



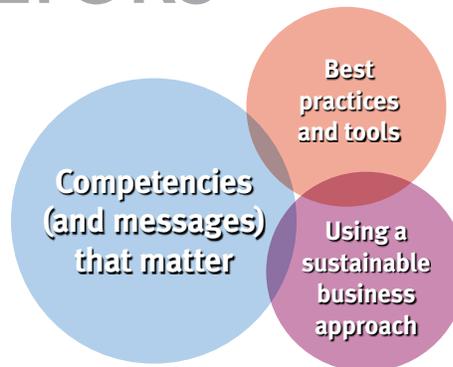
BRITISH COLUMBIA  
REAL ESTATE  
ASSOCIATION

# the bulletin

## An Exciting 3-Year Education Plan for REALTORS®

Throughout 2011, BCREA has been hard at work in discussions with our community about REALTOR® education and what the future of BC REALTOR® education should look like. Carrying these ideas into action, BCREA's new 3-Year Education Plan was developed and approved at a Joint Meeting of BCREA and our member boards in October 2011.

The articles in this issue share highlights of the 3-Year Education Plan and updates on BC's leadership on the national stage in the pursuit of a national real estate virtual college. Updates on BCREA's increased investment in high quality teaching and learning practices are also included, as well



as information about BCREA's commitment to a Professional Development Program (PDP) that better meets REALTOR® needs for relevant and engaging continuing education.

Since the inception of the PDP in 2006, BC REALTORS® have benefitted from a high-calibre professional education program. BCREA aims to evolve the program by taking advantage of new strategic opportunities, such as expanding its use of technology as an education tool, providing a greater array of course options and improving the program structure to support REALTORS® as knowledgeable professionals.

The way that licensees conduct their business has evolved. The Association is not only working to stay at the cutting edge of this change, but to also provide training and resources that will benefit both REALTORS® and their clients.

There are three core principles at the heart of BCREA's 3-Year Education Plan: a focus on REALTOR® competencies that matter, adopting best practices and tools for teaching, and facilitating learning based on a sustainable business approach.

In our community conversations, our stakeholders have indicated that quality is paramount. The new 3-Year Plan will deliver exceptional learning opportunities that make the best use of REALTOR® time and energy, and provide practical tools that are relevant in your day-to-day business.

BCREA would like to acknowledge The Real Estate Foundation of BC for its continued support through research, funding and grants which has helped reshape the future of BC REALTOR® education.

If you have thoughts about provincial REALTOR® education, please share them! Feel free to contact BCREA's Education team at [education@bcrea.bc.ca](mailto:education@bcrea.bc.ca).

### Highlights of BCREA's 3-Year Education Plan

1. Map REALTOR® competencies to guide education planning
2. Review of the PDP and overhaul of the accreditation process
3. Additional PDP course options
4. Updated education implementation guidelines
5. Focus on blended learning: online and face-to-face
6. New technologies in the classroom
7. New mobile resources
8. New courses for managing brokers and commercial REALTORS®
9. Mandatory Legal Update course updates
10. Applied practice course improvements



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# President's Report

## The Importance of Education

You will notice that this issue of *The Bulletin* is dedicated entirely to BCREA's efforts in REALTOR® education throughout the province. Even though we share developments in education on a regular basis, the forthcoming transformations are significant enough that we wanted to share our plans for the next three years.

Education touches all BC REALTORS®, as we all take Professional Development Program (PDP) courses to maintain our licences. I remember taking my first Legal Update course. I went into the classroom and received a thick course manual to read. I sat there for the whole day, listening to the instructor and taking notes. Now, while REALTORS® have the possibility to take Legal Update online (check out [https://secure.sauder.ubc.ca/re\\_licensing/programs/pdc/bcrea.cfm](https://secure.sauder.ubc.ca/re_licensing/programs/pdc/bcrea.cfm) if you are interested), there has not been a fundamental change to the way the course is run. We're now on the cusp of exciting improvements for this course and many others.

I'm very excited about the changes that BCREA is making to the way REALTORS® can learn. Whether it's integrating techno-

logy, revamping the way courses are created or providing instructors with world-class training, the end result is a better education program for you and me. It means that courses will provide practical tools that will help you with your day-to-day challenges, not hypothetical case studies. We recognize that as REALTORS® you need the flexibility to take classes that fit your schedules, so expect to see many more online offerings as well.

We have also been working closely with brokers and commercial REALTORS® across the province to ensure that our changes can benefit everyone. With brokers, we have been discussing how to recognize the training that happens within a brokerage and apply that to your credit requirements.

We recognize that commercial REALTORS® have some different needs than residential practitioners. As a result, the Association has already been able to accredit seven new courses specifically for commercial REALTORS® and you can expect to see many more over the coming months.

Ultimately, education is about helping us be better at delivering value to our clients.



President **Rick Valouche**

It's about ensuring that we know how to meet their needs, how to guide them through their transactions and make sure that our clients are satisfied. Education helps us be better at our jobs and ensure the continued relevance of our profession.

Rick Valouche  
President



## Board of Directors 2011-2012

### 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 vitality
  - Housing opportunities
  - Environmental preservation
  - Property owner rights
  - Better communities
- Public trust

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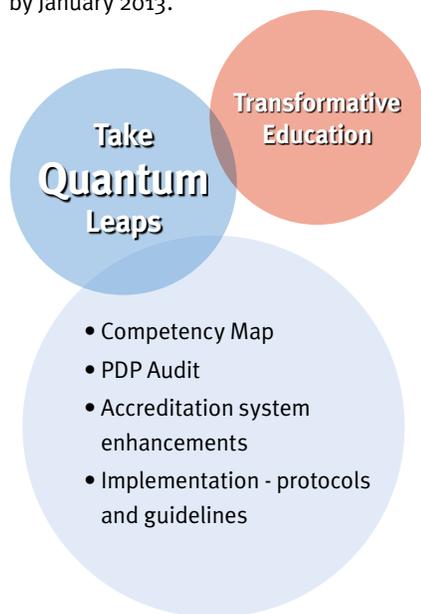
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## Transforming REALTOR® Education: Strategic Projects with a Big Impact

While BCREA's new 3-Year Education Plan has 23 areas of focus, there are four strategic projects that represent a "quantum leap" regarding learning opportunities for BC REALTORS®. These projects will result in substantial changes and improvements to the Professional Development Program (PDP) and the Association will coordinate with its member boards to have improvements implemented across the province by January 2013.



### A Competency Map for BC REALTORS®

What skills, knowledge and attitudes are required to be a successful REALTOR® in BC? BCREA will be working with REALTORS®, managing brokers and competency-based education experts to map out the roster. The resulting competency map will act as the touchstone for the Association's education programming. Every learning opportunity will convey what compe-

tencies it supports and its value to REALTORS® and their clients.

### PDP – Time To Renovate!

Working from the competency map and other key filters, BCREA will be overhauling the PDP to better support REALTORS® and their need for progressive professional learning. In addition to better supporting REALTOR® proficiencies, the new PDP program will better support different learning profiles including emerging, mid-career and expert practitioners, as well as commercial and residential licensees. The new program will also support learning paths such as, tiered courses that progress from one level to the next in a meaningful way.

### Accreditation – Valuing Different Types of Learning

BCREA will also be revamping the PDP accreditation system. In addition to the traditional courses focused on risk mitigation and "what *not* to do", BCREA

"An education program that can quickly and legitimately respond to industry and community changes will be at the heart of what is valuable about organized real estate."

will accredit learning opportunities that support REALTOR® understanding of "what *to* do," and how to do it well. Working with BC member boards and in consultation with REALTORS® and the broker community, the Association will encourage accreditation of other learning opportunities that our



professional community recognize as valuable, including broker training, new member orientation at member boards, member board and other professional conferences, webinars, and more. Finding the right balance of mandatory, traditional and community-based learning will be essential to maintaining a high-calibre of professional education.

### Implementation Guidelines – Enhancing Teaching and Learning

BCREA will also be revising its PDP Implementation Guidelines for member boards to focus on how best to support enhanced teaching, learning, use of technology and resources, and ideal classroom management policies for adult, professional learners.

When brought together, these four strategic education projects will produce a provincial REALTOR® education system that is flexible enough to be responsive to community needs. Our industry is experiencing an evolution that underscores the need for REALTORS® who recognize and communicate their value as knowledgeable professionals. An education program that can rapidly respond to industry and community changes will be at the heart of what is valuable about organized real estate.

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## Leveraging Technology to Enhance Learning

Like all industries, real estate practice is being dramatically influenced by technology, presenting both challenges and opportunities. The same is true for education. Technology can help better engage learners, make courses more relevant and make learning accessible wherever and whenever it's needed.

The key question is how to choose the right technology "tool" for the right job. BCREA is carefully integrating the use of technology to enhance REALTOR® education in impactful and sustainable ways.

### Online Versus Face-to-Face Versus Blended Learning

BCREA surveys, course evaluations and registration numbers for existing online courses tell us that BC REALTORS® are increasingly interested in online learning.

BCREA is increasing its investment in online learning in four ways:

- Participation in the year-long feasibility study for a national real estate virtual college. BCREA's Director of Education is chairing a national steering group looking at the possibilities for a national online college that would offer REALTORS® online courses and materials.
- Enhancements to online commercial and residential Legal Update courses – both courses will be revised on an annual basis and will increasingly feature student and instructor interaction, student-to-student interaction and interactive activities with course content.
- Expanding its online learning options for 2013 by potentially partnering with the Real Estate Board of Greater Vancouver to bring its commercial course series online and developing a series of advanced commercial legal issue courses.
- Accrediting more online course offerings for both residential and commercial REALTORS®.

While the benefits of online learning are exciting, for some learning experiences, nothing beats face-to-face learning. In addition to an investment in online learning, BCREA is fully committed to leveraging the best of both worlds. Often referred to as "blended learning," the Association is designing education options that will combine classroom and online learning to take advantage of the unique strengths that both delivery methods have to offer.



### Technology for Active and Authentic Learning

In every profession, there are tools that professionals use in key aspects of their business practice. REALTORS® increasingly engage with technology tools such as mobile devices, online resources and social media to deliver increased value to clients and hone their competitive edge. BCREA will increasingly use technology tools as core elements in the courses it designs, for use by both instructors and students.

BCREA will also integrate instructional technology in its classrooms, including the use of student response systems. The Association is using iClicker products, which offer each learner a handheld device which they can use to respond to polls,

scenarios or questions asked by an instructor. The technology is relatively simple, but the effect in classrooms can be profound. Students are more actively engaged with and reflective about the material presented and instructors can gauge student learning and comprehension in real time as the course progresses. Pilot use of the devices is already underway by instructors, so look for them in BCREA courses throughout 2012.

### Mobile Resources for Mobile Professionals

REALTORS® use of mobile devices such as tablets, smartphones and laptops continues to increase. To support licensees and adapt to this change, BCREA will be working to provide digital and mobile education resources.

While BCREA will continue to print course materials as appropriate, increasingly digital materials will become the norm over the next three years. This allows the Association to provide information and resources for REALTORS® that can be continually updated, appropriately interactive and linked to multimedia content.

A future scenario could see Legal Update participants receiving a minimal course pack for use in the classroom, with access to the digital version of the course manual on a mobile device, including links to relevant Council materials, legal case updates, and videos from the course authors and commentators. Imagine the applied practice course manual as a mobile resource that's searchable using a smartphone, providing the latest information or legal requirement for an aspect of a real estate transaction. Imagine course instructors having the ability to spend more time exploring the practical, on-the-ground implications of a course rather than simply delivering the information (knowing that mobile access to course materials are just a click away).

## The CRM Project: A Provincial System for REALTORS®

BCREA and its member boards are exploring the possibility of a provincial Customer Relationship Management (CRM) system that would act as a database of BC REALTORS®. While respecting important issues related to privacy and access, such a system could provide BC licensees with exciting enhanced education services. A provincial system

would also enable online REALTOR® profiles including education records, access to online courses, personal learning portfolios, present course recommendations, store course materials, and provide access to mobile resources, apps and online learning groups or networks in a streamlined fashion.

Technology for technology's sake is never a strategic decision. BCREA's investments and partnerships related to technology in

education are grounded in best teaching and learning practices. The Association is excited about the opportunities technology will afford the PDP and is confident that BC REALTORS® will sense a genuine connection created with the tools, work culture and materials that they find useful in their day-to-day work.

# Education

## Updates on Course Developments

### Working with Managing Brokers and Commercial REALTORS® to Fill Education Gaps

BCREA is working with managing broker and commercial REALTOR® communities to better provide for their education needs. The Association's education team has met with both the BC Commercial Council and the Real Estate Brokers Association to better understand and support community perspectives on education and how to make them meaningful. Focus groups have also been held with managing brokers across BC to help inform the designs of BCREA's strategic projects and courses to meet practical learning needs.

### Legal Update 2012 – A New Way to Create Courses

Both the commercial and residential mandatory Legal Update courses will see exciting enhancements for January 2012. A variety of course authors have been used to provide a range of perspectives on the latest legal issues. Multimedia and active learning techniques have been added to both the classroom and online versions of the courses. New content will also better inform REALTORS® about the impact of legal developments on their business, such as: new "REALTOR® on the ground" modules with information from experienced REALTORS®; an ethics module to connect legal discussions with the BC REALTOR® Code of Ethics; and videos of course authors and sponsors relating the relevance of cases presented and their implications for REALTORS®.

### Redesign of the Applied Practice Courses

The Real Estate Council of BC and BCREA have recently launched a redesign initiative for the *Residential* and *Commercial Trading Services Applied Practice Courses* to revolutionize the way new licensees develop critical competencies as new real estate professionals for their first transactions. By conducting a thorough research and design process, including gathering managing broker, REALTOR® and other stakeholder perspectives and requirements for the course, the Association is developing a completely new framework for how the applied practice course is experienced by new licensees.

Possibilities for the new course include:

- Added in-the-field and online components.
- Additional scheduling options beyond a 5-day timeframe.
- A "toolkit" for REALTORS® to immediately use in their business.
- More opportunities to discuss key fundamentals.
- A pre-licensing requirement.

BCREA is conducting in-depth focus groups and analysis to inform design recommendations to be presented to the Council in December 2011 with the goal of having changes complete for spring of 2013.



## cpe Course Schedule

Current as of November 2, 2011. Check with your local board office for last-minute changes. The complete Professional Development Program (PDP) course catalogue is available on BCREA's Professional Development page on REALTOR Link® ([www.realtorlink.ca](http://www.realtorlink.ca)).

Note: this is a schedule of BCREA continuing professional education (cpe) courses only and does not reflect all PDP-accredited courses. Each course on this schedule is assigned 6 PDP credits, unless otherwise indicated, and all courses that are also REP accredited are full-day courses and have been marked with an asterisk (\*).

### Chilliwack and District Real Estate Board

**DECEMBER 7, CHILLIWACK**, *Competition Law and REALTORS® - What You Say and Do Matters*

**FEBRUARY 8, CHILLIWACK**, *Real Estate E&O Insurance Legal Update 2012\**

### Fraser Valley Real Estate Board

**DECEMBER 7, SURREY**, *Electronic Title Searching\**

**DECEMBER 16, SURREY**, *Foreclosures and Court Ordered Sales\**

**DECEMBER 21, SURREY**, *Real Estate E&O Insurance Legal Update 2011\**

**JANUARY 11**, *Risk Management for REALTORS®\**

**JANUARY 12**, *Competition Law and REALTORS® - What You Say and Do Matters*

**JANUARY 19**, *Selling Tenant-Occupied Properties (STOP)\**

*Real Estate E&O Insurance Legal Update 2012\**

**JANUARY 24, FEBRUARY 17**

**FEBRUARY 9**, *Buyer Agency\**

### Real Estate Board of Greater Vancouver

(all courses held at REBGV unless indicated)

**NOVEMBER 28**, *Real Estate E&O Insurance Commercial Legal Update\**

*Contracts: Keep on Top of Changes\**

**NOVEMBER 29, DECEMBER 14, JANUARY 17, FEBRUARY 16**

**CONDO 202: Advanced Strata Law for REALTORS®\***

**NOVEMBER 30, JANUARY 23, FEBRUARY 28**

**CONDO 101: Strata Law for REALTORS®\***

**DECEMBER 1, JANUARY 5, FEBRUARY 2**

*Real Estate E&O Insurance Legal Update 2011\**

**DECEMBER 5, DECEMBER 12, DECEMBER 19**

*Foreclosures and Court Ordered Sales\**

**DECEMBER 7, JANUARY 18, FEBRUARY 15**

*Electronic Title Searching\**

**DECEMBER 8, JANUARY 25, FEBRUARY 22**

*Selling Tenant-Occupied Properties (STOP)\**

**DECEMBER 13, FEBRUARY 14**

*Negotiating and Presenting Offers*

**DECEMBER 15 (BURNABY), JANUARY 26**



*Real Estate E&O Insurance Legal Update 2012\**

**JANUARY 9, JANUARY 13, JANUARY 19, JANUARY 27 (RICHMOND), FEBRUARY 3, FEBRUARY 6, FEBRUARY 16 (BURNABY), FEBRUARY 24 (PITT MEADOWS)**

*Representing Buyers in the Sale of New Homes and Condominiums\**

**JANUARY 10, FEBRUARY 7**

**JANUARY 16**, *Know Your Product*

**FEBRUARY 9**, *Win/Win: Conflict Resolution Skills for REALTORS®*

**FEBRUARY 10**, *Risk Management for REALTORS®\**

**FEBRUARY 20 & 21**, *Accredited Buyer's Representative® (ABR®) (9 PDP credits)*

**FEBRUARY 29**, *Competition Law and REALTORS® - What You Say and Do Matters*

### Vancouver Island Real Estate Board

**DECEMBER 2, PARKSVILLE**, *Negotiating and Presenting Offers*

**DECEMBER 8, NANAIMO**, *Real Estate E&O Insurance Legal Update 2011\**

**DECEMBER 12, NANAIMO**, *Contracts: Keep on Top of Changes\**

### Victoria Real Estate Board

**NOVEMBER 29, SALT SPRING ISLAND**, *Competition Law and REALTORS® - What You Say and Do Matters*

**DECEMBER 5, VICTORIA**, *Foreclosures and Court Ordered Sales\**

*Real Estate E&O Insurance Legal Update 2012\**

**JANUARY 17 (VICTORIA), FEBRUARY 28 (VICTORIA)**

**FEBRUARY 21**, *Risk Management for REALTORS®\**

## PDP Course Catalogue

Keep an eye open for BCREA's 2012 PDP course catalogue in the new year. The 2012 catalogue will include course summaries, applicable PDP and Relicensing Education Program (REP) course credits and a complete list of BC real estate course options. The 2012 course catalogue will be distributed to BC member boards and posted on REALTOR Link® in early January.