Promoting Professionalism
OREA 2016 Annual Report
About OREA

The Ontario Real Estate Association (OREA) represents 63,000 salespeople and brokers who are members of the province’s 40 real estate boards. OREA serves its members through a wide variety of publications, education program and special services. The association provides all real estate registration courses in Ontario.

Our Mission

To help Ontario REALTORS®, brokerages and associations succeed.

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Jazz is a unique art form. I have seen firsthand the power of this style of music to bring people together. Individuals pool their talent in a way that enables a jazz ensemble to create something wonderful. The success of that collaboration lingers long after the notes are played.

Working in real estate has some parallels with the world of jazz. You, our members, possess a huge range of skills. By working together, we can produce something more enduring and worthwhile than any of us could do individually.

As president of the Ontario Real Estate Association (OREA), I aim to draw on all of your skills and passion. Like a musical group, we can and should come together, bringing individual talents to our collaborative endeavours with a sense of pride and purpose.

Our industry is at a challenging juncture. We must navigate the complexity and range of issues before us. Advances in technology and rising consumer expectations have spawned a sense of urgency within our field, and we must respond to these changes. Meanwhile, we must also focus on innovation and renewal going forward.

I believe that connections are a vital part of the formula to address these issues. Success in real estate depends a great deal on the ability to connect with others. So, too, must our association reach out to all of you. A vital and thriving association hinges on the engagement of its members. One of my goals for the year ahead is to enhance the connection between the association and our constituents across the province – from Thunder Bay to Ottawa to Windsor.

A crucial tool to meet this goal is communication. I am committed to strengthening the dialogue between OREA and you, our members. An engaged membership raises the quality of the conversation and enables us to develop the vision and strategy we need to overcome the obstacles that lie ahead and embrace new opportunities.

A richer, more personal connection between the association and REALTORS® will only serve to strengthen OREA and the calibre of our products and services. I look forward to guiding the association in the year ahead. By working together, we can steer our association and our industry on the right path. We can all feel jazzed about that.

Sincerely,

Ray Ferris
President, Ontario Real Estate Association
You will see from the pages of this report that the previous year has been a busy but successful one for the Ontario Real Estate Association. I am pleased and proud of our accomplishments as we continued to work hard to serve you – our members. Engaging our members has been a priority for all of us this past year. You will read about a number of initiatives launched to ensure that your association meets your needs across the province. An engaged membership is vital to the association’s success in the future.

The public perception of REALTORS® has been greatly enhanced, something that you told us was the most important thing your association could do for you. Research reveals that 91% of prospective buyers and sellers would recommend using a REALTOR® to friends looking to buy or sell, and a five-point increase of those who say REALTORS® provide market knowledge (see p. 7). This shift in public attitudes follows the launch of our REALTOR® value advertising campaign (see p. 4).

Education continues to be a key part of our work. The OREA Real Estate College delivers high quality real estate education (see p.12) and for the second time it has won a prestigious international education award. Its focus on blended learning and the flipped classroom is a highly-successful approach that sets up our students for success.

On the advocacy front, we celebrate several big victories. OREA serves as your voice to policy makers at Queen’s Park, and this was a highly successful year for the association. Great strides were made when electronic signatures began to take effect and when OREA successfully stopped the spread of the municipal land transfer tax (see p. 3).

This is my last report, as I have announced my retirement at the end of 2016. I want to take this opportunity to say farewell. I have worked closely with 16 OREA presidents – a hard working, under-appreciated group of dedicated volunteers who have my gratitude. I have spent 30 years in association management, and I can say without reservation that we have the best staff in the business. Many of you have heard me say that, with my senior management team, we can go into any large association that’s in trouble and have it back up and running in a couple of weeks.

I want to thank Dinaz Garda, Manager, Executive Office Operations, for her loyal support over the last 15 years. Dinaz, I hope you will stay around to train the next CEO! Finally, I want to thank my wife, Joe-ann, for her unstinting support and understanding about the many evenings and weekends spent with committees and on the road. I could not have done it without her.

Sincerely,

Ed Barisa
Chief Executive Officer, Ontario Real Estate Association
ADVOCATING

Advocacy is a key service that the Ontario Real Estate Association provides to you. Your association is the REALTOR® voice at Queen’s Park on issues that matter to you and your industry. OREA works to create a legislative and regulatory environment favorable to REALTORS® and real estate. In short, OREA helps you do business better by relaying your views to policy makers. OREA’s advocacy efforts saw great success on a number of fronts in 2015.

Municipal Land Transfer Tax

This past year OREA scored what was perhaps the largest success at a government relations initiative in the association’s history. It successfully stopped the spread of the municipal land transfer tax (MLTT) province-wide. The success was driven by the Don’t Tax My Dream campaign, which called on all Members of Provincial Parliament to protect affordable home ownership in Ontario by opposing the spread of the MLTT beyond Toronto. OREA launched this mass advocacy campaign in response to news from Queen’s Park that the province was considering giving all Ontario municipalities the authority to levy the tax, which adds thousands of dollars to the cost of home buying.

The campaign dramatically raised the profile of this issue in the public eye. (See the box, Don’t Tax My Dream, at right.) It featured a consumer website and video, a news media initiative, radio ads, social media, grassroots advocacy and a call to action. The goal was to convince the government not to allow the MLTT to be levied by cities beyond Toronto and raise awareness of the implications of another tax. All of these efforts succeeded in December, when the government announced publicly that it would not extend the tax – great news for home buyers in Ontario.

Electronic Signatures

Years of advocacy work paid off in July 2015 when electronic signatures could finally be used officially in a key real estate document, the agreement of purchase and sale (APS). OREA had convinced the government in 2013 to amend the Electronic Commerce Act to remove the exclusion for the APS. After review and consultation, the government allowed the change to take effect in 2015. This now means faster, more convenient transactions that give consumers the confidence to use electronic signatures on the APS. This was a huge victory for REALTORS® and consumers and marked the culmination of years of lobbying by OREA.

Mandatory Home Energy Audits

Although OREA supports home energy efficiency, it opposes mandatory home energy audits at time of listing. This would make home ownership less affordable and burden buyers or sellers with even more costs. OREA supports voluntary energy audits. OREA continues to speak out again the province’s proposed Home Energy Rating and Disclosure (HER&D). OREA will continue to advocate on this and other issues on behalf of REALTORS® in Ontario.

Don’t Tax My Dream

• The website, www.DontTaxMyDream.ca, was refreshed with new content and drew more than 106,000 unique visitors from across the province to the site.
• Almost 35,000 emails opposing the spread of the municipal land transfer tax (MLTT) were sent by consumers to Ontario MPPs in one of the most successful Calls to Action ever launched by OREA.
• A media relations blitz led to news coverage across Ontario, with more than 130 million impressions – huge exposure for the campaign. Impressions are the number of times people heard or read an MLTT story. As well, more than 750 news stories mentioned the MLTT.
• On social media, almost 241,000 impressions were generated on Facebook, and there were 36,000 engagements – clicks, comments, “shares” and “likes”. Twitter saw 157,000 impressions as well as 2,200 engagements – retweets, clicks and “favorites”.
Connecting with Members

Ad campaign audience: 256 million
Media relations: 199 million
Smartphone traffic: Up 19%
Total web visits: 2.3 million
Facebook impressions: Up 105%
Twitter engagement: Up 71%
YouTube views: Up 43%
Blog visitors: Up 33%
Tablet traffic: Up 7%

COMMUNICATING

Communication is central to working in real estate. Every day you communicate with clients, prospects or fellow REALTORS®. In today’s fast-paced world, effective communication is more important than ever. To succeed in real estate, you must reach out to people in a variety of ways. That’s why OREA uses different means to communicate with you, through traditional and new media.

Ad Campaign

A mass advertising campaign continued across the province with the goal of promoting to consumers the value of REALTORS®—something you viewed as top priority. Keeping the REALTOR® at the centre of the real estate transaction is vital, and OREA’s ads delivered this message and boosted the public perception of your profession. Upbeat TV commercials and strategically located billboard ads delivered the message to consumers in the campaign called REALTORS® we do the homework™. A consumer website was also created: www.wedothework.ca.

The ad campaign’s total audience reach in 2015 was 256 million. That’s how many times the TV commercials and billboards were seen throughout the province. Surveys revealed a significant increase in public opinions of REALTORS® among consumers who saw the ads.

Consumer Confidence

Surveys conducted in 2015 with consumers across the province to gauge perceptions of the REALTOR® value advertising campaign revealed the following compared to 2014:

- Percentage of consumers who believe REALTORS® look out for their best interests rose to 81% (4/5) by 5 points, compared to 76% (3/5). This is a significant hike and a tribute to the campaign’s effectiveness.
- 7 of 10 consumers surveyed (71%) rated REALTORS® contributions as valuable or highly valuable.
- 4 of 5 prospective buyers or sellers (79%) rated REALTORS® as valuable or highly valuable in a transaction.
- A 7-point increase occurred among prospective buyers and sellers who rated REALTORS® as highly valuable.

Books and Brochures

Publications from OREA help you promote your services and increase sales. Consumers brochures explain complex real estate issues to your clients and cover a range of topics. The books, How to Buy Your Home, and How to Sell Your Home, help you guide clients.
Newsletter

The REALTOR® EDGE newsletter contains practical, useful information that you need to do business. Published monthly, it delivers news and commentary to help you stay current on issues and comply with regulations. Almost three quarters (74%) of OREA members regularly read the newsletter.

In the News

Media relations enjoyed great success in 2015. In total, 1,621 stories with an OREA key message or reference were generated. The audience reached was more than 199 million impressions. That’s how many times consumers heard or read a story connected to OREA. Moreover, OREA proactively generated 92% of those media impressions. In particular, the Municipal Land Transfer Tax (see p. 3) received hundreds of hits in print, broadcast and online media. The REALTOR® value message was central to articles OREA developed for community newspapers and online outlets, which accounted for 20% of all media coverage.

Social Media

Activity on OREA’s social media grew in 2015 in every area, with marked increases over the previous year. The We Do the Homework campaign (see p. 4) and the MLTT campaign (see p. 3) were responsible for a majority of social media activity. OREA’s two Facebook pages cover a wide range of topics. The info page features news, events and the blog, while the college page focuses on education. Combined followers reached 9,970, up 23% over the 8,080 last year. Impressions doubled from 509,473 to 1,045,037 – the number of times the content appeared in people’s social media feed. Total engagement – clicks, “likes” or “shares” – grew from 13,013 to 59,194, a colossal increase of 354%. On Twitter, OREA’s two accounts focus on serving members, students and the public. Together, the accounts drew 17,452 followers in 2015, up 28% over 13,531 followers in 2014 with total impressions at 4.2 million. Engagement rose to 20,022, up 71% over 11,652.

Videos and Blogs

OREA’s YouTube channel continues to grow. It hosts videos, leadership training blogs and podcasts. In 2015, viewers watched 164,956 minutes of OREA videos, more than double (106%) the 79,764 minutes a year earlier. There were 90,234 views compared to 62,680, a 43% increase. OREA also ran five videos on Facebook, including two new campaign ads, two ads repeated from 2014, and a humorous video created just for social media, “Found in Translation” (shown above). The five videos were viewed 667,101 times.

OREA’s blog also grew in popularity. With new content added several times a week, the blog covers everything from ongoing learning and real estate news to leadership tips and advice for young professionals. In 2015, the blog had 73,503 visitors, up 33% over the 55,166 in 2014. Page views rose to 124,547, up 32% over 93,927 in 2014.

Website

In 2015, the OREA website, www.orea.com, received 2.3 million visits from 820,000 users. In total, 14 million pages were viewed. Page views in the Members’ area rose to 376,000, up 25%. Traffic to the Standard Forms area rose 45% over 2014 to 74,000, while visits to the newly-digital REALTOR® EDGE newsletter rose 68% to 82,000 visits. Visits to the Leadership area rose 67% to 69,000.

Mobile Devices

Mobile traffic to OREA’s website continued an upward trend. Smartphone visits rose to 606,000, a 19% increase over 2014, while tablet visits reached 209,000, a 7% increase. The number of users accessing the site by smartphone for the first time climbed by 25% to 205,000, while those accessing the site by tablet for the first time rose 4% to 64,000.

Shift in Attitudes

A survey of consumers showed improvements over the previous year in public perceptions after the ad campaign. People said that REALTORS®:

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<th>Provide market knowledge</th>
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<th>95%</th>
<th>2014</th>
<th>92%</th>
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<tr>
<td>Ensure things go smoothly</td>
<td>2015</td>
<td>92%</td>
<td>2014</td>
<td>90%</td>
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<tr>
<td>Help avoid hassles and complications</td>
<td>2015</td>
<td>93%</td>
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<td>91%</td>
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The association aims to meet your needs. That’s why OREA has continued to step up its efforts to serve members across the province.

**Forms and Clauses**

To help you with real estate forms, OREA produces vital resources. You can stay up to date by reviewing and ordering revised OREA standard forms. Commercial and residential NCR® OREA standard forms are available on the OREA website. In 2015, members purchased over 100,000 printed forms and 5.8 million online from WEBForms®, available on REALTOR® Link. Updated clauses and a summary of revisions can be found on the website. You can find the updated *OREA Residential and Commercial Clause Booklet, 2016 Summary of Forms Revisions*, and more than 20 helpful guides called *Forms Explained*, along with frequently-asked questions about forms.

**Explaining Key Forms**

Short video tutorials and online webinars can help you understand many real estate forms, including the new *Form 801* – created to comply with legislation to prevent phantom offers. A webinar about this form was watched 889 times, and the tutorial 310 times. The videos and tutorials help you to do business better and comply with legislation by describing in detail how to use the forms. As well, 106 standard forms and clauses have now been translated into French. See the members section of [www.orea.com](http://www.orea.com) under Standard Forms.
Research

Research is a vital tool to develop strategy and to understand trends and markets. OREA continues to enhance its research capacity to guide decision-making based on your needs and views. In 2015, OREA Research engaged a group of 4,000 REALTORS® who volunteer to take part in surveys. As well, consumers completed more than 5,500 surveys in 2015. Insights gained from research help guide and direct OREA and track successes. One survey of prospective buyers and sellers conducted after the REALTOR® value ad campaign revealed some improvements in the public perception of REALTORS®: Among those planning to buy or sell a home in the next two years, 91% said they would recommend using a REALTOR® to friends looking to buy or sell a home, up 3 points from 88% a year earlier. See the “Higher Impressions” box at right.

Saving You Money

Get a variety of great discounts through OREA affinity programs that offer products and services to you at reduced rates, including cell phones, health and wellness benefits and insurance. Affinity partners are: AEROridge Insurance Brokers Ltd; Corporate Benefits Analysts Inc. (CBA); MBNA Master Card; Rent Check Credit Bureau; Rogers Wireless; and TD Insurance Home and Auto. Revenues from those programs in 2015 totalled more than $103,000, with those funds supporting shelter-based charities via the Foundation (see p. 11). For more details, see the members section of www.orea.com and click on Affinity Programs in the Quick Links box.

Commercial Real Estate

OREA serves the needs of commercial REALTORS® through the Ontario Commercial Committee, with the OCC chair representing commercial members on OREA’s board of directors. A new brochure is being created to promote commercial REALTORS®. Each year OREA sponsors and sends representatives to commercial real estate conferences across Ontario. This past year included Burlington, London and Ottawa.

Legal Forum

This service is a popular feature of OREA’s website, enabling you to submit general questions online about real estate and ethics. Get answers from a legal expert at no charge and read previous questions and answers to learn more. To date, 5,797 questions have been submitted.

RECO Complaints

This service helps members to navigate the often stressful RECO complaints process and to get legal information on RECO’s investigative and adjudicative process. Since the service was established more than three years ago, 370 inquiries have been received and various information sessions have been held across the province.

Trade Shows

OREA distributes resources and information at real estate trade shows across the province to help you in your business. Representatives attended 14 shows last year, including Hamilton-Burlington, Ottawa, London and Windsor.

Fun and Games

An interactive quiz was created last year by OREA. It asked “What kind of REALTOR® superhero are you?” This fun personality quiz engaged members in a playful way with a lighthearted approach.

Higher Impressions

A survey of prospective buyers and sellers who were planning to buy a home in the next two years revealed improvements in the public perception of REALTORS® following the ad campaign (see p. 4). A total of 91% would recommend using a REALTOR® to friends looking to buy or sell, up 3 points over 2014. Moreover, those surveyed said that REALTORS®:

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<th>Provide market knowledge</th>
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<th>Save time</th>
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<table>
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<tr>
<th>Provide greater buying/selling options</th>
<th>2015</th>
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<td>2014</td>
<td>88%</td>
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Many tools and resources are provided by OREA to help you and your local real estate board manage your organization, stay abreast of changing laws and keep current on trends. Strategic planning, leadership education and other resources are offered.

Learning to Lead

Leaders must possess a range of skills and talents. The OREA Centre for Leadership Development (OCLD) offers unique leadership programs. This training helps individuals and boards and improves the volunteer experience for everyone. Courses get rave reviews among participants – the average satisfaction rate last year was 4.5 out of 5. Since the OCLD was founded in 2006, the number of course enrolments has reached 11,300, with stellar feedback every year.

Getting Together

The OCLD organizes various events to enhance leadership skills. Since it was started 10 years ago, the OCLD has organized 64 events, including area meetings, Leadership Days, and professional development seminars and meetings for executive officers, board presidents and presidents-elect. Total attendance has risen to over 9,000 across Ontario.
Coordinated Efforts

The OCLD supports real estate boards in their effort to work together and coordinate resources. Many boards are exploring ways to share services or consolidate delivery of MLS® information; they wish to develop stronger ties with neighbouring boards. OREA has set up a special fund to help boards explore MLS® integration, merge or share services. In Ontario, 35 boards in 7 regions have developed or are developing central MLS® or search integration systems.

Podcasts

Physical hardships, flagging motivation, different work styles. These can all be obstacles to achieving your goals in work and life. Find out how various renowned leaders have overcome hurdles to attain their goal. The OCLD has created 13 inspiring videos and 26 audios on its Leadership podcasts. Speakers discuss everything from climbing Mount Everest to winning an Olympic medal. Watch, listen and learn about topics like achieving high performance, procrastination and handling a media interview.

Legal FAQs

OREA communicates daily with executive officers at real estate boards, fielding questions on governance and legal matters to help them serve their members and directors. In 2015, OREA responded to over 325 questions from boards. Some general questions are posted in the Legal FAQs for Board Executive Officers in the Legal Resource section of www.orea.com.

Bylaws, Rules and Regulations

OREA provides standard board bylaws and standard MLS® rules and regulations for real estate boards. OREA has provided a great deal of information to help boards comply with the Ontario Not-for-Profit Corporations Act, 2010 (ONCA) and continued to monitor its status. In Sept. 2015, the government committed to bringing ONCA into force at the earliest opportunity and will provide at least 24 months’ notice before it takes effect.

Compliance Matters

OREA continues to provide updates, information and template documents to help boards comply with the Accessibility for Ontarians with Disabilities Act, 2005 (AODA).

Appeal Panels

When a commission dispute arises between two brokerages in the same real estate board, a brokerage may submit a claim to its local board. If the conciliator cannot resolve the dispute, the local board sets up an arbitration hearing panel. That panel’s decisions may be appealed to OREA on specific grounds if certain conditions are met, and an OREA arbitration appeal panel is appointed. In 2015, OREA conducted seven appeal hearings.

Arbitration Panels

When a commission dispute arises between two brokerages in different real estate boards, a brokerage may request arbitration if certain conditions are met. In these cases, an OREA arbitration panel is appointed.

Award Winners

The OCLD has won an award for its unique program, Building Leadership through Communication, the course offered to board presidents-elect. The award was from Leadership Excellence and Development, a U.S.-based international organization. Over 90% of the selection criteria was based on course participant feedback.

For more details, visit the Leadership section of www.orea.com.
Engaged Members

Feedback from participants at Emerge events in 2015 was very positive, with 3/4 responding that they: are likely to attend an Emerge event next year; felt the event delivered value for the money; were satisfied with the event overall. Attendance rose in three regions: Eastern Ontario up by 6%; Western Ontario up 18% and Northern Ontario up 7%.

Engaged Members are vital to the health of the association. OREA has strengthened its efforts to engage membership across the province in a variety of ways.

Technology Events

Technology and strategy events were organized across Ontario to help you stay on the cutting edge. The series is called Emerge Moving You Forward with the Tools for Tomorrow. Its popularity continued in 2015, with six events drawing people to a variety of locations to hear exciting speakers and topics. In three of OREA’s regions, attendance rose over the previous year.

A panel of consumers was added to this year’s events and provided insights to REALTORS® who attended.

Networking Time

Connecting with others is a key step in growing as a professional. The YPN at OREA is aimed at up-and-coming leaders across Ontario and the group continues to thrive. Fourteen boards have active YPN groups with more planned in 2016. The OREA YPN hosted a REGeneration event for over 500 people at last year’s annual conference. Roundtable discussions with current YPN chairs were organized across Ontario for members to share insights. An awards program encourages involvement in organized real estate and recognizes outstanding members of all ages. Visit www.orea.com/About/Young-Professionals-Network

Alumni Program

A graduate’s connection to his or her college should not end upon graduation. The OREA Real Estate College has launched an alumni program for graduates who are also OREA members. Enjoy benefits and services such as the opportunity to network with practising REALTORS®. The program’s dedicated website has information on alumni events, links to real-estate specific media, discussion boards and a members’ directory. Members can also download free audio podcasts.

Watch and Learn

Learn more about leadership from experts in different fields. Videos are aimed at volunteer leaders who are new to real estate boards or committees. The Just-in-Time Learning videos have been viewed 13,700 times since 2014. The most popular video is “What is good governance?” with 5,645 views. Others videos are “The basics of making motions” and “how committees are structured.”

Go to the Library

Want to learn more about how to lead? The Leadership Library on OREA’s website was recently revamped so topics are easy to search. Categories include communication, leadership development and meetings. Read, watch or listen in the format you choose.
Giving Back
The amount of charity work and volunteering done every year by REALTORS® around the province is impressive. Many people may not realize the extent to which real estate professionals give back to the community to various worthy causes. Central to their efforts is the Ontario REALTORS® Care® Foundation, which supports shelters and shelter-based charities across the province. In 2015, REALTORS® and supporters of the Foundation raised money and volunteered at various projects, including Habitat for Humanity, building homes for needy families.

Grants to Charities
Shelter is one of humanity’s most basic needs. In 2015, the Foundation gave over $926,000 in grants to shelter-based charities. These grants make a huge difference in the lives of people in communities across the province.

Every REALTOR® Campaign
The success of this campaign is something to celebrate. Participating real estate boards collect $1 a month per member, with funds going to the Foundation for grants to charities. A total of $751,000 was raised in 2015.

Motorcycle Ride
The motorcycle ride for charity has taken place since 2006, with the amount of funds growing each year. The 2015 ride from Toronto to Ottawa featured stops along the way in Peterborough, Brockville and Smiths Falls. Last year’s ride raised $27,000.

Other Initiatives
Every dollar counts, and that’s why even small donations and local events can make a difference. In 2015, the “Jam with a Past President”, a musical event led by former OREA President Brian Walker at the OREA Political Affairs Conference, raised $8,000 for charity. Jeans Days, when OREA staff dressed casually for work on the last Friday of each month, raised $450 in 2015 for charities. For more details, visit www.realtorscareontario.ca.

Grants to Charities
The Foundation gave out $926,000 in grants to shelter-based charities across Ontario in 2015, an increase of almost 3% over the amount of funds given the previous year.

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<th>Year</th>
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<td>2015</td>
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<td>2014</td>
<td>900,000</td>
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The OREA Real Estate College provides quality real estate education and excellent customer service. OREA is authorized by the Real Estate Council of Ontario (RECO) to deliver the Salesperson Registration Education Program and the Broker Registration Education Program. In 2015, there were 56,192 individuals enrolled in these two programs. The college delivers these courses and provides service and support to you, before, during and after registration to enhance your experience. Online educational forums, instructor support phone lines, study aids and mentoring resources for new graduates are just a few of the services available to you.

A New Way to Learn
The college takes a unique approach that emphasizes student-centered learning and delivers content in a customized, exciting way. Blended learning puts the student at the centre of the learning, combining customized case studies with discussions facilitated by instructors. Questions encourage disciplined, thoughtful dialogue in class. Computer-mediated communication is featured and students can access online resources, including videos, in class and on their own time. Instructors engage the class in a dynamic dialogue rather than lecturing to the audience.

Satisfied Customers
- 98% said CSRs were easy to understand
- 97% said they were professional
- 96% said they were willing to assist
- 95% said they were courteous
- 94% said they were knowledgeable and responsive

Customer Service
If you have questions or concerns about your real estate studies, the Customer Service Centre at the OREA Real Estate College can help. The centre is a key point of contact for students. It received about 165,000 calls in 2015, including about 7,000 web chat conversations with customers. Despite the high volume of calls and web inquiries, the Customer Service Representatives (CSRs) got a high approval rating from you, our customers. Your satisfaction rate with CSRs was 95%, up 3 points over the previous year, in a recent survey. For more good news, see “Satisfied Customers” at left.

Wait Times Improve
Your time is important. That’s why the college has been working hard to reduce the wait time for those phoning for help. Recent customer surveys indicate a steady increase in the number of callers who say they did not have to wait at all before their calls were answered. The latest survey showed that 95% described their wait time as acceptable, rating it an average of 4.8 out of 5, an excellent result and demonstration of OREA’s commitment to solid customer service.

For more information, visit the OREA Real Estate College page of www.orea.com.
Promoting Professionalism
OREA 2016 Annual Report

- Visit our website at www.orea.com
- Follow us on Twitter @oreainfo
- “Like” us on facebook.com/oreainfo
- Check out our blog at www.oreablog.com
- Connect with us on LinkedIn at linkd.in/oreagroup
- Watch our videos on www.youtube.com/oreainfo