

BCREA Public Website and BCREA Access Redesign FAQ

BACKGROUNDER

BCREA's daily work centres on providing resources and support to our members in various areas so BC REALTORS® are trusted, respected, and proud of their profession.

With this goal in mind, we've redesigned both our public website and BCREA Access (our secure site housing content exclusive to BC REALTORS®), giving us improved segmentation of our respective public and REALTOR® audiences.

Bringing the intended audience into focus on separate platforms allows us to deliver content targeted to what is most valuable and top-of-mind to each of our specific audiences.

We launched on Tuesday, April 30, 2024!

The following FAQ touches on the main highlights you can expect with the segmentation of our two audiences and their corresponding websites. If you have more questions than what's covered here, please contact: communications@bcrea.bc.ca.

1. What's the benefit of having segmented audiences?

So, you can access what you need when you need it. Just in time, just for you.

Having a clear path around what content to deliver to whom and on which platform allows for tailored user experiences, which leads to better wayfinding of information, making navigating available resources smooth, easy, and efficient.

2. I'm trying to use the search function within both/either website and I'm not getting the results I anticipated. Why might that be?

Google is currently in the process of crawling our new content. This means search results may be temporarily limited. In the meantime, feel free to take a look around!

3. How do I access the new and improved BCREA Access?

Just go to bcrea.bc.ca/access and use your same CREA REALTOR.ca Single Sign-On login information as usual.

We recommend bookmarking this page to find it easily anytime you are on your computer, tablet, or mobile device.

4. What highlights should I know about regarding the new BCREA Access site?

We're excited that ALL the [Professional Development](#) and [Standard Forms](#) content that currently exists on our public site will be packing up, moving over, and making a home on BCREA Access. This will give you a complete hub for both, providing easier access to all their services and materials.

5. Where should I go for Professional Development information?

Beginning April 30, 2024, the Professional Development page will be located entirely on bcrea.bc.ca/access/professional-development. On the brand-new Professional Development page, you'll find:

- Details about BCREA's [Professional Development Program](#), including the differences between Accredited and Self-Directed professional development. This page comes with FAQ PDFs and video resources.
- An [Explore Courses](#) page, our new name for the Calendar of Accredited Courses page which was located on the public site. This page contains all self-paced online and instructor-led (in-person or via webinar) course descriptions, and date and registration information.
 - We recommend bookmarking this page as it has our [Calendar of Accredited Courses](#) so you can both browse and register for any courses you'd like to take. It also has a [View My Courses](#) button that will take you directly to any self-paced online courses you've registered for.
- Our [BCREA Course Catalogue](#) page, which displays all accredited courses created by BCREA.
- The [Library of Accredited Courses](#) page that houses all the accredited professional development opportunities created by BCREA, regional boards and association, and other external vendors across BC, all under one roof.

6. I'm not a member of a BC real estate board or association, or my membership has lapsed, but I'm still interested in registering for a course. How do I do that?

If this pertains to you, submit a request to register for a course [here](#).

7. What about Standard Forms? Where do I look for that?

Beginning April 30, 2024, the Standard Forms page will be located entirely on bcra.bc.ca/access/standard-forms. In the brand-new Standard Forms section, you'll find:

- Our [Standard Forms Toolkits](#) page, giving you access to our interactive training guides designed to provide REALTORS® with comprehensive information about standard forms.
- A [Revision Request Form](#) to fill out if you have any requests about revising a standard form.
- A comprehensive [Resources](#) page that contains multiple PDF resources like the Standard Forms Resources Index, a Clause Catalogue, and more.
- Our interactive chatbot-like tool, [InFormBot](#), designed to guide you through some of the most used standard forms during every transaction stage.

8. Where do I look for Economics information?

Our Economics team delivers regular publications that strive to enhance understanding of the factors that influence housing markets. This information is beneficial to the public and BC REALTORS® alike and so will remain on the public site.

BCREA Access will have a “quick link” button to view all our popular Economics publications which will take users to the [Economics](#) section on our public website.

9. Why are there two separate Advocacy pages with one on the public site and one on BCREA Access?

Good question. This goes back to segmenting our two core audiences so that information is tailored to the user experience giving people what they need when they need it.

The information posted on the [public Advocacy pages](#) will be from the public lens and be geared toward how the policies or consultations discussed affect them. The [Advocacy](#) information located on BCREA Access will share how the policies or consultations discussed affect REALTORS® and may include more comprehensive details and resources.

10. This is great! I love having exclusive BC REALTOR® content in just one place. What will be on the public site now?

BCREA's public resources, valuable to audiences beyond the REALTOR® community, will be published on our public site. Tailoring this information to this audience will help us meet their needs and interests. The following resources will be housed on the [public site](#):

- Information about our [advocacy](#) efforts, policy positions, and consultations from a consumer perspective. The REALTOR® perspective about these topics will all be on [BCREA Access](#);
- [Economic](#) insights and publications and thought leadership pieces;
- A brand-new section that offers an overview of [Real Estate in BC](#), insights on the [value of REALTORS®](#) for consumers, and [resources and tips](#) for prospective buyers or sellers;
- Information on [becoming a REALTOR®](#) and the first steps for [new REALTORS®](#);
- A resource hub with our leading publications like [Legally Speaking](#), [Open House: The Newsletter](#), [Open House: The Podcast](#), and [media releases](#);
- [BCREA's mission, vision](#), and [core services](#), along with information about our [Board of Directors](#), and [getting involved](#); and
- [Tax](#) and [Home Buyer Rescission Period](#) calculators.

**The transformed BCREA public website and our redesigned BCREA Access website
launched on Tuesday, April 30, 2024!**

11. That's awesome! Just to be totally clear, I don't need to do anything special to login to this new BCREA Access site, correct?

That's right. You don't have to change a single thing. All you need to do is visit bcrea.bc.ca/access and use the same CREA REALTOR.ca Single Sign-On login information you normally would.

Remember, we do recommend bookmarking this page to find it easily anytime you are on your computer, tablet, or mobile device.

12. Who can help me if I have questions about navigating the new websites?

If you need any help while visiting either of our websites or if you find any issues or technical difficulties, please contact: communications@bcrea.bc.ca.

13. Have more questions?

Please reach out to: communications@bcrea.bc.ca.