



creb®

STRATEGIC PLAN 2018-2020

2019 MID-YEAR UPDATE



MEMBERS

- 84 professional development offerings with 2,893 registrants attending.
- 754 members attended CREB®'s annual **Forecast Conference & Tradeshow** on Jan. 30 with most survey respondents finding the economic forecast useful.
- 2019's first Town Hall was held on Feb. 27 with 56 in person and 64 online attendees. 100% of respondents rated the Governance Excellence information as average, good or excellent.
- The first Broker Summit of 2019 was held on March 6 with 65 people in attendance. Overall event satisfaction was shared.
- CREB®, CIBS, REB Resources Ltd. and CREB®'s Charitable Foundation annual general meetings were held April 17 and attended by 96 members in person and 17 online where CREB®'s Articles of Incorporation and bylaw changes resulting from the governance review were approved.
- 372 members attended CREB®'s second **Diamond Gala** on May 25 honouring a variety of member achievements. Feedback was positive with intention to attend again expressed.



STAKEHOLDERS

- CREB® responded to RECA's call for RMS feedback ahead of the March 18 deadline.
- Housing price index (HPI) renewal resulting from strong collaboration with the Canadian Real Estate Association, Toronto Real Estate Board, Real Estate Board of Greater Vancouver, Fraser Valley Real Estate Board, and Quebec Professional Association of Real Estate Brokers.
- CREB® thought leadership contributed to AREA's inaugural working session on harmonized administrative justice.
- Silvercreek builds with Habitat for Humanity, Southern Alberta Chapter began.
- Collaboration with RECA on their relicensing education program saw 220 members moving through CREB® enabled classroom learning opportunities.
- CREB® organized a session with Alberta and Saskatchewan board leadership to gain insight into lessons learned on Saskatchewan's recent approval to consolidate their boards and provincial association into one organization. A key outcome of the dialogue was commitment to a province-wide survey this fall to gauge member thoughts on one membership in Alberta.



FINANCIAL

- First audit with new partners, KMPG, successfully completed.
- Cost savings realized with stand-alone rack distribution changes for CREB®Now.
- Held the line on fees and dues with no increases.



INTERNAL SYSTEMS

- Matrix™ and Prospects contact sync launched on April 29.
- WalkMe interactive tutorials on Matrix™ launched April 12.
- **CREB® Rule PART IV – INTERNET RULES** and supporting contracts underwent significant updates to support alignment to competition requirements for IDX and VOW data feeds.



PEOPLE

- Governance Excellence Member Engagement Task Force struck to cultivate member engagement and facilitate dialogue on current theories of association governance, relate the principles of best person leadership, transparent accountability and whole board leadership.
- Inaugural Volunteer Governance Day held on Feb. 6 provided an opportunity for members to learn more about governance at CREB® and how to get involved.
- CREB®'s teams realigned to cultivate synergies and member experience.