



Dynamic, knowledgeable, relatable: meet the new BCREA!

Vancouver, BC - November 19, 2018. The British Columbia Real Estate Association (BCREA) is excited to launch a new brand identity reflecting the Association's commitment to leadership and excellence in serving BC's 11 regional real estate boards and 23,000 REALTORS®.

"The new BCREA is dynamic, knowledgeable and relatable – just like the REALTORS® we serve," said Darlene Hyde, Chief Executive Officer. "Our rebranding reflects our commitment to leading the way as the REALTOR® profession goes through a time of significant change."

Simple and friendly, BCREA's new logo best captures BCREA's transformed identity. The four peaks, created by the blue and orange arrows and corresponding white spaces, symbolize the four main property sectors: residential, commercial, agricultural and industrial. They also symbolize rooftops and BC's mountains. Together, their upward energy expresses a drive for improvement and excellence.

The lower half of the logo represents both a speech bubble and an open single quotation mark, symbolizing BCREA's role in starting, facilitating and contributing to important conversations between real estate boards, REALTORS®, consumers, government and other partners.

"BCREA's revitalized brand really captures REALTOR® core values: relationships and professionalism," said James Palanio, President of BCREA. "But it's more than just a symbol. It's also a tool that will help us stand out and increase awareness of how BCREA empowers BC's real estate boards and enhances REALTOR® professionalism through advocacy, ongoing professional education, economic insights and standardized legal forms."

Today's launch of the new logo and other design elements, including colour palette and fonts, is just the beginning. BCREA will also launch a new website in early 2019. As part of BCREA's brand revitalization, the organization has also moved to a new open concept office at Suite 1425, 1075 West Georgia Street, Vancouver BC, V6E 3C9.



For more information:

April van Ert
Communications Manager
avanert@bcrea.bc.ca
604.742.2797

BCREA is the professional association for about 23,000 REALTORS® in BC, focusing on provincial issues that impact real estate. Working with the province's 11 real estate boards, BCREA provides continuing professional education, advocacy, economic research and standard forms to help REALTORS® provide value for their clients.

To demonstrate the profession's commitment to improving Quality of Life in BC communities, BCREA supports 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.