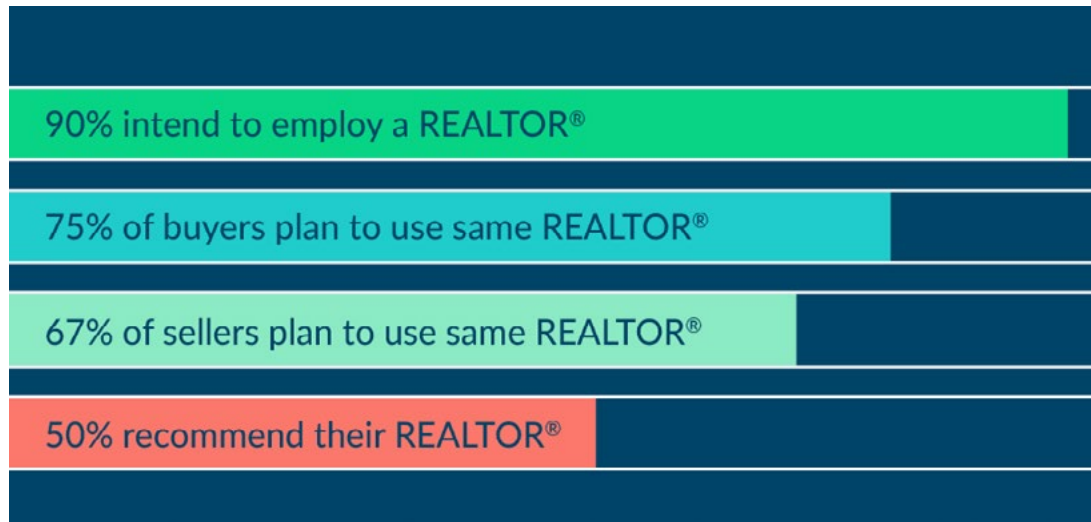




Standards of Professional Excellence



Winter 2017 Consumer Research



AREA Updates

Upcoming events

March 8, 2018
Ask an Expert -
Foreclosure Properties -
Denise Hendrix, Hendrix
Law, and AREA Director,
Doug Singleton

*The Webinar will be recorded
and made available to all
AREA members on March
16, 2018.*

Last winter, AREA partnered with the Alberta Real Estate Foundation (AREF) to conduct quantitative and qualitative research around consumer and REALTOR® perception of REALTORS®. This research identified the ways in which REALTORS® are excelling and opportunities for improvements in client service.

The research findings laid the foundation for AREA's draft Standards of Professional Excellence. These standards capture meaningful steps AREA members can take to assess or improve their client service.

The Standards of Professional Excellence will guide AREA's professional development programming and the findings will be used as a benchmark, where we can measure industry progress on maintaining and improving the image of REALTORS®.

The Standards for Professional Excellence:

1. **Active Listening:** fully understand your client's immediate needs, and long-term goals; which ensures clients receive excellent service throughout their relationship.
2. **Protect Clients from Risk:** minimize client risk by educating your clients on the risks associated with their unique transaction.
3. **Uphold the REALTOR® Name:** fostering and maintaining consumer confidence requires competency, transparency and respect.
4. **Effective Negotiating:** use your knowledge, experience and skills to negotiate towards a mutually beneficial outcome.
5. **Professional Development:** remaining current on best practices and industry trends through continuous education.

What do the [Standards of Professional Excellence](#) mean to you? We encourage you to spend some time reviewing the full standards. We will be requesting feedback in more detail in the months to come. If you have any questions, please contact communications@albertarealtor.ca.

AREA Wireless Device Plan

Time for a new smart phone? AREA is excited to offer another value-add option to our innovative mobility program: **AREA Wireless' New Device Plan**.

This allows existing and new AREA Wireless subscribers to purchase outright, or finance, a new device of their choice. Phone options include iPhone, Google and Samsung phones.

Features of the new device plan are:

- Potential savings up to \$1,000 (depending on device and compared against other cellular providers);
- Flexible financing options: affordable \$35/month*, 24 monthly payments, or pay for a device outright;
- Convenient billing for financing option, installment payments added to existing mobility invoice;
- Direct ordering through existing [user portal](#), or by calling AREA Wireless customer service;
- No contract, ability to leave program at anytime (subject to repayment of outstanding balance)



For complete details regarding AREA Wireless, [click here](#).

**to a maximum of \$840 + GST for device. Devices costing more the \$840 have up front costs, devices costing less will have a shorter financing term.*

At-Risk Commissions Update

In October 2017, we updated AREA members on research into a possible insurance product that was ongoing as a recommendation of the At-Risk Commissions Working Group. At the time, we said we would bring forward a member vote for or against Commissions Insurance, as it involves a long-term commitment of capital. The Working Group, comprised of representatives from AREA, RECA, REIX and local Boards, has new information on another option that may significantly affect the costs and structure of an insurance product.

The AREA Board has, therefore, decided to delay its member vote on insurance, until this new information is explored. Please stay tuned.



AREA's 2018 Leadership Conference

AREA's 2018 Leadership Conference will be held from May 9-11, 2018, at the Delta Hotel in Kananaskis. A focus will be placed on governance, and more information regarding specific conference details will be made available closer to the date.



Market Report

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

[Click to view January's report online.](#)



Comments

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