



Celebrating TRREB'S **BOARD OF DIRECTORS**

Highlights from 2023



**Toronto Regional
Real Estate Board**

Professionals connecting people,
property and communities.

"TRREB is evolving, expanding, and excelling, and there are truly no limits to what we can accomplish when we work together. Your Board of Directors is committed to delivering cutting-edge real estate resources to help Members remain prepared for what's next. Through expert advice, pivotal learnings, and invaluable tools, we are supporting all Members so that they are positioned to provide unparalleled service to their clients. I'm so proud to serve over 73,000 licensed real estate Brokers and Salespersons and look forward to what we'll continue to build together."



Paul Baron
2023 President
Toronto Regional Real Estate Board

"As we shape the future of TRREB, taking a moment to reflect on and celebrate our achievements is imperative. With the unwavering vision of your Board, we have lots to be proud of as our work propels us closer to our goals. This collection of milestones illustrates how we are collaborating to build a better tomorrow, creating pathways to professionalism, and leading the charge in our industry. As you delve into what we've accomplished, I hope that you are filled with the same excitement I feel for what's to come."



John DiMichele
CEO
Toronto Regional Real Estate Board

Building a Stronger TRREB

TRREB's 2023 Board of Directors serve as a collective voice for our Members with a goal to build a stronger Association. Since their term began in January, the Board of Directors has put Members first to ensure they have the resources and tools for a strong pathway to professionalism.



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Accomplishments at a Glance

TRREB's Board of Directors represent and serve the needs of our diverse membership. Together they consider ways to engage the membership through events and the latest industry news.

Connecting at TRREB Events

There's no better way to connect and network with REALTORS® than to attend a TRREB event. That's why the Board of Directors attend all of them.

In the first six months of 2023, TRREB held seven events, including TRREB REALTOR® QUEST, Canada's largest real estate conference and trade show.



To cover all areas that Members live and work in, TRREB's Market Outlook & Year in Review Events were held in Toronto, Durham, Peel, and York.

Members also gathered for the Road Ahead for the Economy and Commercial Markets event to get the commercial property intelligence they need to navigate their clients' industrial, retail, or office transactions.

Industry and association updates play an important role in the everyday business of Members. That's why we held a TRREB Town Hall hosted by TRREB President Paul Baron with a Q&A moderated by TRREB President-Elect Jennifer Pearce.

TRREB REALTOR® QUEST Canada's Largest Real Estate Conference and Trade Show

Our Board of Directors were not only involved in planning TRREB REALTOR® QUEST, they also took part in introducing the range of diverse speakers at this much-anticipated event.

With over 10,000 attendees at TRREB REALTOR® QUEST 2023, we hit a new attendance record. This year's event was the best since its inception in 2005.



Guiding the Profession

The Board of Directors are ambassadors for what's new and what's coming. One of the ways they do this is by turning to TRREB's communication and social media channels.

Communication Hits

Our Board of Directors connect with Members by sharing our *Across The Board* e-newsletter and videos promoting the latest tools or events.



273,233 *Across The Board* opens in the first three months of 2023
Up by **36 per cent** over the same quarter last year

Most Viewed Videos



Video Views

30,949

**TRREB REALTOR® QUEST:
Trevor Noah Announcement**



Video Views

17,178

**TRREB REALTOR® QUEST:
2023 Highlights**



Video Views

10,515

SkySlope Forms Promo

Media and Social Media Hits

TRREB's social media channels continue to reach consumers, TRREB Members, and other REALTORS® across Canada.



In the last year, **media mentions** have increased by **87 per cent**, with an average of 50 mentions per day.

Our social media audience has grown 127 per cent since last year.



94K

Followers

across Facebook, LinkedIn,
Instagram, Twitter, and YouTube,
resulting in a year-over-year
increase of 22.6 per cent



1.7M

Impressions

and 95,000 clicks, comments,
and shares across our Facebook,
LinkedIn, Instagram, and Twitter
channels



30K

Mentions Annually
and 81 mentions a day

Growing Our Partnerships

Our Board of Directors are passionate about ensuring TRREB Members can meet and exceed their clients' expectations. That's why TRREB is propelled to build stronger association-to-association relationships for greater access to data.

This year, the Barrie & District Association of REALTORS® (BDAR) voted to integrate with TRREB. As a benefit of the integration and collaborative relationship, TRREB Members gain enhanced access to critical market data and localized professional services.

The Durham Region Association of REALTORS® (DRAR), the Quinte & District Association of REALTORS® (QDAR), and the Northumberland Hills Association of REALTORS® (NHAR) also voted to merge their three Associations into a larger regional Association, which is a Partner Board of TRREB. Members will benefit from enhanced services and greater access to data for REALTORS® via TRREB's MLS® System database, tools, and technologies in order to grow their business and succeed in today's marketplace.

The Brampton Real Estate Board (BREB) also integrated with TRREB. This critical step forward will create increased operational efficiencies in delivering the existing services BREB Members currently receive while providing access to all the tools and services enjoyed by TRREB Members.

This local-first approach fits within TRREB's overarching objective of strengthening services to TRREB Members, including more localized regional centres, while improving access to resources, heightened opportunities for collaboration, and enhanced government relations and advocacy efforts.



Board of Directors

The 2023 Board is committed to shaping the future direction of TRREB.



Paul Baron
President



Kevin Crigger
Past President



Jennifer Pearce
President-Elect



Manny Andrade
Director-at-Large



Elechia Barry-Sproule
Director-at-Large



Peter Burdon
West Regional Director



Alexandra Cote
Director-at-Large



Paul Helps
Director-at-Large



Rebecca Kopel
Central Regional Director



Keith Kwan
North Regional Director



Anna Michaelidis
Director-at-Large



Lori Roberts
Director-at-Large



Daniel Steinfeld
Director-at-Large



Kate Young
Director-at-Large

Building on Our Tech Success

TRREB continues to build on our promise to provide cutting-edge technology to support our Members' needs. This year, we introduced and expanded on an array of innovative tools powered by PropTx and proudly supported by the Board of Directors.

Reimagining Real Estate Tools

ListTrac

Known as "Google Analytics for real estate listings," ListTrac allows Members to track all listing activity. It is complete with user-friendly dashboards and reports that create insights to easily share with clients.

HoodQ

As a one-stop homebuying research platform, HoodQ offers detailed guides and maps for every neighbourhood in the GTA, useful school information, and a personalized recommendation engine.

SkySlope Forms

SkySlope Forms makes it easy to find, fill, and sign real estate forms with auto-populating data fields and embedded e-signatures.

Altus Data Studio

This modern user-friendly platform gives Members deeper data on commercial properties and new homes.

New Add/Edit

Users can easily add and edit listings with the auto-fill feature from land registry, plus upload a variety of documents and sizes.

Powered by



LISTTRAC



Coming Soon

SkySlope Offers

SkySlope Offers provides at-a-glance data, simple offer sharing, and keeps buyer information private. It also has a built-in review process that allows a final look before submitting an offer.



Restb.ai

Restb.ai's image recognition technology identifies, tags, and describes properties the way REALTORS® do.



Rental Beast

Rental Beast offers agents a database of owner-sourced residential rental listings. Thankful rental clients can be tomorrow's homebuyers. Rental Beast can help pave the way to future income.



Offering More Choice

We held a two-month trial period that allowed Members to try and test new features across REALM™ and Matrix before selecting their preferred MLS® System.

MLS® System Enhancements

TRREB also introduced new features in REALM™ and Matrix.

REALM™

1. Making sold and leased prices available to clients via their REALM™ account
2. Exporting sold statistics and CMA reports in REALM™
3. Adding five new search layouts to find the right home for buyers



Matrix

1. Collaborating with clients using OneHome
2. Conducting business on the go in the Prospects Mobile App
3. Discovering the drive time from a listing to a specified destination with INRIX Drive Time



Striving for Professionalism

Here at TRREB, upholding a high standard of professionalism is at the forefront of our mission. The Board of Directors ensure TRREB Members have access to informative in-person courses and webinars to grow their skills and knowledge.

Learning, Growing, and Succeeding

Evolving with the industry and delivering essential learning continues to be our promise to Members as we navigate what's next in the future of real estate.

We are always striving to deliver the latest and greatest professional development opportunities to our Members.



New Sessions

We introduced **15 new courses** this year alone.

Course Attendees

 **7,550**
In-Person Attendees

7,550 Members joined us for our Professional Development in-person sessions.

 **15,617**
Webinars Attendees

15,617 Members participated in our Professional Development webinars.



Leading the Industry Forward

TRREB is the primary real estate resource providing, preserving, and advancing the professionalism and success of all Members through innovation and leadership. We continue to deliver on our *2023–2026 Strategic Plan* which is rooted in our values and commitments.

As we continue to execute our plan, TRREB's focus remains committed to strategic leadership and strong decision-making. One of the ways we do this is by improving the governance and effectiveness of the Board of Directors.

Leading the Community

At TRREB, our Board of Directors and Members are committed to serving the community. We've seen firsthand how dedicating time and resources truly make a lasting difference. Our passion for giving back continues to expand through our charitable initiatives and donations.

Alberta Wildfires Relief

In response to the devastating Alberta wildfires, TRREB donated \$50,000 to the Canadian Red Cross. This donation was part of CREA's REALTORS Care® fundraising and assisted with critical relief, recovery, and resilience efforts. Over \$70,000 was raised for the campaign.



Creating Impact

We're proud to support the Ontario REALTORS Care® Foundation (ORCF), which helps bring thousands of people off the streets and provides much-needed resources like clothing, food, and mental health support. On behalf of our Members, we donated over \$800,000 this year to change lives forever.

Supporting Diversity

In celebration of Pride month this year, the Board of Directors encouraged the sponsorship for the first-ever Toronto Pride Publication "Joy. Sorrow. Anger. Love. PRIDE: A Celebration of Toronto Pride." This publication echoes our unwavering commitment to diversity, equity, and inclusion.

Giving Back

One of the ways TRREB makes a difference in the community is through sponsoring three local events where Members live and work. TRREB is proud to sponsor Carabram, Brampton's multicultural festival; the Toronto Waterfront Festival; and the Cavalcade of Lights.

Stronger Communities

This May, TRREB Members from the Young Professionals Network and Communications & Member Engagement Committee gathered for two Habitat for Humanity GTA Build Days to help construct a home. Our Directors also headed to the Habitat Donor Day to see the impact the donations have had on our communities.



Lobbying for Members

Members are passionate about putting their clients' real estate needs first. This propels the Board of Directors to lobby all levels of government on issues that impact buyers and sellers.



Building a Better Tomorrow

Housing affordability and supply are growing issues in the City of Toronto, and it's no surprise that the TRREB Directors were at the forefront, addressing concerns with mayoral candidates running in Toronto's municipal by-election this spring. In May, TRREB held roundtables with mayoral candidates Olivia Chow, Brad Bradford, Anthony Furey, Josh Matlow, Mitzie Hunter, and Ana Bailao.



Addressing Challenges

TRREB also hosted an Executive Housing Roundtable with housing and real estate stakeholders, including builders and developers, plus sustainability and innovation experts. Moderated by the MP for Parry Sound-Muskoka, Shadow Minister for Housing and Diversity and Inclusion, Scott Aitchison, this meeting was filled with strategic insight for the federal government on cutting red tape to enable building more homes.

Infrastructure investment funding comes from the provincial and federal governments, and better infrastructure is key to more housing options. To keep our finger on the pulse of boosting housing supply, TRREB and the Board of Directors meet with all levels of government, including federal MPs and provincial MPPs.



What's Coming?

As we look forward to the next year, the incoming Board of Directors will build on our successes and drive our goals further.

Save the Date!

TRREB REALTOR® QUEST is back on May 15 and 16, 2024. The planning for exciting speakers, more networking opportunities, and an immersive trade show floor is underway.

TRREB's Board of Directors will play a key role in sharing ways this highly-anticipated event offers Members a pathway to professionalism and success.



A Refreshed Look

TRREB's public website TRREB.ca and the Member Home Page are both getting a new look and feel next year. The Board of Directors endorsed this project to ensure Members, their clients, and consumers can find the resources they need.

For the Member Home Page, we turned to our Members for feedback on navigating the current site. TRREB embarked on this journey to improve the user experience and access to the latest industry news and tools that REALTORS® use.

Revamping TRREB.ca will ensure buyers, sellers, and consumers can connect with a TRREB Member REALTOR® and also find the homeownership programs they are looking for.





***This report is dedicated to the late
Don Richardson, TRREB's former CEO.***

*With an accomplished 14 years at the helm, Don's
steadfast leadership contributed to shaping TRREB into
the dynamic and thriving organization it is today.*

*He is remembered for his tireless, behind-the-scenes
work resulting in countless advancements benefiting
Canadian real estate professionals.*

TRREB's Auditorium will be renamed in his honour.



Professionals connecting people,
property and communities.

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