

REALTORS®: Improving Quality of Life

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.

REALTORS® are committed to improving Quality of Life by supporting policies that help ensure economic vitality, provide housing opportunities, preserve the environment, protect property owners and build better communities with good schools and safe neighbourhoods.

WHAT IS QUALITY OF LIFE?

In 2004, the British Columbia Real Estate Association (BCREA) adopted the Quality of Life approach to reflect the community-building work done by REALTORS® throughout the province.

The goal of the Quality of Life approach is to recommend policies that enable people to get what they value most: jobs, homes and better communities. Basically, what's good for the province is good for real estate.

QUALITY OF LIFE IS BASED ON FIVE PRINCIPLES:

- Ensuring economic vitality. The key to our quality of life is a strong economy, which creates jobs, expands the tax base, enhances and revitalizes communities.
- Providing housing opportunities. We all want a safe, decent and affordable home near where we work, shop and play. We must ensure an attainable supply of housing—including choices about design, cost and location.
- Preserving the environment. REALTORS® recognize one of the important elements of quality of life is the environment: clean air and water, parks and open space.
- Protecting property owners. A strong economy depends on preserving the investment people have made in real estate by protecting the ability to freely own, use, buy and sell real property.
- Building better communities. Better communities are created in partnership with governments to ensure safe neighbourhoods and sufficiently fund the roads, water and sewer that form the framework for a community's quality of life.



REALTORS® ARE QUALITY OF LIFE EXPERTS

REALTORS® know what people value most in a home and a community. It's part of our jobs. Our clients talk to us about those values every day.

REALTORS® are in the business of selling communities—not just homes. Like our neighbours, we want good schools and parks, safe neighbourhoods, a strong economy and good transportation choices.

The real estate boards in BC, together with BCREA, conduct research to carefully consider public policies that work to support economic vitality and all Quality of Life principles. We always aim to present thoughtful and balanced perspectives to decision makers that will help prosperous communities grow, benefiting all British Columbians.

BCREA's Quality of Life approach involves finding balance among the five principles, aligning the Association's goals with those of the government and the public, establishing alliances with other organizations and supporting positions and recommendations with solid research.

For more information about Quality of Life, visit www.bcrea.bc.ca.

ABOUT BCREA

BCREA represents the following 11 real estate boards and their REALTOR® members on all provincial issues, providing an extensive communications network, standard forms, economic research and analysis, government relations, applied practice courses and continuing professional education.

- BC Northern Real Estate Board
- Chilliwack and District Real Estate Board
- Fraser Valley Real Estate Board
- Kamloops and District Real Estate Association
- Kootenay Real Estate Board
- Okanagan Mainline Real Estate Board
- Powell River Sunshine Coast Real Estate Board
- Real Estate Board of Greater Vancouver
- South Okanagan Real Estate Board
- Vancouver Island Real Estate Board
- Victoria Real Estate Board



BRITISH COLUMBIA
REAL ESTATE
ASSOCIATION

1420 – 701 Georgia Street W.
PO Box 10123, Pacific Centre
Vancouver, BC V7Y 1C6

604.683.7702 (phone)
604.683.8601 (fax)
bcrea@bcrea.bc.ca

