



# *British Columbia Real Estate Association*

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## **Customer Service Number One for REALTORS**

**Calgary, AB.** Customer service was the message for over 450 leaders in the real estate profession who met in Banff, Alberta for a leadership and REALTOR conference on January 23-25, 2003. Jointly hosted by the Manitoba, Saskatchewan, Alberta and British Columbia Real Estate Associations, the biannual Banff Western Connection attracted delegates from across Canada.

“Improvements in technology mean the needs of home buyers and sellers are becoming increasingly sophisticated, and conferences like the Banff Western Connection help REALTORS stay on top of those ever-changing needs,” says Alberta Real Estate Association President and conference master of ceremonies Les Higa. “With such a hot real estate market, I’m pleased to see so many salespeople making an investment in their professional development.”

Speakers included renowned real estate specialists Steve Canale and Jeremy Conaway, and Canadian commentator Rex Murphy. From conference sessions, which focused on industry trends, technology and customer service, to the sold-out tradeshow, this premiere Western Canadian event offered REALTORS the opportunity to network among like-minded, committed professionals.

This was the fifth Banff Western Connection, and real estate professionals continue to be drawn by high calibre speakers and exhibits that help them enhance their professional development so they can better serve their clients.

“Customer service is the cornerstone of the real estate profession,” according to Tim Walsh, president of The Canadian Real Estate Association. “Considering the turnout for this excellent conference, REALTORS are clearly committed to offering the best service possible.”

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