



creb® STRATEGIC PLAN 2020 UPDATE



MEMBERS

- In response to COVID-19 restrictions:
 - Shifted speaker series to a virtual format. Offered 32 complimentary webinar speaker sessions, with over 2,900 registrants.
 - Converted seven courses to virtual/online delivery. Offered 43 sessions virtually, with over 900 attendees.
 - Co-ordinated industry and regulatory response with timely business rule changes.
- Launched the [COVID-19 Information Hub](#) on CREB®Link to share important member-impacting information and updates.
- Provided timely follow-ups to government announcements detailing business-practice impacts.
- 32 low-income, working families housed by Habitat for Humanity Southern Alberta with the assistance of the CREB® REALTOR® Community Foundation.
- Migrated CREB® MLS® System to Pillar 9™ resulting in monthly fee reduction for members. Focus shift to advocate for system change and enhancements.
- New and featured listings launched on crebnow.com supporting CREB®Now's evolution to digital as the print publication was retired.
- Launched "The Weekender," a weekly summary of housing-related news as part of CREB®Now's virtual transformation.



STAKEHOLDERS

- Collaboration with AREA to develop administrative justice provincial harmonization.
- CREB®'s knowledge and commitment to industry success honoured with invitations to participate in the Real Estate Act Amendment Steering Committee and Divesting Responsibility for Delivery of Education Committee.
- Economic Recovery Task Force, a subset of the PAC Team, launched to co-ordinate and deliver collaborative actions that cultivate member profitability by promoting the advantages of Calgary and area to potential relocation prospects.



FINANCIAL

- Engaged with AREA and CREA to align dues deferral programs, freeing up cash flow for members as COVID-19 broke.
- Deferred CREB® dues payment and suspended interest collection.
- 2020 Operating budget restated an unprecedented two times in response to COVID-19 impacts. Emphasis on expense control contributed to a modest year end surplus.
- Held the line on fees and dues - no dues increase and a fee decrease with the migration to Pillar 9™'s MLS® System.



INTERNAL SYSTEMS

- Nimble response throughout 2020 to the rapidly evolving public health landscape and government restrictions - all focused on maintaining service levels throughout in a safe and intentional manner.
- Initiated development of self-administered and webinar-based Professional Standards Committee training.
- Completed migration of CREB®'s MLS® System to Pillar 9™.



PEOPLE

- Collaboration with CREA to adopt online delivery of Leadership 200 and 300.
- Thought leadership initiated to calibrate CREB®'s teams to flourish as a service-delivery organization, be proactive and innovative to improve member profitability.
- Provided mental health training and support for members.