



AREA Monthly

The eNewsletter of the Alberta Real Estate Association | MARCH 2019

The Race is (Almost) On

Albertans will be heading to the polls this spring. As a non-partisan association, AREA advocacy efforts ensure real estate and REALTORS® are factored into the policy decisions that shape our province. Real estate is a key economic indicator in this province has been, we have ensured members on all sides of the house have heard that loud and clear. AREA encourages you to know your candidates, know the policies, and exercise your vote. Below are messages from former AREA members, now elected officials.

Lorne Dach, MLA Edmonton - McClung (NDP)

Before being elected I was a realtor for over 30 years. I know the importance of industry associations like AREA. I commend you on your efforts these past few years to help our government get a better understanding of your industry's needs. Your advocacy has helped shape many of our inclusive and community-minded policies.

My government colleagues and I have been working hard to protect consumers, make life more affordable, increase government transparency and make sure our economic recovery touches every Albertan.

As REALTORS®, you play an important role in our economy. You do more than just help people find places to live, you help them navigate some of the most complex purchases they will ever make.

REALTORS® are the front-line contact between consumers and many of our programs, services, and legislation related to building, buying, or renting a house or condominium.

We will keep fighting for you and the things your families and clients rely on. We have made significant investments in healthcare and education. We have built or refurbished over 200 schools across the province. We have invested in \$25/day childcare. And we're working to diversify our economy to secure good jobs for Albertans today and well into the future.



Drew Barnes, MLA Cypress - Medicine Hat (UCP)



On behalf of all the UCP Official Opposition allow me to send a shout out to the professionals of real estate! Not only are you entrusted with most Albertan's largest financial transaction, and the heart of where we share and raise our families, you shape the culture and sustainability of Alberta's communities.

I am so grateful that for 26 years I shared the opportunities of the real estate profession and as a member of AREA. I learned so much about healthy competition, business and professional values.

REALTORS® are an incredibly hardworking and innovative group who are leaders in showing Albertans how valuable and important the concepts of free enterprise, property rights, employment and wealth creation are. It is unfair to hardworking Albertans when government changes established rules and guidelines. Regulatory changes, tax and levy increases can be even more devastating to Alberta's reputation as a free enterprise leader and a great place to invest.

I want to acknowledge the great advocacy and professionalism that AREA has maintained for so long. Together, through AREA, the people and profession are significantly stronger. I salute REALTORS® and wish you all the best!

Advocacy

The next general election will occur between March 1st and May 31st. We hear that it may be called as early as tomorrow, sending Albertans to the polls mid-April.

Our messages to elected officials, to candidates, and to public servants remain unchanged.

- REALTORS® support free enterprise and the ability to buy, sell and own property as fundamental to a prosperous Alberta
- Keeping home ownership affordable is vital to Alberta's success as Canada's economic engine
- A made-in-Alberta mortgage solution could ease pressure from the Federal stress test, which was intended to cool the Toronto and Vancouver markets, but further chilled Alberta's already cool market

For information on the Alberta election, we encourage you to visit [Elections Alberta's Website](#).

Professional Development

AREA members told us they want more opportunities for learning around business skills for Alberta's Real Estate professionals. We've heard you and are thrilled to announce a first-in-Alberta industry partnership with SAIT. This accredited "Leadership in Real Estate Certificate" program is open to all industry members and will offer business-based learning opportunities across the province. For more information check out our professional development page at www.albertarealtor.ca.

We want your feedback on our podcast. *In Your AREA* was introduced in August 2018, offering a monthly, bite-sized episode, all about things REALTORS® want to know. Take a few moments to answer 5 quick questions [here](#)!

Forms

AREA's Forms and Practice committee meets in May. Please send any topics you would like reviewed to forms@albertarealtor.ca.

Member Programs

An opportunity for you and your family to save some cash and win your own bird's eye view.

AREA Wireless is the only phone plan built exclusively with REALTORS® in mind. Same features lower price than consumer plans. All new subscribers* to the AREA Wireless program signed-up by Apr 30, 2019 are entered to win a drone. Please visit [AREA Wireless](#) or call 1-855-793-1717 to sign up or for further details.

In Your AREA

The most recent episode of *In Your AREA* is now live. Guests Meryn Severson and Michelle Maroto join host Chloe McAra to discuss Millennial Buying Trends. [Listen here](#).



Market Report

Each month AREA produces a Market Report snapshot of real estate in Alberta. [Click to view February's Market Report online](#).



Comments

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