



Your Voice, Our Future

What We Heard: A Final Report

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About This Initiative

Your Voice, Our Future was among the broadest Member engagement efforts TRREB has undertaken, conducted by Pollara Strategic Insights on behalf of the Toronto Regional Real Estate Board (TRREB).

This summary presents the principal findings of the initiative. Members responded in significant numbers and with notable candour, and this summary reflects what they told us.

How We Engaged Members

Members were given several ways to take part. A membership-wide survey was fielded in **two waves** about six months apart, the second online survey conducted among **1,490 Members** — weighted to be representative of the membership by region, experience, and area of practice with a margin of error $\pm 2.4\%$, 19 times out of 20.

Alongside the survey, a series of **focus groups and Town Hall discussions** invited Members to explore the issues in greater depth, in their own words. The survey measured **what** Members think; the qualitative research explored **why**.

What This Summary Covers

- **How we engaged Members** — a two-wave membership survey, plus focus groups and Town Halls across the membership.
- **What changed between the two surveys** — how Member sentiment shifted over the course of the initiative.
- **What the survey found** — overall experience, what drives satisfaction, trust, and the tools Members rely on.
- **Priorities and what comes next** — Member priorities, alignment with TRREB's 2026–2029 Strategic Plan, and reporting back.

Section 1

What Changed Between the Two Surveys

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Tracking Sentiment Across Two Waves

- Because the survey was fielded in two waves about six months apart, it is possible to measure how Member sentiment shifted over the course of the initiative.
- Across nearly all tracked measures, positive sentiment improved between the two waves.
- The gains are modest but consistent — and they move in the directions Members identified as priorities.

Sentiment is moving in the right direction — consistently, if modestly.

What Changed Between the Two Surveys

Members who agree positively	First survey	Second survey	Change	POSITIVE + NEUTRAL Second Survey
Overall satisfaction with membership	44%	51%	+7	81%
Trust in TRREB	42%	48%	+6	82%
Leadership heading in the right direction	33%	39%	+6	81%
TRREB listens to and acts on member feedback	29%	33%	+4	76%
Provides clear, timely information	48%	54%	+6	90%
Communicates strategic goals clearly	35%	42%	+7	84%
Feel part of a professional community	30%	35%	+5	76%
TRREB provides me with the tools I need to succeed	44%	52%	+8	85%
Good value for membership fees	29%	32%	+3	65%

Share of Members expressing positive agreement in each survey. Positive sentiment improved on nearly every measure between the two waves.

What the Movement Tells Us

- The improvements represent meaningful progress rather than a completed task.
- Value for membership fees — the attribute Members rate as most important.
- It remains a priority for attention going forward.

Meaningful progress — not a finished task.

Section 2

What the Survey Found

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Overall Membership Experience

- Approximately half of Members (51%) are satisfied with their overall TRREB membership experience.
- Roughly eight in ten (81%) are satisfied or neutral.
- This places TRREB broadly in line with, or ahead of, comparable provincial and national associations.

Eight in ten Members are satisfied or neutral with their membership.

What Drives Satisfaction

- Satisfaction is shaped less by any single service than by Members' confidence in the organization.
- The strongest drivers are value for fees, trust in TRREB, future readiness, leadership direction, and ethical, responsible decision-making.
- Value for fees is both the most important driver and the lowest-performing attribute — only 32% agree they receive good value.
- Critique centres on technology change, cost pressures, and governance — especially where change feels disruptive. The ORWP was the most cited example.

The most important driver — value for fees — is also the lowest performing.

What Would Rebuild Trust

- Greater transparency and clearer explanations of decisions — including how fees are used and how votes are decided.
- More meaningful Member input into decisions.
- Action on mandatory costs such as the Ontario REALTOR® Wellness Program (ORWP).

Asked what would most increase trust, Members pointed first to openness.

- MLS® tools and data remain central — virtually all Members (96%) use them at least monthly and rate them the most valuable resource, with market data reports close behind.
- A majority of Members (55%) consider the volume of communications about right.
- Nine in ten report that TRREB's communications provide at least some of the information they need.
- The opportunity Members identify lies in relevance and context, rather than volume.

96% of Members use MLS® tools and data at least monthly.

Section 3

Member Priorities for the Year Ahead

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Member Priorities for the Year Ahead

- 1** Strengthen public trust in REALTORS® (45%)
- 2** Increase transparency and accountability (44%)
- 3** Modernize MLS® tools and technology (40%)
- 4** Enhance professional development development and training (31%) (31%)
- 5** Promote ethical standards across the profession (25%)

Section 4

Findings in Context of TRREB's Strategic Priorities

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Alignment with the 2026–2029 Strategic Plan

- **Trust, Transparency & Member Confidence** — reflects calls for transparency, clearer explanations, and accountability.
- **Member Communications** — reflects the desire for genuine two-way dialogue and stronger connection.
- **Financial Resilience** — reflects concerns about value for fees and how dues are used.
- **Data & Technology Leadership** — reflects the central role of MLS® tools and the demand for modernization.
- **Professionalism & Education** — reflects support for higher standards applied fairly, led by education.
- **Aligned Advocacy** — reflects the necessity for strong representation with external bodies and government.
- **Modernizing Governance** — reflects the desire for greater Member input into decisions.

Reporting Back to Members

- Following this research, TRREB published its 2026–2029 Strategic Plan, organized around seven priorities.
- The themes Members raised correspond closely to those priorities — indicating the Board’s direction reflects the issues Members identified.
- TRREB has stated that it will report to Members annually on its progress against these priorities.

The Board has committed to reporting back to Members each year.



Thank You

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