability,
- Trading in real estate regulations, and
- More.

Building a Better Tomorrow

With the input and the support of the Board of Directors, TRREB and our Members are helping create a greener future. TRREB’s first-ever Climate Change Statement outlines our commitment to assist our Members in supporting homeowners to reduce their carbon footprint while calling on policymakers to take a stand.

Call out box:

Climate Change Statement

TRREB recognizes and acknowledges the current and impending impacts of climate change on our clients, community, and built environment.

We are committed to educating our REALTOR® Members on industry and government policies so they can support and encourage their clients to voluntarily:

- improve the energy efficiency of their homes,
- reduce harmful greenhouse gas emissions from their homes, and
- improve the resiliency of their homes to weather the impact of increasing natural hazards.

In addition, we advocate for continued government investments and incentives that support sustainable homeownership. TRREB recognizes the importance of government policies related to climate change, sustainability and greenhouse gas (GHG) reduction.

A Greener Future

We created easy-to-use green resources that help homeowners protect and improve the energy efficiency of their homes.

TRREB's new green energy video helps Members share timely information on:

- Flood risk and interactive maps for properties located on watersheds, and
- Home improvement grants and incentives.

Growing Awareness

The Board of Directors are Members too. They know firsthand that TRREB Members are ambassadors for the communities they live and work in. Through TV, radio and digital commercials, we share the value of:

- Connecting with a TRREB Member REALTOR® as professionals connecting people, property and communities to navigate the process,
- TRREB.ca as a trusted source for real estate, market facts and more,
- TRREB.ca for GTA listings in real time powered by TRREB's MLS® System with exposure to over 72,000 REALTOR® users, and
- How homeownership is a sound long-term investment.

Call out box:

Over 3,000 media mentions annually or 25 mentions every day.

1.68 billion impressions worldwide.

\$1 million in earned media value.

Getting Social

There is also a need to connect and share daily information about the real estate landscape. TRREB's social media audience has grown 65 per cent from last year.

50 mentions on social media every day.

53,000 clicks, comments and shares daily.

1.4 million impressions.

Recognizing Members

Our Board of Directors hand out awards to recognize and say thanks to Members who give back to the real estate profession or support charitable causes.

David Rossi Committee Service Award

Each year, our Board of Directors nominate Committee Members for the prestigious David Rossi Committee Service Award. To win, the nominees must play an integral role in shaping the future of TRREB.

Congratulations to the 2022 David Rossi Committee Service Award winners!

[Maria to share award photos of the below once received]

1. Roman Havlin
2. Steven Schmeiser
3. Charlene Williams

Community Service Award

That's not all. Our Board of Directors acknowledges Members, nominated by you, who make a difference beyond the call for real estate with the Community Service Award. This award pays tribute to Members who hold local fundraisers and volunteer, including at food banks, hospitals or shelters.

Congratulations to the 2022 Community Service Award winners!

[Maria to share award photos of the below once received]

1. Cathy Lawlor
2. Amol Kapoor
3. Anastasia Orlando
4. Don Patel
5. Rose Sorbera

Honourary Life Award

The Honourary Life Award is given to a long-standing Member. Michael Collins, who served as TRREB President in 2019–2020, received this award.



President's Plaque

The Board of Directors awarded the immediate Past President with a keepsake plaque. Lisa Patel served as TRREB President in 2020–2021 and spearheaded the Women in Real Estate Task and the Diversity and Inclusion Task Forces.



Inside Back Cover Pull Quote

Pull quote from Paul Baron:

“Another year of leading innovative changes is in the books. Alongside Kevin Crigger and the Board of Directors, I’m excited to continue to push the limit. There is so much momentum to build on our success. To TRREB Members, consider joining the Board of Directors to help shape the diverse perspectives of our association and to lead us through the next 100 years. “

- Paul Baron, TRREB President-Elect