

CELEBRATING TRREB'S BOARD OF DIRECTORS

Highlights from 2021–2022



Your Board of Directors are incredibly passionate about advancing the real estate profession, and ensuring TRREB Members have the tools and resources necessary to solidify your position as an expert advisor and advocate for your clients. We meet regularly to make critical decisions which are advancing and transforming TRREB, to remain and excel as a leader for generations to come.



Kevin Crigger
2021–2022 TRREB President

We are committed to increasing professionalism in our industry. And, there is no question that our Board of Directors are a group of highly dedicated real estate professionals advancing TRREB. Their on-the-ground perspectives as REALTORS® help us 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



*Flip from page to page and celebrate what
we've accomplished together!*

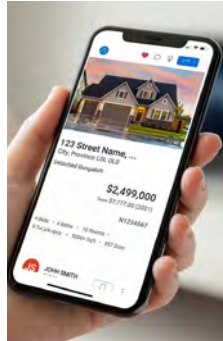
Table of Contents

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.

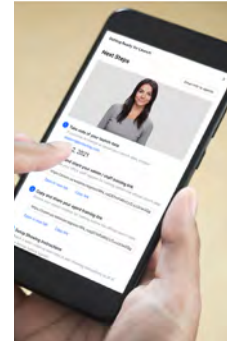
Succeeding with REALM™

The Board of Directors 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.



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
- A growing collaboration with RealTrack to provide transaction details for all commercial sales in Ontario of \$500,000 or more.

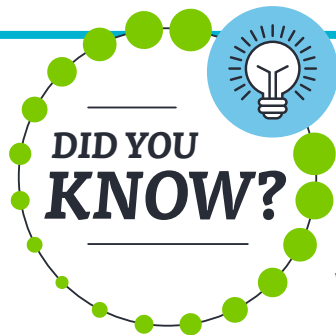
Modernizing TRREB

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 the quality of services and information clients receive.



Promoting Professionalism

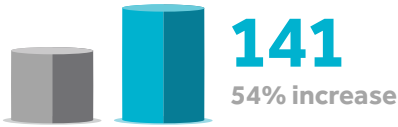
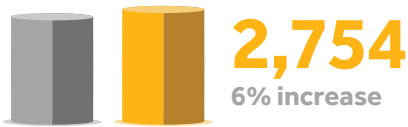
Helping protect and enhance the integrity of the profession is paramount to Members and the Board of Directors. That's why we embarked on an awareness campaign for all things Professional Standards and Arbitration, including easy-to-follow flow charts.



We're Eliminating Confusion

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 or address them when they happen.

Professional Standards Complaints



Arbitration Claims

as of May 31, 2022

New Videos Promoting Professionalism

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.



Coming Soon:

A new way to file complaints and claims – all in one spot!

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.
- **\$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.

Red Door Family Shelter Fundraiser

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.

\$2,425 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 2021* participation with the Ontario REALTORS Care® Foundation grant program.



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

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



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** in 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 create a culture of excellence, accountability and continuous improvement at TRREB.



2021–2022 Board of Directors



Kevin Crigger
President



Paul Baron
President-Elect



Lisa Patel
Past President



**Elechia
Barry-Sproule**
Director-at-Large



Peter Burdon
West Regional
Director



Susan Gucci
Director-at-Large



Paul Helps
Director-at-Large



Keith Kwan
North Regional
Director



**Anna
Michaelidis**
Director-at-Large



**Nito
Morcos-Brown**
Director-at-Large



Jennifer Pearce
East Regional
Director



Lori Roberts
Director-at-Large



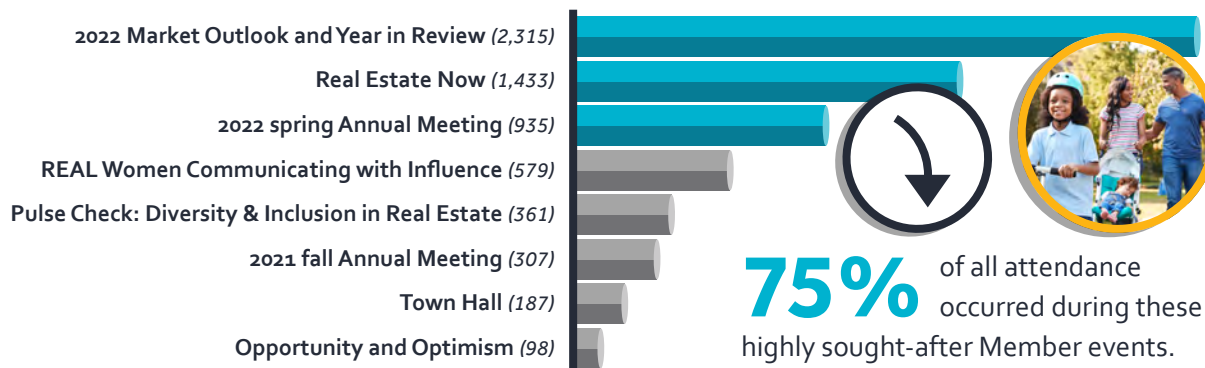
Kate Young
Director-at-Large

Benchmarking Success

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

Staying Current with Diverse TRREB Events

6,215 Members attended TRREB-exclusive events, including Annual Meetings; market related; women in real estate; and diversity, equity and inclusion events.



2022 Community Event Sponsorships

- Cultural Hotspot***
(July–October, 2022)
- Whitby Ribfest**
(July 8–10, 2022)
- Nuit Blanche***
(October 1–10, 2022)



*Photo credit: City of Toronto

Increasing Engagement

Connecting with Members above and beyond is a goal of the Board. Our communications are filled with insights impacting buyers or sellers and what's happening at TRREB.

Member Email Open Rate



Home Page Headline Clicks



Market Outlook and Year in Review Microsite Visits



This year's microsite garnered an impressive increase of **135%** over last year!

Getting Involved

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



330 volunteers on Committees, Rosters or Task Forces



10,000+ Members responded to feedback surveys



145 Brokerage Ambassadors, reaching **32,000+** Members

Cutting-Edge Courses

By reviewing new learning opportunities for Members, our Board of Directors help provide invaluable input for knowledge and skills growth.



179K+
2021-2022 course attendees

Leading the Way

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 action plans 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:

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

Building a Better Tomorrow

With the input and the support of the Board, TRREB and our Members are helping create a greener future.

TRREB’s first-ever Climate Change Statement outlines our commitment to assist Members in supporting homeowners to reduce their carbon footprint while calling on policymakers to take a stand.





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
- **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 inter-active maps** for properties located on watersheds
- 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 for **GTA listings in real time** powered by TRREB's MLS® System with exposure to **72,000+ REALTOR® users**
- TRREB.ca as a trusted source for real estate and market facts
- Homeownership is a **sound long-term investment**.

Growing Engagement

We are a leading real estate Board in North America, and with the strength of our membership, we're reaching audiences globally and locally.



2.5 million media impressions worldwide



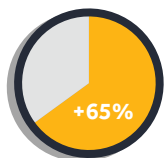
10,100 media mentions annually or **28 mentions per day**



\$117 million in earned media value

Getting Social on the Daily

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.



- **56 mentions** on social media every day
- **57,146** clicks, comments and shares
- **1.9 million** social media 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
J. Rossi**
1941–2010

David Rossi Committee Service Award

Each year, our Board of Directors nominate Committee Members for the prestigious David Rossi Committee Service Award. They help us pay it forward and consider nominees who play an integral role in shaping the future of TRREB and also those devoted to the real estate profession. This award is named after TRREB Committee Volunteer and Honourary Life Member David Rossi for his dedication to the real estate industry. In 2007, David Rossi was awarded the President's Award for the contributions he made to not only TRREB, but also the profession itself.

Congratulations to the 2022 David Rossi Committee Service Award Winners!

Charlene Williams, who is currently a Member of the Diversity and Inclusion Task Force, has served on numerous Committees over the years.



Roman Havlin has served on the Finance Committee for several years, as well as a previous role on the Government Relations Committee.



Steven Schmeiser from the Arbitration Roster participated in both the residential and commercial divisions, and took on the role as Chair and Vice-Chair for nearly a decade.



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 at food banks, hospitals and shelters.



Congratulations to the 2022 Community Service Award Winners!

Anastasia Orlando kick-started the opening of The Clothes Line, a local thrift store in Bradford. It is run by CONTACT Community Services, a charity for South Simcoe residents at risk of homelessness.



Rose Sorbera also helped The Clothes Line come to life. Together, they redirect unwanted clothing and small household items for free or at affordable prices, with 100% of profits going towards CONTACT.



Cathy Lawlor took the lead in a basketball tournament to raise money for Youth Speak. This organization empowers the mental health of youth. Cathy has raised \$9,000.



Amol Kapoor laced up his running shoes and participated in the annual walk for the Kidney Foundation of Canada, raising over \$7,000.



Don Patel has contributed numerous hours to organizations, including Habitat for Humanity, United Way of Peel and Meals on Wheels.



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. He has a passion for real estate and played an integral role in TRREB's rebranding efforts.





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.

60+ Years of TRREB Membership

At the spring Annual Meeting, TRREB President **Kevin Crigger** acknowledged what an incredible milestone the following ten Members have achieved.



“ You have brought an immense amount of knowledge and experience to our profession, and have been there through immense growth and change. ”



Congratulations to Our 60+ Year Members!



What's Next?

Our *Members First* approach is at the core of what we do at TRREB. We have a responsibility to keep growing and strengthening our industry. As we grow our footprint for the future, a newly elected Board of Directors will help shape TRREB next year.

Driving Innovation

As the move to REALM™ continues, the Board of Directors will listen and respond to feedback. Members can expect more enhancements, including a new Add/Edit, creating a Comparative Market Analysis directly in any listing, simplified access to sold statistics across municipalities, and more.

TRREB REALTOR® QUEST Returns Next Year

Our Board of Directors are at the forefront of ensuring Members experience a safe and immersive TRREB REALTOR® QUEST.


The return of TRREB's REALTOR® QUEST Conference and Trade Show is on May 17 and 18, 2023, at the Toronto Congress Centre.

We'll be back better than ever with inspiring keynote speakers, cutting-edge professional development sessions, and the Member-favourite trade show.

A Renovated TRREB

The TRREB office on 1400 Don Mills Road will reopen soon and will feature a modern look and feel. Members can expect new training rooms for Professional Development courses and a redesigned REALTOR STORE®.





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
2021–2022 TRREB
President-Elect





Professionals connecting people,
property and communities.

1400 DON MILLS ROAD, TORONTO, ON M3B 3N1 | 416-443-8100 | TRREB.ca

