



BRITISH COLUMBIA
REAL ESTATE
ASSOCIATION



Backgrounder **Quality of Life** Spring 2007

In assisting their clients, REALTORS® do much more than trade in real estate. They help British Columbians achieve the dream of home ownership—the foundation of a strong community.

In May 2004, the British Columbia Real Estate Association Board of Directors introduced a philosophy called Quality of Life in the Association's Strategic Plan. This philosophy demonstrates a commitment to improving Quality of Life by supporting growth that encourages economic vitality, provides housing opportunities, respects the environment and builds communities with good schools and safe neighbourhoods. Quality of Life consists of the following five principles:

1. Ensuring economic vitality. The key to our quality of life is a strong economy. A vibrant economy creates jobs, expands the tax base, enhances and revitalizes communities.
2. Providing housing opportunities. We all want a safe, decent and affordable home near where we work, shop and play. We must grow the supply of housing—including choices about design, cost and location.
3. Preserving our environment. REALTORS® recognize one of the most important elements of our quality of life is the environment.
4. Protecting property owners. A strong economy depends on preserving the investment people have made in their homes by protecting the ability to freely own, use, buy and sell real property.
5. Building better communities. Better communities come when government is our partner, sufficiently funding the roads, water and sewer that are the framework for a community's quality of life.

More information

Visit BCREA's Quality of Life website at www.qualityoflife.bcrea.bc.ca to see Quality of Life in action.