

UNLOCKING YOUR POTENTIAL

A value-driven, Member-focused
Strategic Plan to enable your success.



DELIVERING VALUE FOR MEMBERS



It has never been a more important time for REALTORS® in the Province of Ontario. Ontario is amid a massive housing crisis, NIMBYism continues to prevent new developments, and a critical shortage of supply and options available are keeping people away from the Canadian dream of home ownership. A challenging real estate market has increased the scrutiny of the profession from media, government, and Ontarians who are demanding high professional standards, the enforcement of those standards, and for REALTORS® to be able to adapt to consumer demands. With more than 103,000 Members across the province, OREA recognizes the important role we play in supporting our Member Boards and Members to make the dream of home ownership a reality. This Strategic Plan is focused on providing meaningful value to our Member Boards and Members to better adapt to an evolving market environment, and equip them with the tools, support and education needed to drive success.



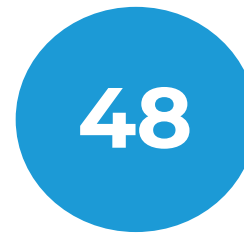


INFORMED BY YOU

To inform the Strategic Plan, OREA conducted the largest ever cross-Ontario consultation of both internal and external stakeholders as part of our planning process. Through a series of in-depth interviews and regional roundtables, OREA consulted with Members and Member Boards to uncover their preferences, thoughts and strategic direction on what the future of OREA's role can be and where value can be enhanced. This Strategic Plan sets up a roadmap for the next 5 years.



Individual in-depth interviews



Regional roundtable participants



Total



INFORMED BY OUR MISSION AND VISION



OREA's Strategic Plan for this year is closely aligned to our mission and vision. This robust plan builds upon our commitment to help Ontario REALTORS® succeed in building stronger communities.

As we go forward, this Strategic Plan serves as a guiding force, aligning our objectives and core values in our mission to support Ontario REALTORS® in helping people find a great place to call home, work and thrive.

Together, we will continue to support the Canadian dream of home ownership.





WHAT WE HEARD

We heard from our members that OREA's quality of services and value has increased over the years. The consultation process has highlighted potential opportunities for us to take on a more prominent leadership role in the industry and strategically enhance our services.

The association's [Standard Forms](#) are highly valued by members as effective tools, complemented by [leadership training offerings](#).

Members recognize a [strong potential](#) for valuable education and guidance, including professionalism, data, amalgamations, regulations, ethics, and leadership skills.

Members strongly emphasized the importance of [OREA's lobbying and government relations](#) and want to better understand the practical implications for them at a local level. With the introduction of the [Ontario REALTOR® Wellness Plan](#), ongoing support with Member Boards and Members will be crucial for implementation.

There were suggestions to review existing [education services and events](#) to see where there are opportunities to foster learning and seek potential partnerships that would increase the value of membership.

We heard loud and clear that Members would like to see more specific [communications](#) around OREA services, the benefits and impact of enhanced government relations and advocacy efforts and to receive more practical information to support the day-to-day realities of the real estate market.



VALUE IN 2027



This is an important moment in time for the real estate industry. As your association, we are committed to our Members success both as businesses and as individuals. Through our consultation, we heard that we have made significant strides as an association to better support you over the last number of years; however, [there is more we can do](#).

Looking ahead to 2027, we will continue to focus our efforts on advocacy, government relations, Standard Forms, education and events. While our events, such as REALiTY and the Annual General Meeting, present excellent networking opportunities, OREA members have recognized a strong potential for OREA to play a larger role in helping facilitate the growth and education of its members when we are gathered together.

Building on our successes, this Strategic Plan seeks to go one step further to leverage opportunities to increase the [value you receive](#) through your membership, to ensure you have the tools and resources necessary to [support your success and provide the support](#) you need to thrive in an ever-changing real estate market.

Through strategic initiatives, OREA will provide more relevant communications, at the right time, and on the right issues. We will support our Members Boards as they seek to amalgamate and consolidate across the Province. As the political landscape evolves, we will provide our Members the tools and training necessary so they can engage local politicians and help drive the agenda for municipal decision making. On behalf of your Board of Directors and the OREA team, [this Strategic Plan is meant to ensure you have the guidance, support and education needed to help advance your goals and success as REALTORS® in Ontario](#).

TANIA ARTENOSI
2023 OREA President



OREA STRATEGIC PLAN 2023-2027

A MEMBER FOCUSED PLAN TO ENABLE YOUR SUCCESS

As our Membership grows, so does the need for your expertise and experience to help Ontarians navigate one of the most challenging real-estate environments in decades. [This plan is all about you – our Members – to ensure you have everything you need to grow and succeed as individuals and as businesses.](#)

[Thank you](#) to all our Members, Member Boards and our Board of Directors for your collaboration on this Strategic Plan. Value comes in many forms, and because of your honesty, transparency and appreciation for OREA's mandate, we are charting a course that better connects best practices, enhances our communications and provides impactful, sustainable, and effective resources to our Members and Member Boards.

On behalf of the OREA team, we can't wait to bring this plan to life and look forward to working with you over the next 5 years.

Tim Hudak
OREA CEO





Diversity, equity
and inclusion



Sustainable and
impactful
services



REALTOR®
focused OREA
events



Education to
drive success



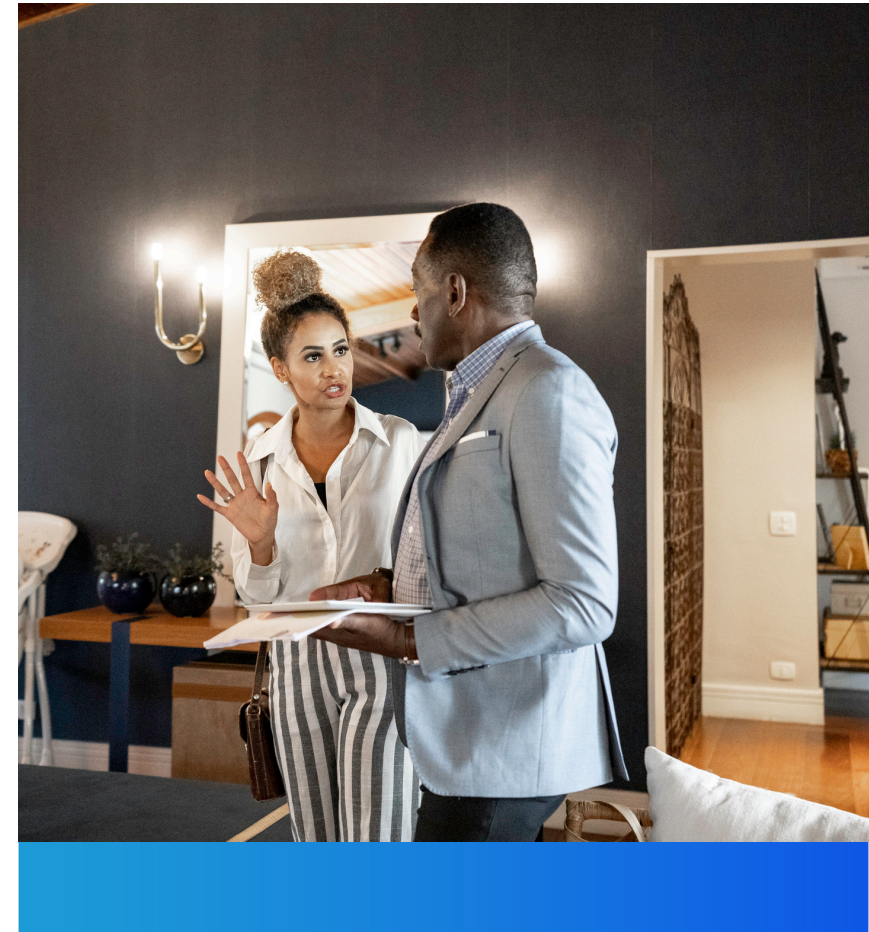
Supporting local
boards

DIVERSITY, EQUITY AND INCLUSION

OREA is fully committed to implementing all 19 recommendations outlined in the Fighting for Fair Housing Report by 2025. We have already made significant strides in combating systemic racism within Ontario's real estate and housing sectors. Our advocacy efforts have led to the introduction of Bill 23, the More Homes Built Faster Act, 2022, which marks a substantial initial move toward ending exclusionary zoning and enabling racialized and marginalized communities to achieve homeownership. Our Board of Directors has also actively raised awareness among members and consumers through op-eds and speaking engagements.

While much work has been done to date, the next step is to increase our education, training and implementation so all Member Boards, Brokerages and brands are well supported to be DEI champions in their regions. OREA will:

- OREA is committed to putting the tools and resources needed in place to speed up and maintain progress on implementation.
- We will continue to work with Member Boards, brokerages, brands, and YPN to develop DEI champions across the province.
- OREA will collaborate with Member Boards to find new ways and opportunities to educate Directors and broader Member education.
- Throughout our existing leadership courses, we will update them to embed DEI, bring more speakers to our events, and support more diverse candidates to run for OREA and Member Boards.



SUSTAINABLE AND IMPACTFUL SERVICES



Over the next five years, OREA will leverage opportunities to enhance the value of our services through new partnership opportunities and finding additional ways to support you.

Ontario REALTOR® Wellness Program (OWRP) Standard Plan

Tens of thousands of REALTORS® across the province were without access to health and wellness benefits. When life takes an unexpected turn, having a health and wellness program that has been tailored to our industry is crucial to ensuring that our Members have access to comprehensive support, without any concerns around pre-existing conditions or medical tests. The decision to proceed with the ORWP was determined by the Member Boards, with 73 votes in favour and 59 against. As we navigate the implementation of the ORWP, our commitment is to keep members well-informed. OREA will continue listening to feedback from members and making improvements and enhancements the program over time. OREA will provide more updates on key dates and resources to facilitate a seamless transition for every REALTOR® to benefit fully from the program.

Advocacy and Government Relations

OREA will provide additional training, education and resources to Member Boards to support their advocacy and government outreach at the municipal level to help drive results. Namely, we will add additional training at our key events, including the Power House Conference. Provincial advocacy efforts and wins will be shared so you understand the local and personal implications of policy, regulatory or legislative changes. OREA will continue to demonstrate the impact of advocacy and government relations efforts by providing education, webinars and updated timely communications.

Standard Forms

OREA's Standard Forms offer substantial value to our Members, and we aim to enhance their flexibility. We will collaborate with Member Boards and adjacent organizations to expand our Standard Forms education and offerings for our members over the next three years, promoting ongoing growth and learning.



SUSTAINABLE AND IMPACTFUL SERVICES



Leadership development

Our Member Boards are successful thanks to their great leadership, and in part to OREA's Leadership Development Training. We understand that effective leadership requires skills, expertise, and support. OREA's extensive Leadership Development training will expand to include best practices on areas such as media training, social media, marketing, and an enhanced focus on DEI. Additional courses on Financial Statements and Advanced Director education are currently under development and will be launched in 2023-2024 respectively.

Communications

We heard from our Members that you want to know what is working in other regions, their lessons learned and, how their experiences can help inform your own approach. To expand the knowledge transfer between OREA and Member Boards, OREA will tailor communications to Members, providing timely, accurate and relevant information and seek new ways to engage through a variety of channels. This also includes showcasing local Boards ongoing work and achievements so others across the province can learn from their experiences.

Events – Power House Conference

OREA takes pride in providing our Members events that are educational, aspirational and allow Members to network. Going forward, OREA will open our Power House Conference to all Members and other industry partners to provide enhanced training and municipal advocacy. This also includes celebrating the advocacy efforts of local Member Boards so others across the province can leverage their insights.

Member Board and Partners Sponsorship

With more than 103,000 members across the province, OREA will seek out additional partner sponsors and collaborations to enhance OREA services, events and educational offerings. This also includes collaborating with Member Boards to help facilitate dispute resolution, mitigation of conflicts, and enforcement of the REALTOR® Code, if so delegated..



REALTOR® FOCUSED OREA EVENTS

OREA events provide Members with cutting-edge education, information, and insights for daily success. We take pride in our strong event brand and growing provincial interest. Our ability to host province-wide events, like REALiTY, is a capacity we aim to further develop.

OREA events are designed to enhance your skills, services, and network. In today's dynamic real estate market, our Members are seeking more resources and information to drive success. We will adopt a more industry-focused approach by collaborating with Member Boards and expanding partnerships with industry-related organizations.

[The Hot Seat](#)

The Hot Seat continues to provide our leaders the skills and training to become comfortable talking to media and representing their Board in their region. In addition to bolstering attendance, OREA will increase the value by facilitating a greater exchange of ideas and insights. We will find innovative ways to facilitate media training and partner with media outlets, universities and other institutions to enhance our offering.

[Peak Leadership Summit](#)

We have heard from our Members that they would welcome the opportunity to attend the Peak Leadership Summit. We will open the Summit to the broader membership and adjacent industry partners, not-for-profits, and build in additional elements such as awards, activities and certification upon completion. OREA will also engage our Young Professionals Network to build awareness and present the YPN Emerging Leader Award at the Summit.



REALTOR® FOCUSED OREA EVENTS



Annual General Meeting

The Annual General Meeting provides an excellent opportunity for Presidents, Presidents-Elect and Past Presidents to connect and network, but also to learn. To maximize the value of our Annual General Meeting to Members, OREA will evaluate ways to create opportunities for members to network by including an additional day of events following the AGM. This will enable OREA to enhance its ability to streamline our offering and continue to support the Foundation while also expanding our reach.

REALiTY

REALiTY has been a huge success and one we want to continue to build on and leverage for years to come. OREA will offer greater industry-related content to ensure the conference provides the most value to our members. Working in partnership with the local Member Board where REALiTY will take place, OREA will add additional elements to the conference, such as certification, to further advance our member's education and knowledge of the industry. We are committed to offering the best value to our members and event attendees, while being cost efficient.

Power House Conference

Bringing together the best and brightest minds in politics to help educate our Members, OREA will seek to build on the success of past Power House Conferences and will expand the event's reach by collaborating with related industries, organizing joint events, and exploring cross-industry topics. OREA is committed to refining the content of our events, so we will ensure that it is more real estate-focused, anchored in education, and touching on topics such as emerging technologies. We will look to create breakout sessions that are tailored to getting results and provide the tools needed to advance engagement at municipal levels.



EDUCATION TO DRIVE SUCCESS

OREA is committed to offering our Members education and resources that will assist both individuals and businesses in achieving success. We heard from our Members that OREA plays a vital role in ensuring its members are successful, to facilitate the knowledge transfer of best practices and develop core competencies. Building on our existing courses, we will continue to enhance, update and innovate our educational material to ensure our Members have the right information, at the right time.

TRESA Guidance

Buying or selling one's home deserves the expertise of a REALTOR® with the highest professional standards. OREA will digitize our TRESA educational materials to ensure Members have a clear understanding of the implications, how they can act on elements within the Act and how the act protects REALTORS®. This course is integral for OREA members to understand the practical application and implications of this new and important legislation.

Standard Forms Guidance

Standard Forms unify every REALTOR®, and we will seek to make a core set of Standard Forms courses and will simultaneously provide more updates as we look to condense Forms and add more flexibility within them.

Leadership Courses

OREA's Leadership Courses provide immense value to our Members, and we plan to increase the subjects we cover to be more aligned with the realities of skills needed daily to be a successful REALTOR®. OREA highly recommends that new members complete the Leadership 100 courses to ensure they embark on their professional journeys with a strong head start. We will also be updating our course material to include DEI, selling best practices, marketing, budgets and financial statements, and provide more demanding, refreshed, training for our experienced leaders as practical components of education. OREA will seek new partnerships opportunities to expand REALTORS® skillsets and diversify education to enable our Members to increase their influence in other associated industries. Our courses will continue to evolve as the industry does, ensuring our Leaders feel well supported and empowered.



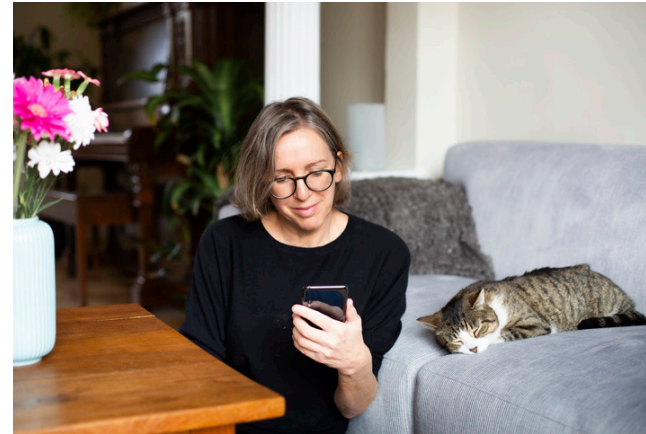
EDUCATION TO DRIVE SUCCESS

[New Membership Welcome Webinar](#)

The Member Welcome Webinar is a constantly evolving program that reflects the current themes and trends in the industry. OREA is committed to improving its uptake with all new members by encouraging its use and making it readily accessible to ensure members are fully onboarded. We will also look to expand our offering through videos, practical courses and meet and greets.

[My Academy](#)

OREA is thrilled to offer our Members My Academy, OREA's Learning Management System, allowing Members to access Leadership Courses, the Standard Broadcasts, Standard Forms Webinar recordings, and event highlight reels in one place. We will continue to add new courses, fostering engagement with Members, and develop a new training toolkit for new agents.



SUPPORTING LOCAL BOARDS

As our local economies become more intertwined, and technology advances, amalgamations between boards are becoming a more frequent occurrence, and members would like OREA to provide guidance and best practices to Member Boards to advance that process.

Improving communication and building trust between local boards and OREA.

OREA will provide enhanced communications to alleviate confusion, strengthen trust, and increase transparency between Member Boards, Members and OREA. Working with Member Boards, OREA will tailor its communications and education to ensure it aligns with the reality on the ground and shifting market environments.

Increase knowledge transfer and offer best practices.

With growth across the province, it's inevitable that growth will lead to regional change. OREA will not direct but will rather provide Member Boards best practices and guidance that can help facilitate amalgamations and consolidations to enable successful mergers.

ORWP Implementation

OREA is actively preparing for the rollout of the ORWP, scheduled to take effect for all Members starting January 1, 2024. This involves finalizing details, coordinating resources, and ensuring a smooth transition for Member Boards and Members. OREA remains committed to keeping Members well-informed throughout this process.



SUMMARY

DIVERSITY, EQUITY AND INCLUSION:

1. OREA is committed to finding the tools and resources needed to speed up and maintain progress.
2. We will continue to work with Member Boards, brokerages, brands, and YPN to develop DEI champions across the province.
3. OREA will collaborate with Member Boards to find new ways and opportunities to educate Directors and broader Member education.
4. Throughout our existing leadership courses, we will update them to embed DEI, bring more speakers to our events, and support more diverse candidates to run for OREA and Member Boards.

SUSTAINABLE AND IMPACTFUL SERVICES:

1. OREA will offer coverage for healthcare, prescription drugs, paramedical practitioners, medical services and supplies, and a member and family assistance virtual healthcare program, through the Ontario REALTOR® Wellness Program (ORWP) Standard Plan.
2. OREA will provide additional training, education and resources to Member Boards to support advocacy and government outreach at the municipal level to help drive results. Namely, we will add additional training at our key events, including the Power House Conference.
3. Provincial advocacy efforts and wins will be shared with Member Boards and Members, so you understand the local and personal implications of policy, regulatory or legislative changes.
4. OREA will continue to demonstrate the impact of advocacy and government relations efforts by providing education, webinars and updated timely communications.
5. OREA will also expand our Standard Forms education and offerings to our members over the next three years.
6. OREA is dedicated to enhancing our Leadership Development training to ensure that it encompasses vital areas, including media training, social media, marketing, and a strengthened focus on DEI, demonstrating our commitment to empowering our members.
7. Additional courses on Financial Statements and Advanced Director education are currently under development and will be launched in 2023-2024 respectively.
8. To expand the knowledge transfer between OREA and Member Boards, OREA will tailor communications to Members, providing timely, accurate and relevant information and seek new ways to engage through a variety of channels.
9. OREA will open our Power House Conference to all Members and industry partners to provide enhanced training on local and municipal advocacy.
10. OREA will seek out additional partner sponsors and collaborations to enhance OREA services, events and education. This includes collaborating with Member Boards to help facilitate dispute resolution, mitigation and professional standard enforcement.



SUMMARY

EVENTS

1. Hot Seat: OREA will seek out new ways to facilitate media training and partner with media outlets, universities and other institutions to enhance our offering.
2. PEAK Leadership Summit: OREA will open the Summit to the broader membership and adjacent industry partners, not for profits, and build in additional elements such as awards, activities and certification upon completion. OREA will also engage our Young Professionals Network to build awareness and present the YPN Emerging Leader Award at the Summit.
3. Annual General Meeting: OREA will evaluate ways to create opportunities for members to network by including an additional day of events following the AGM. This will enable OREA to enhance its ability to streamline our offering and continue to support the Foundation while also expanding our reach.
4. REALiTY: Working in partnership with the local Member Board where REALiTY will take place, OREA will offer greater industry-related content to ensure the conference provides the most value to our members and will add additional elements to the conference, such certification, to further advance our members education and knowledge of the industry.
5. Power House Conference: OREA will seek to build on the success of past Power House Conferences and will expand the event's reach by collaborating with related industries, organizing joint events, and exploring cross-industry topics. We will look to create breakout sessions that are tailored to getting results and provide the tools needed to advance engagement at municipal levels.

EDUCATION

1. OREA is committed to ensure the New Membership Welcome Webinar is encouraged and readily accessible to all new Members to ensure they are fully onboarded.
2. OREA strongly recommends new and current members take the following courses : Leadership 100 and a core set of Standard Forms courses, TRESA Guidance.
3. OREA is committed to supporting members as they embark on their professional careers with a head start. We will provide guidance and resources to ensure best practices in selling, budgeting, financial statements, media training, and social media and marketing practices.

FUTURE OF OREA AND LOCAL BOARDS:

1. Working with Member Boards, OREA will tailor its communications to ensure it aligns to the reality on the ground and shifting market environments.
2. OREA will provide Member Boards best practices and guidance that can help facilitate amalgamations and consolidations to enable successful mergers.
3. OREA is actively preparing for the rollout of the ORWP, scheduled to take effect for all Members starting January 1, 2024. This involves finalizing details, coordinating resources, and ensuring a smooth transition for Member Boards and Members.



