



BRITISH COLUMBIA  
REAL ESTATE  
ASSOCIATION

# the bulletin



**Professionalism is clearly a** priority for REALTORS®, and this is reflected by organizations such as BCREA and the 12 member boards, which introduced the Professional Development Program (PDP) earlier this year.

The PDP is a continuing education program designed to help REALTORS® stay on top of practice issues and other changes, demonstrate professionalism, inspire client confidence, advance their careers and manage risks. Under the PDP, as a condition of board membership, REALTORS® must accumulate 18 continuing education credits (usually three courses) in the first cycle, which began in most board areas on January 1, 2006.

Demonstrating a further commitment to high standards, the Real Estate Council of BC's Relicensing Education Program (REP) takes effect on January 1, 2007. REP currently requires licensees to complete two courses (one mandatory

## PDP and REP: Walking the Walk

and one elective) every licensing cycle as a condition of continued licensing. This means licensees must complete two REP courses in the 2007-2008 licensing cycle in order to renew their licenses in 2009-2010.

It's important for licensees to note that the REP requirements are separate and in addition to the requirements mandated by the PDP. However, the Council has designed REP to ensure that its course list contains many of PDP-accredited courses, including the mandatory course.

While REP represents the minimum education requirements established by the Council to maintain licensing, the Council has always supported and continues to support ongoing education above any mandated requirements.

### What you need to know

- The mandatory course for REP and PDP (*What Brokerages and REALTORS® Need to Know About Agency*) is the same—you don't have to take it twice. If you took this course in 2006 or 2007, you will receive credit for it in your first REP cycle.
- For REP, licensees must keep proof of completed education and attendance records in a specific education file, along with sufficient information about the courses including completion certificates and marks. These records must be kept for five years from the renewal date for which the education was used.
- Licensees will report on the REP coursework completed at the time of licence renewal and certify that the information they have provided is accurate.

- Neither REP nor PDP allows the carrying forward of unused course credits to the next cycle.

### More information

The Council offers details about REP in the August and October 2006 issues of *Report from Council* and on its website at [www.recbc.ca/licensee\\_info/rep](http://www.recbc.ca/licensee_info/rep).

The following is available on BCREA's REALTOR Link® page, under Professional Development:

- A comparison of REP and PDP requirements and approved courses
- Frequently asked questions about the PDP
- A complete list of PDP-accredited courses

## PDP Professional Development Program

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# President's Report

## Working for REALTORS®



President *Kelly Lerigny*

I've been involved with organized real estate since 1996, and I believe BCREA's current Strategic Plan is the strongest I've ever seen. The reason it's so solid is that it was created with critical feedback from 12 the member boards.

Together, we've started to more clearly define our roles in ensuring the continued relevance of REALTORS® in BC. BCREA provides service to its member boards which, in turn, deliver services directly to individual REALTORS®. The result of all of our efforts is ultimately to ensure that, no matter how the real estate market changes, REALTORS® continue to have a vital and relevant role.

This is supported by a series of value statements that will help keep us on track: member board vitality, REALTOR® success, REALTOR® professionalism, all five principles of the Quality of Life philosophy and public trust.

With this strong foundation, the BCREA Directors have established four goals for the next three to five years:

1. BCREA and its member boards will work together with mutual respect to ensure the continuing relevance of REALTORS® in BC.
2. BCREA will be the authoritative voice in BC for the real estate profession.
3. REALTORS® will be proud to be recognized as the trusted source for real estate advice.
4. BCREA will be a transparent, well-managed, effectively-governed, fiscally-sound organization, positioned to meet the needs of its members.

Our newly-articulated core purpose and goals don't actually set a new direction for BCREA. What they do is help us see more clearly the future we want to achieve. In the long term, say 10 to 30 years, we want BCREA to be THE voice of real estate in BC.

How will we get there? Because successful member boards and REALTORS® are central to BCREA, we must maintain an accurate understanding of their needs, expectations and challenges.

At the same time, BCREA has to build credibility with the government, consumers, media and stakeholders, while constantly measuring our progress toward achieving our goals.

We haven't set an easy or short-term course, but I know my colleagues, and the people who follow in our footsteps, have the talent and passion to see it through and ensure the continued relevance of REALTORS® in BC.

Kelly Lerigny  
President

## Board of Directors 2006-2007

### Core Ideology

#### Core Purpose

Ensuring the continued relevance of REALTORS® in BC.

#### Core Values

- Member board vitality
- REALTOR® success
- REALTOR® professionalism
- Quality of Life
- Economic viability
  - Housing opportunities
  - Environmental preservation
  - Property owner rights
  - Better communities
- Public trust

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## Service, Integrity, Accountability: Unlocking the Code



One of the pillars of BCREA's cpe course offerings, *Applied Ethics in Real Estate*, will have a new look in 2007. The Association's Education Department is updating the course to reflect CREA's new REALTOR® Code, which became effective on July 1, 2006.

"The notions of professional service, integrity and accountability outlined in the Code of Ethics are synonymous with the vision REALTORS® have for

themselves," said Moss Moloney, Chair of BCREA's Education Committee. "REALTORS® agree to abide by the Code as a condition of their membership, and *Applied Ethics in Real Estate* will help them do exactly that."

CREA's Education Protocol requires REALTORS® to take a course related to the REALTOR® Code within a specified time frame:

- New members: within one year of joining a real estate board
- Current members: once every four years

With the curriculum revisions to be completed soon, BCREA anticipates *Applied Ethics in Real Estate* will receive approval from CREA in meeting the requirements of its Education Protocol. This one-day cpe course will be available for booking by member boards in early 2007.

In addition to *Legal Update 2007*, updated versions of *CONDO 101: Strata Law for REALTORS®* and *CONDO 202: Advanced Strata Law for REALTORS®* have been extended to a full-day format to fulfill the Council's REP requirement.

## Real Estate Sector

### It's All About Balance

Managing a dynamic, successful career can be a balancing act among many competing priorities.

Learn how to take control by joining REALTORS® and leaders from across the country at the Banff Western Connection VII, January 25-27, 2006, presented by the real estate associations of the four western provinces. The REALTOR® Conference and Trade Show offer insights geared to residential and commercial specialists, salespeople and brokers.

Delegates consistently rate the speakers and sessions among what they liked best. Here's a sample of the lineup:

- Monumental shift: technology in the year ahead and how it will change your business, Leonard Brody

- Managing breakthrough performance, Michael Vickers
- Commercial initiatives—across town and across the country! Bonnie Prior and Mark Thiessen
- What's in store for the Canadian economy? Lloyd Atkinson
- When the going gets tough, go back to the basics, Mark Leader
- Success strategies from the Wealthy Barber, David Chilton
- Power over stress, Dr. Kenford Nedd

Networking is also a key feature of the Banff Western Connection, from social events like the Taste of the Provinces event (a lavish dinner followed by a variety of entertainment options) to the Trade Show of more than 50 exhibitors.

To register for the conference (only \$420 online), visit [www.banffwesternconnection.com](http://www.banffwesternconnection.com). Register now, as the December 29, 2006 deadline is fast approaching.

Unable to attend? Advertise yourself and your services with promotional items in the conference delegate bag. Visit the conference website for details.



Special thanks to titanium sponsors Bell Mobility, Realty Executives and Supra for their support of this event.

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## You Said It: Use of Technology

This is the third and final installment of BCREA's 2006 REALTOR® Survey report. Earlier this year, nearly 2,700 BC REALTORS® participated in this online survey, which helps the Association plan its programs and activities.

For a long time, REALTORS® have been among the early adopters of new technology. And some important advances have originated in BC, including REALTOR Link® (www.realtorlink.ca) and WEBForms™.

Nationally, the most important service on REALTOR Link® is WEBForms™. More than 90 per cent of BC respondents indicated they use WEBForms™, while less than 30 per cent use paper forms.

It's no surprise, then, that 47 per cent of BC respondents use a laptop on a daily basis, up from 39.1 per cent in 2005. More than a quarter use some sort of mobile Internet access device, such as a Blackberry.

### Please identify whether you use the following on a daily basis at work:

	2006	2005
Email	98.3%	97.6%
Internet	98.1%	97.5%
Desktop Computer	85.4%	89.4%
Laptop Computer	47.0%	39.1%
Mobile Internet Access Device	25.6%	23.5%

REALTORS® in BC (60.8 per cent) are well above the national average (55.6 per cent) of those using personal websites for business.

### mls.ca

REALTORS® across the country rated the effectiveness of **mls.ca** as a marketing tool at 8 out of 10, where 10 is extremely effective. Nationally, just over 76 per cent of respondents said they made between 0 and 5 sales from leads generated by **mls.ca**.



### Sales in previous year through leads from mls.ca

	2006	2005	2004	2003
0-5 Sales	76.8%	74.0%	86.1%	85.9%
6-10 Sales	15.8%	17.1%	9.1%	10.3%
11-15 Sales	4.2%	4.9%	2.3%	2.0%
16-20 Sales	1.7%	2.1%	1.3%	0.9%
21-25 Sales	0.7%	0.8%	0.5%	0.3%
More than 25 Sales	0.8%	1.1%	0.8%	0.6%

**mls.ca** remains the most popular marketing vehicle for Canadian REALTORS®. The preference for the website has been increasing since the survey was started in 2003, and is above the national average in BC, Nova Scotia, PEI and Quebec.

### Preferred media for advertising:

	BC	Canada
Board Newspaper	22.9%	22.2%
Classified Ads	58.7%	65.1%
TV Real Estate Channel	4.5%	8.6%
Personal Website	53.3%	49.0%
Franchise Website	23.6%	31.9%
Virtual Office Website	2.0%	1.4%
Broker Reciprocity	8.4%	7.2%
<b>mls.ca</b>	84.1%	82.9%
ICX.CA	13.3%	13.7%
None of the above	1.6%	1.1%

Considering the results of CREA's 2006 consumer survey, extensive use of **mls.ca** by REALTORS® is a good choice. In July and August, 11,345 visitors to **mls.ca** and **sia.ca** completed the survey. The overwhelming majority of both English and French users agree **mls.ca/sia.ca** is a useful tool in helping to find a home or property. The vast majority of website users also said they would return to the site and use it again.

The majority would also recommend the website to others, an important factor when word of mouth and personal referrals remain the principal way consumers find out about the websites.

### More information

- 2006 CREA Membership Survey  
On the left side of CREA's REALTOR Link® page, under the CREA Research heading
- CREA's 2006 **mls/sia** User Information study  
Click on Technology on the left side CREA's REALTOR Link® page, then scroll to the bottom of that page to the **mls.ca** box
- 2006 BC REALTOR® Survey  
On BCREA's REALTOR Link® page, under the Research heading on the Publications and Hot Topics page

# Government Relations

## Advocacy Strategies Get Results

Over the past five years, the real estate profession has developed a reputation for its willingness and ability to work with the provincial government on issues that impact REALTORS®, member boards and communities across BC.

Although achieving the desired results takes time, patience and perseverance, success is always worth the effort.

Timing was the key that opened the door to development and implementation of the *Real Estate Services Act (RESA)*. In 2001, the topic was an ideal fit with the new government's stated focus on deregulation, economic recovery and growth. BCREA was prepared to engage the opportunity and worked with member boards to provide input into the development of the legislation.

During the 2004 restructuring of the Land Title Office, BCREA ensured that the government considered input from member boards and REALTORS®. This effort delivered two important wins: REALTOR® representation on the Land Title and Service Authority's (LTSA) board and meaningful discussion of ways to improve LTSA services for professionals who use them.

For several years, the profession recommended the government consolidate its housing responsibilities, which had been distributed across several ministries, into one department. The government acted on this recommendation last year, making it easier for the profession to monitor and influence the government's housing activities.



Results rarely come this quickly. Therefore, BCREA representatives meet frequently with government officials and staff—more than 66 meetings so far this year—to reinforce the urgency of its recommendations. For an overview of the profession's recent recommendations and government actions, visit BCREA's REALTOR Link® homepage.

## Practical Points

### Assistance With Assignments

A few months ago, BCREA's Standard Forms Committee created two Assignment of Contract of Purchase and Sale standard forms to help REALTORS® better manage risks when working with assignments. BCREA shares the copyright of these forms with the Canadian Bar Association-BC Branch (CBA-BC):

- **New Development:** either a new condo or home in a new project, which typically requires the consent of the developer before the contract can be assigned
- **Non-Developer:** a home not being purchased from a developer

The assignment agreements clearly allocate the risks between the parties. They also address issues such as the GST payable on the assignment, the need of the parties to get independent advice

and who must obtain the developer's consent and pay the developer's assignment fee.

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**The assignment agreements clearly allocate the risks between the parties**

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The forms are available on WEBForms™, and now they are accompanied by two documents to provide REALTORS® with more confidence when using the new assignment agreements:

- A REALTOR®'s Guide to the BCREA-CBA Assignment Agreements, a step-by-step guide to filling out the Assignment of Contract of Purchase and Sale
- Assignment of Contract of Purchase and Sale Q&A

These materials are also available through BCREA's REALTOR Link® page at [www.realtorlink.ca](http://www.realtorlink.ca).

These documents have been prepared by Ed Wilson of Lawson Lundell LLP, who donated more than 60 pro-bono hours on this project. Ed has been the CBA-BC's representative on BCREA's Standard Forms Committee for the past ten years.

## cpe Course Schedule

Current as of November 22, 2006. Check with your local board office for last-minute changes.

Look for a full list of cpe courses on BCREA's REALTOR Link® homepage, under Professional Development.

Please note that this is a schedule of BCREA cpe courses only and does not reflect all PDP-accredited courses. Unless otherwise indicated, each course is assigned 6 PDP credits.

### Chilliwack and District Real Estate Board

JAN. 22, CHILLIWACK, *Legal Update 2007*, Mike Mangan

### Fraser Valley Real Estate Board

JAN. 18, SURREY, *What Brokerages and REALTORS® Need to Know About Agency*, Brian Taylor

JAN. 25, SURREY, *Win/Win: Conflict Resolution for REALTORS®*, Gerald Clerx

FEB. 5, LANGLEY, *Negotiating and Presenting Offers* (3 PDP Credits), Richard Collins

FEB. 6, LANGLEY, *Selling Tenant-Occupied Properties (STOP)* (3 PDP Credits), Evelyn McNulty

FEB. 7, LANGLEY, *Foreclosures and Court Ordered Sales* (3 PDP Credits), Jack Micner

FEB. 8, LANGLEY, *The Real Estate Services Act—Everything You Need to Know* (3 PDP Credits), Adrienne Murray

FEB. 8, LANGLEY, *Negotiating and Presenting Offers* (3 PDP Credits), Richard Collins

### Kamloops and District Real Estate Association

JAN. 18, KAMLOOPS, *Legal Update 2007*, Mike Mangan

JAN. 19, KAMLOOPS, *Legal Update 2007*, Mike Mangan

### Okanagan Mainline Real Estate Board

JAN. 11, VERNON, *Legal Update 2007*, Mike Mangan

JAN. 12, KELOWNA, *Legal Update 2007*, Mike Mangan

FEB. 14, VERNON, *Legal Update 2007*, Mike Mangan

FEB. 15, KELOWNA, *Legal Update 2007*, Mike Mangan

### Real Estate Board of Greater Vancouver

DEC. 18, VANCOUVER, *What Brokerages and REALTORS® Need to Know About Agency*, Harvey Exner

JAN. 10, VANCOUVER, *What Brokerages and REALTORS® Need to Know About Agency*, Kim Spencer

JAN. 11, VANCOUVER, *Foreclosures and Court Ordered Sales*, Michael Walker

JAN. 15, VANCOUVER, *Legal Update 2007*, Mike Mangan

JAN. 16, VANCOUVER, *What Brokerages and REALTORS® Need to Know About Agency*, Richard Collins

JAN. 17, VANCOUVER, *Know Your Product*, Will Graham

JAN. 25, VANCOUVER, *What Brokerages and REALTORS® Need to Know About Agency*, Leslie Howatt

JAN. 31, VANCOUVER, *What Brokerages and REALTORS® Need to Know About Agency*, Andrew Peck

FEB. 6, VANCOUVER, *Tax Tips for Selling Real Estate*, Don Nilson

FEB. 7, COQUITLAM, *Legal Update 2007*, Adrienne Murray

FEB. 7, RICHMOND, *Legal Update 2007*, Mike Mangan

### South Okanagan Real Estate Board

FEB. 9, PENTICTON, *Legal Update 2007*, Mike Mangan

### Victoria Real Estate Board

JAN. 12, VICTORIA, *What Brokerages and REALTORS® Need to Know About Agency*, Michael Ziegler

JAN. 26, VICTORIA, *Selling Tenant-Occupied Properties (STOP)*, Evelyn McNulty

JAN. 31, VICTORIA, *Legal Update 2007*, Mike Mangan

FEB. 2, VICTORIA, *CONDO 202: Advanced Strata Law for REALTORS®*, Mike Mangan

FEB. 16, VICTORIA, *Legal Update 2007*, Mike Mangan

FEB. 21, VICTORIA, *Legal Update 2007*, Mike Mangan

FEB. 21, VICTORIA, *Risk Management for REALTORS®*, Kim Spencer

As of January 1, 2007, the Real Estate Council of BC will no longer fund the complimentary bookings of *What Brokerages and REALTORS® Need to Know About Agency* for managing brokers, associate brokers and sole proprietors, as it did in 2006. All 2007 bookings for this course are open to representatives, brokers and sole proprietors. Each board will determine the registration fee for this course.

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