



AREA Monthly

The eNewsletter of the Alberta Real Estate Association | April 2018

Letter from President, D'Arcy Donald



D'Arcy Donald, 2018 AREA President (left),
Brad Mitchell, AREA CEO (right)

Dear AREA member,

My first broker once told me, "D'Arcy, if you tell your clients the truth in the morning, you don't need to worry about what you said in the afternoon."

Her advice has stuck with me, and I extend that policy of acting with honesty and integrity to my peers and competitors as well.

Ethics are baked into the REALTOR® Code and mandated by regulations, but they are also at the core of who we are as individuals and as industry professionals. As individual REALTORS®, one of the most treasured possessions is our professional reputation - and we only have one of those. But we also share the collective reputation of REALTOR® and must share a common goal and responsibility of protecting the REALTOR® reputation.

As REALTORS®, we have all found ourselves at times having too much money at the end of the dollars. The temptation to take short cuts or fudge an ethical line is real. A reputation, once lost, is near-impossible to reclaim.

AREA's ongoing professional development helps support REALTORS® in our practice, and arms us against these situations. We know that knowledge is power, and with each course AREA puts out, more power is added to your arsenal.

AREA's 2018 Professional Development course will roll out next month and be open through January 2019. We encourage you to get it done early, to equip yourself with knowledge and confidence, and to continue to take pride in the industry that we have all worked hard to build.

D'Arcy Donald
2018 AREA President

Real Estate Act Review Task Force

Are you an experienced REALTOR® with outstanding knowledge and interest in the reshaping of Alberta real estate?

The current Real Estate Act is over 20 years old and will likely be up for review in the next election cycle. AREA has an opportunity to proactively create our suggestions to put before government, ensuring REALTORS® have a clear voice when the act is reviewed.

AREA is creating the Real Estate Act Review Task Force (REARTF). REARTF will be responsible for putting forward industry recommendations regarding changes to the real estate regulatory framework in Alberta, including:

- reviewing, discussing, and recommending the list of provisions of the Real Estate Act for amendment;
- discussing province-wide consultation strategy;
- discussing consultation findings; and
- formulating AREA's final recommendations regarding the real estate regulatory amendments to be submitted to the Government of Alberta.

Who are we looking for?

Seven (7) to nine (9) REALTORS® from across the province who have an interest in moving our industry forward via Alberta's Real Estate Act, Regulations and Rules.

What is your commitment?

Subject to a possible extension, we expect REARTF to be operational in 2018 and 2019 calendar years. Meetings will be held three times a year, with an option for additional meetings when required.

Meetings will be held in-person at AREA's office in Calgary, with videoconference participation offered to appointed task force members residing outside of Calgary.

Interested in this exciting opportunity? Contact the AREA team at advocacy@albertarealtor.ca. Please submit your resume and a brief letter highlighting your interest.

AREA Member Profile



Kevin Grenier, REALTOR® with MaxWell Polaris in Edmonton is a man of many hats. His favourite? A motorcycle helmet. With Spring here, Kevin's clients choosing to take their own vehicle will be following him on his motorcycle to view homes. "Many clients have been greeted for the first time by me rolling up on two wheels, in my very best gear and tie," says Kevin. "Life is too short to not have fun and both buying and selling can be stressful. My job with clients is to keep stress levels at bay with sound advice and a sprinkle of levity and laughter!"

We agree in full, Kevin. Stay safe on those roads! Do you have a hobby, volunteer gig, or side hustle you want to tell the world about? AREA not only wants to hear about it, but we want to share it with all of our members. To share your story, contact communications@albertarealtor.ca.



Market Report

Each month AREA produces a Market Report snapshot of real estate in Alberta.

[Click here to view March's Market Report online.](#)



Comments

Feedback or editorial requests can be sent to communications@albertarealtor.ca