



creb[®]
STRATEGIC PLAN 2018-2020
2018 YEAR-END UPDATE



MEMBERS

- 53 professional development offerings with 1,442 registrants attending;
- 354 members attended CREB®'s Holiday Luncheon and 132 attended the After Party;
- 252 members attended October's Town Hall with 84 in person and 168 streaming online;
- Over 500 individuals attended CREB® Charitable Foundation's REALTOR® Round Up;
- 124 golfers attended CREB®'s annual golf tournament;
- 84 brokers gathered at September's Broker Summit to learn more about mandatory measurement diagram uploads, multi-unit listing enhancements and cannabis legalization; and
- 2019 elections kicked off with Voting Day on Nov. 8 with an election total of 867 voters casting 1,690 votes.



STAKEHOLDERS

- CREB® Charitable Foundation was honoured by Habitat for Humanity, Southern Alberta for their \$1M, 3-year commitment at the Silvercreek launch event;
- Supported Canadian Red Cross' B.C. Fires Appeal and the Ottawa-Gatineau Tornado Appeal with a \$1/member donation;
- Posted "[What the VOW is happening now?](#)" to demystify the Federal Court of Appeal ruling; and
- CREB® became a founding Class A shareholder in Alberta One Realty Listing Services cementing commitment to one MLS® System provincially.



FINANCIAL

- Ongoing cost control efforts resulted in a budget surplus enabling full payment of lockbox conversion financing 13 months in advance; and
- Held the line on member fees and dues with no increases.



INTERNAL SYSTEMS

- Prospects enhancements launched to enrich and simplify the user experience;
- crebnow.com redesigned increasing volume and length of visits to the site;
- Multi-unit listings with four units or less repatriated to residential Matrix™; and
- Senti™Connect launch simplifying the one-day code process.



PEOPLE

- CIBS granted 19 member claims for critical illness benefit in 2018, bringing total member assistance to over \$2.8M in benefits since 2003; and
- 683 volunteer hours logged in support of CREB® Charitable Foundation initiatives such as Habitat for Humanity, Inn from the Cold, and Made by Momma.