



CREA 

2017 Annual Report

THE CANADIAN REAL ESTATE ASSOCIATION

MESSAGES



ANDREW PECK
President

Celebrating Diversity

How is it possible that time can pass so quickly and slowly at the same time? It's hard to believe it's already been a year since my transition from CREA President-Elect to President. Then again, when I think back on how much we've accomplished this past year, it's a testament the REALTOR® community's involvement, work ethic and vision. Kudos for helping us blaze forward.

This year has been one of celebration. We've had a wonderful year paying tribute to our great country as part of Canada's 150th birthday. Our industry is deeply intertwined in our country's history – shaping Canadian communities and supporting and facilitating the desire, commitment and ability to sell and purchase property. This past year, I've taken every opportunity to meet with REALTORS® from all across Canada and was reminded of the important role we have and continue to play in our country's heritage and growth.

Celebrating our country's birthday means also celebrating what it means to be Canadian: being kind, inclusive and diverse.

I don't think we saw a better example of our Canadiana than at our 2017 AGM where we saw an increased number of director candidates. Opening our election process to include those whose leadership experience came from outside the real estate industry, offering targeted skillsets, is a common-sense approach and an ultimate reflection of our collective openness to change and drive to do better.

In the same vein, a selected group spent the past year listening to and collecting feedback from members who tell us they'd like to see more collaboration across the REALTOR® association community. These Three-Way Agreement consultations are an important step to being able to work together, support and engage with REALTORS® more effectively.

Celebrating Change

Having had the pleasure of working closely with CREA and its staff over the years, I knew it would be a unique challenge to find a replacement for my good friend, Gary Simonsen. That said, I congratulate the committee responsible for selecting our worthy new leader, Michael Bourque, and for tackling the emotional process with respect and the REALTOR® community's best interests in mind.

Ultimately, our experience as REALTORS® made the process easier. Knowing the value of working with a professional made it possible for us to trust the process and rely on the help of an outside consultant.

Like we've seen from opening our director election and committee appointments, having Michael's fresh set of eyes will help us look at our industry a bit differently.

Celebrating Opportunity

This year was especially active for our Federal Affairs team. By speaking as one cohesive unit and providing as much information as possible, we continue our efforts to engage with and support informed government decisions on subjects impacting real estate and the real estate industry.

We're also getting better at engaging with members. This isn't new for 2017 but an expansion of our efforts. We continue to take advantage of opportunities to interact both in person and through our social media channels: Facebook, Twitter, Instagram, LinkedIn, Google+, YouTube and our blog, CREA Café. As we get to know each other better, members become better equipped to ask more critical questions. These questions may seem difficult now but will only help us gain a better understanding of who we are, where we're headed and where we need to go.



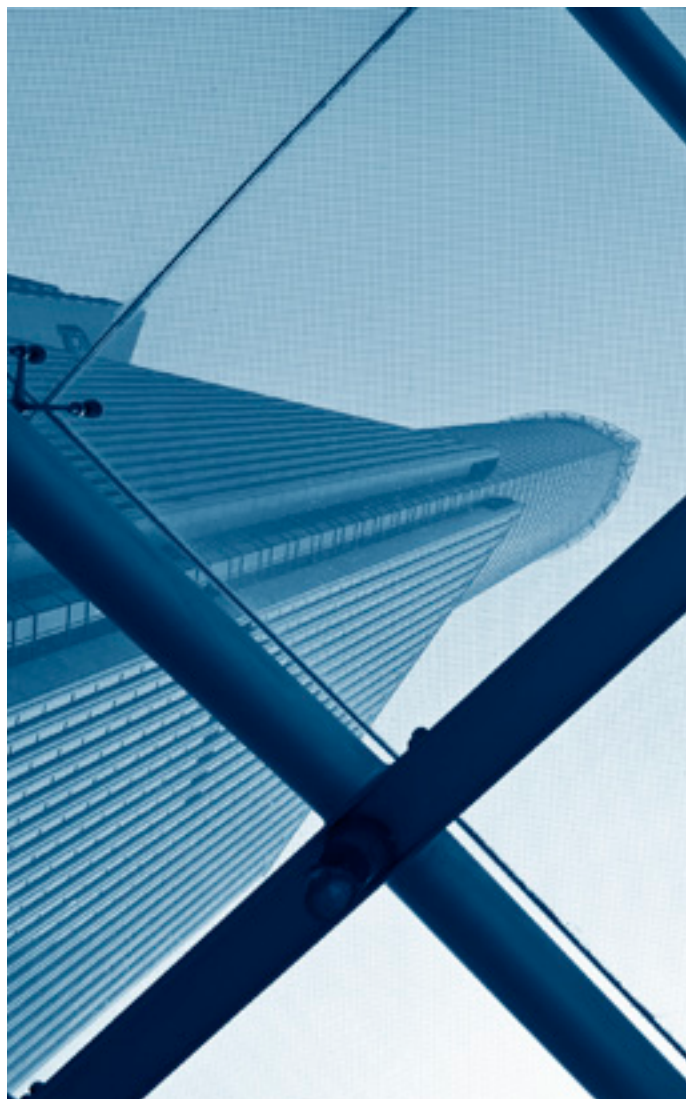
MICHAEL BOURQUE
Incoming Chief
Executive Officer



GARY SIMONSEN
Outgoing Chief
Executive Officer

I'm honoured to be CREA's new CEO and am excited to begin my work with CREA staff and the REALTOR® association community. As President Andrew Peck and my predecessor, Gary Simonsen have both pointed out, although our industry continues to face its challenges – evolving technology, consumer expectations, the regulatory environment – we will continue to make strides in the best interest of our members.

Here's to embracing the future together!



Counting down my final months, weeks and days as CREA's CEO have helped me gain a deeper appreciation of our collective achievements and successes. 2017 was proof that together, we keep getting better.

As our President Andrew Peck talks about in his letter, we're seeing increased opportunity, not only amongst elected leadership, but with the staff and volunteers on the ground at events across the country. Our members and boards and associations have come to expect a level of engagement with us and we continue to look for ways – like our new REAL TIME – Let's Talk events and popular open houses – to educate and gather feedback.

We report on the continued success of our National Ad Campaign and how we remain able to break through the advertising "noise" in a very challenging marketplace. While the "oooh" will likely retire at some point, too, this year it was an effective way for us to demonstrate to consumers the value of using a REALTOR®.

Our ongoing quest to provide the best technology tools and sources for members and consumers made leaps and bounds in 2017. From REALTOR.ca improvements like the seamless transition to Google Maps, the introduction of neighbourhood lifestyle data and the ability to display testimonials to the launch of the new CREA Global Affiliates program – this report breaks down the latest opportunities available to REALTORS® to generate more leads.

President Andrew Peck also talked about the Canada 150 celebrations and the impact REALTORS® have on communities across the country. As the latest REALTORS Care® fundraising total proves – our REALTOR® members are important and generous community advocates and influencers.

This year, a group of CREA staff also embraced an opportunity to do something good and committed to personally sponsoring a Syrian refugee family. Being a part of that group and getting to know the family of five, who arrived in March, has been truly enriching and fulfilling and a fitting celebration of what it means to be Canadian.

After over 33 years in real estate association management and having had the opportunity to meet so many of you, I'm confident in the future of our industry and expect more great things under the leadership of your new CEO, Michael Bourque.

As Michael and the CREA team look ahead to the New Year, I'd remind my peers to not focus on the shouters and screamers but instead pay attention to the thinkers and the dreamers.

Thank you for your commitment, vision and kindness.

ADVOCACY

CREA's Advocacy Efforts Welcome Progress and Success

Building productive relationships with the government has been a cornerstone of our lobbying efforts. This year, particularly towards the end of the year, our Federal Affairs team saw an unprecedented level of engagement on a variety of files impacting REALTORS® and the real estate industry.

In addition to consultations and files on drones, marihuana, anti-spam legislation, virtual currencies and FINTRAC, we also partnered with Natural Resources Canada on a "green" pamphlet for REALTORS®. These mutually-beneficial opportunities help both parties tell a shared story of importance to Canadians.

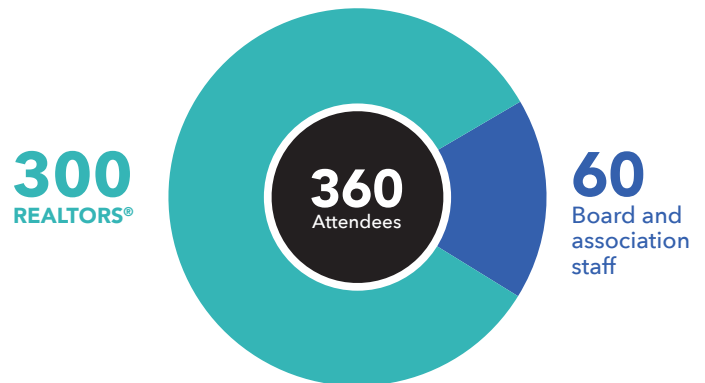
Advocacy successes – like the amendments made this fall to the government's tax proposals for personal incorporation, a result of listening to the views and concerns of our REALTOR® members – are a testament to the influence and credibility we've earned.

Even when we're unable to affect change on behalf of our industry – like the new minimum qualifying stress test for uninsured mortgages (Guideline B-20) – we still have an important opportunity and responsibility to maintain and support these valuable relationships with the government. Dealing with differences of opinion in a respectful way helps set the tone for the future.



REALTORS® Gather in Record Numbers

From October 15-17, 2017, a record number of CREA's most politically-engaged members gathered in Ottawa to advocate for accessible homeownership.



The 32nd year of CREA's Political Action (PAC) Days provided members the opportunity to hear from over 20 speakers, including representatives from the Liberal, Conservative and New Democratic parties. More importantly, members were provided valuable face time with their Members of Parliament (MPs) to discuss our REALTOR® recommendations, lending a collective voice on behalf of Canadian homebuyers and sellers.

Over two days, a record 205 meetings with MPs were scheduled with representatives of multiple federal parties, including an informal sit-down with Prime Minister Justin Trudeau.

Attendees helped bring together a visual representation of the REALTOR® community's advocacy on Parliament Hill and spread the word about our REALTOR® recommendations.



A Rise in Member Participation

Having over 120,000 members to call upon to help impact decisions and change is a powerful and effective tool. When it comes to our advocacy efforts, this strength in numbers is especially important and influential. It's for this reason we set out to increase the number of members registered with the REALTOR® Action Network to 15,000 this year.

We looked to our neighbours at the National Association of REALTORS® (NAR) and embraced some of their engagement strategies and made the sign-up process even more accessible to help reinvigorate participation and encourage more members to join.

And while reaching 15,000 RAN members is a significant accomplishment, it's still a diluted representation of our collective voice. The changes we've made this year – and that are in the works for 2018 – are a step in the right direction to help strengthen this voice. In fact, in August, our call to action on Guideline B20 saw record participation at nearly 3,000 respondents.



TECHNOLOGY

REALTOR.ca Switches to Google Maps

In an ongoing effort to enhance user experience, this summer, REALTOR.ca made the switch to industry-leading map provider, Google Maps.

One of the most important functions on REALTOR.ca is the ability for visitors to find and locate properties geographically. Not only does Google Maps make it easier for visitors to navigate between different areas and explore neighbourhoods like never before, providing a user experience with as little friction as possible ultimately drives more leads for REALTORS®.

The seamless transition was the result of a fantastic collaboration between boards, associations and our technology team and will help us leverage new data and develop new tools (such as Street View, which is already available on all listings) to benefit the REALTOR® community.



REALTOR.ca Brings Neighbourhoods to Life

We say it often: all real estate is local. In the spring, we brought more local context to both residential and commercial REALTOR.ca listings with the addition of neighbourhood lifestyle details.

At the same time, we launched a pilot project in select Canadian cities where REALTORS® and consumers with a REALTOR.ca account could access added data on the various features and benefits of a particular listing's neighbourhood.

When consumers are more engaged with listing and neighbourhood information, they're more likely to generate leads for REALTORS®.



Visitors are 3x more likely to become a lead when engaging with additional neighbourhood lifestyle data on REALTOR.ca

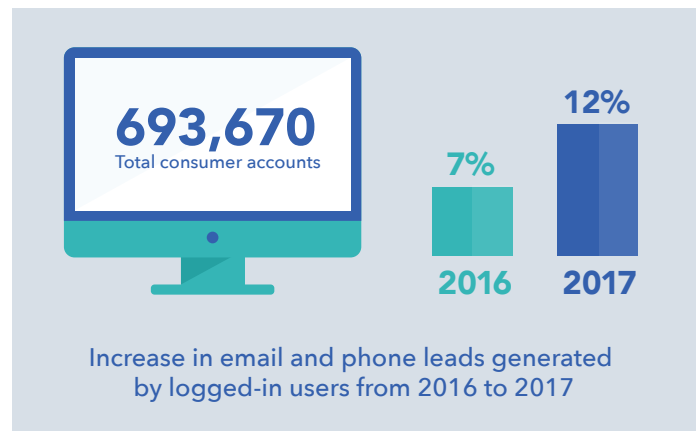
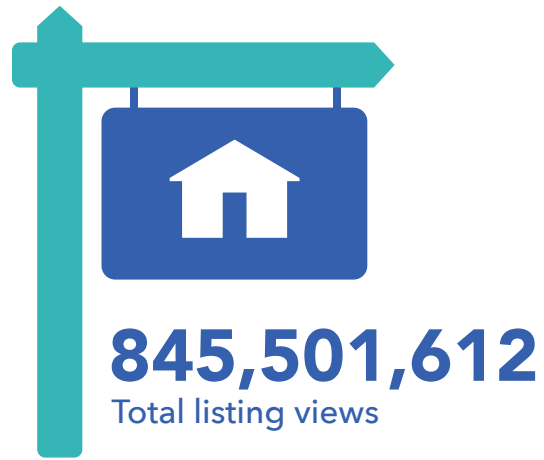
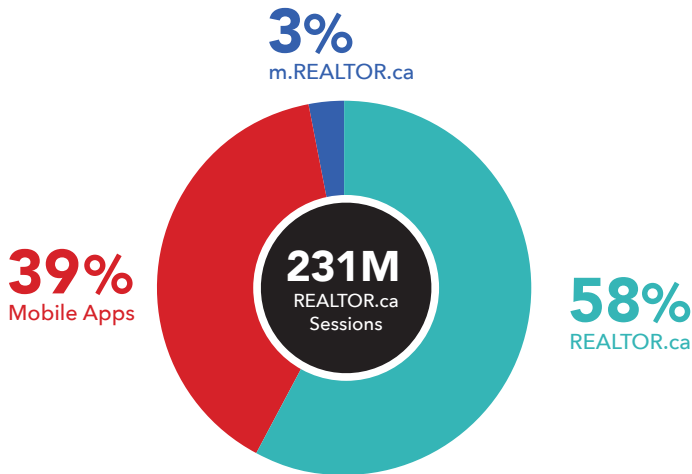
REALTOR.ca: By the numbers

REALTOR.ca continues to be the most comprehensive and consulted national real estate source holding an increased 29.8% share of the Canadian home sales market in 2017.

In May, a particularly unique listing (the “clown house”) went viral and brought in more than 1.3 million views on REALTOR.ca in just three days – attributing to a one-month all-time record 28.8 million sessions.

REALTOR.ca generated 2,333,956 leads for REALTORS® this year, an increase of 22% over 2016.

The following numbers are 2017 totals ending October 31, 2017.

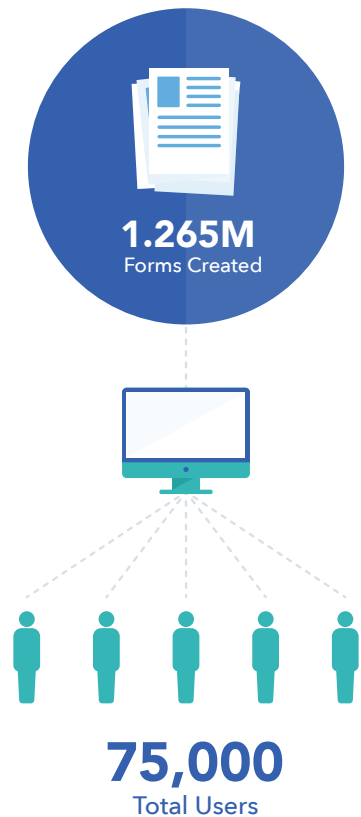


New CREA WEBForms® Now Available

The fifth iteration of CREA WEBForms® is now available to all members. The redesign of our most popular tech tool provides even more value to REALTORS® through a user-friendly interface, updated forms, improved workflows, and an optimized desktop, phone and tablet experience.

As part of the update, we also launched an Automated Data Transfer (ADT) pilot. Rather than relying on manual entry, a feed instead automatically sends listing data from CREA WEBForms® into a board/association's MLS® System. The pilot was implemented successfully with the Fraser Valley Real Estate Board and will be rolled out to several other boards/associations in 2018.

The following numbers are 2017 totals ending November 30, 2017.



More Referrals Through CREA Global Affiliates

Last year, the National Association of REALTORS® (NAR) reported Canadians spent over \$19 billion in U.S. real estate. 2017 marked the culmination of a very specific plan brought from spending the past several years researching opportunities and building tools to help REALTORS® in other countries forge links to REALTORS® here in Canada.

The new CREA Global Affiliates program will help bridge the gap between REALTORS® in Canada who want to grow their business and create meaningful business relationships with international real estate professionals.

As of mid-December, 290 Global Affiliates from the U.S. and abroad plus an additional 187 CREA members have already signed up and are taking advantage of the program's exclusive benefits.



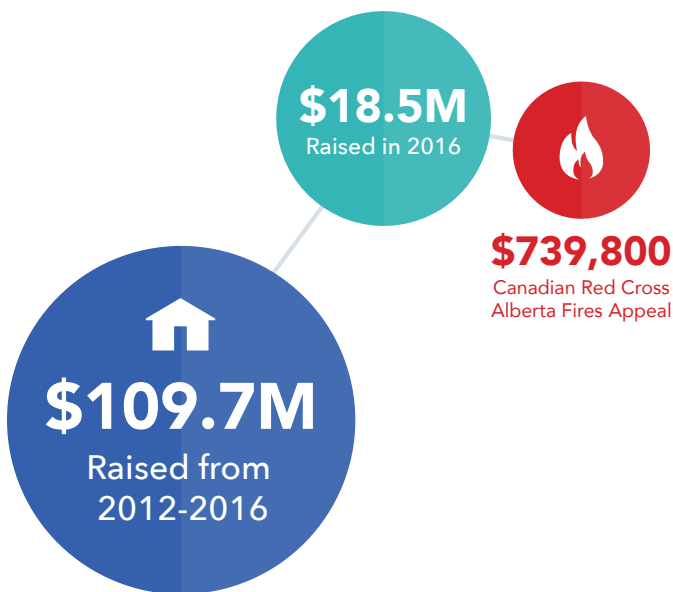


BUILDING ON SUCCESS

REALTORS® Raise Over \$100 Million for Charity

To help quantify the philanthropic efforts of the REALTOR® community, the Canadian REALTORS Care® Foundation started collecting information on how much money was raised and/or donated to charity. While we know the data collected is only a fraction of the true amount of money, time, passion and commitment members have given, it still represents the significant difference being made in communities across the country.

This year, the REALTOR® community reached an incredible milestone: raising enough to push our five-year total over \$100 million for charity.



In the summer of 2017, REALTOR® members banded together once again, raising over \$65,700 for the Canadian Red Cross in response to wildfires that burned across British Columbia.

In the late fall, the Canadian REALTORS Care® Foundation was handed over to a CREA board committee and bestowed a final donation of \$75,935.72 to the Canadian Red Cross, helping to cement its legacy of supporting victims of natural disasters on behalf of the REALTOR® community.

The change to a new board committee is merely a reflection of how much has changed in the world of philanthropy over the past 10 years, specifically the ability to support members' charitable activities without the financial and administrative burden associated with operating a charitable foundation. It will not have any impact on ongoing REALTORS Care® programs.



Change is the new constant: REAL TIME – Let’s Talk

More and more is expected of today’s REALTOR®. Supporting our members’ commitment to their profession often challenges us to think outside the box.

This fall, we introduced REAL TIME – Let’s talk: three pop-up, invitation-only events that brought together Canadian thought-leaders to explore the impact of “change” on business and life. The sold-out events were hosted in Calgary, Victoria and Kitchener and featured some of Canada’s foremost authorities on branding and business: Erin Davis, Michele Romanow and Terry O’Reilly.



Breaking Through the Noise with the National Ad Campaign

The goal of National Ad Campaign (NAC) committee each year is to develop ads to break through the day-to-day “noise” using creativity and humour and, ultimately, help facilitate the continued use of REALTORS®.

In addition to the well-received “Metalfest” TV, print and radio ads, this year we increased our focus on digital activation campaigns.

Our popular “Noisy Neighbour” campaign featured a free five-track “white noise” playlist as well as the world’s first noise-cancelling poster – both designed to help consumers drown out the regret of buying a house without a REALTOR®.

For the Holidays, we also launched the first-ever NAC fundraising campaign in partnership with Habitat for Humanity. Between November 13 and December 10, we encouraged Canadians to tour a virtual life-sized Gingerbread Dream Home and donate towards local building projects, where 100% of each individual donation was allocated to the closest Habitat for Humanity affiliate.



Digital Video Views Completion Rate

