

REBGV SYMPOSIUM

RE-VISIONING THE FUTURE

OCTOBER 9, 2019



WELCOME!



Ashley Smith
REBGV President



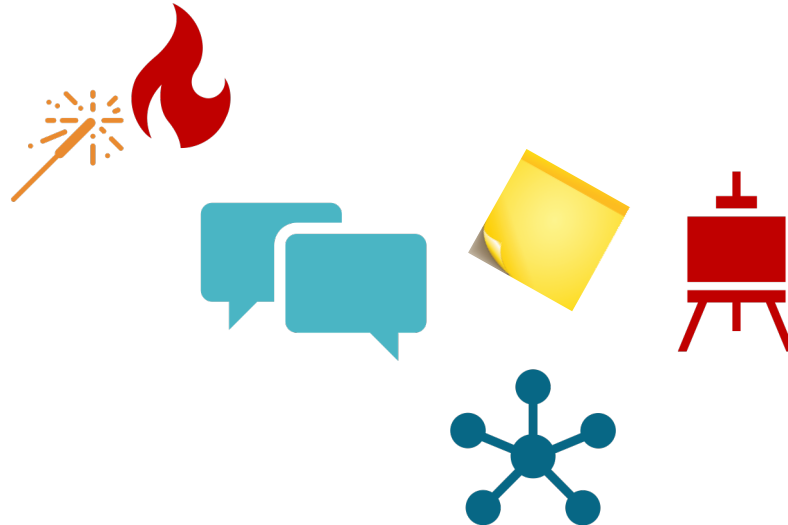
Brad Scott
REBGV CEO

THE THEMES



FORMAT FOR EACH THEME

- **Spark session**
- **Activities and discussions**
- **Debrief**



CLICKER WARM-UP

Did you respond to the recent REBGV survey on Professionalism?

- A. Yes
- B. No
- C. Survey? What survey?



INTRODUCTIONS

YEAR OF THE COIN:

- Look at your coin
- Introduce yourself to your table-mates
- Tell them one thing you were doing in the year of your coin



THEME ONE:

INDIVIDUAL REALTORS® – IDEALS AND PRIORITIES



THEME ONE:

INDIVIDUAL REALTORS® – IDEALS AND PRIORITIES

SPARK SESSION: PANEL OF PROS

Panelists:

- Mandeep Mann, CPA
- David Marchand, P.Eng
- Ainsley Reimer, J.D.



THEME ONE:

INDIVIDUAL REALTORS® – IDEALS AND PRIORITIES

In your career as a REALTOR®, which 3 things are most important to you?

- A. Making money
- B. Flexibility over my work schedule
- C. Being able to set my own goals / Be my own boss
- D. Professional reputation
- E. Social connections
- F. Helping people with important life decisions
- G. Working in a fast-paced job



THEME ONE: INDIVIDUAL REALTORS® – IDEALS AND PRIORITIES

SURVEY RESULTS: Top Three Reasons for Choosing Real Estate as a Profession

- A. Earning potential 72%
- B. Ability to set own schedule 72%
- C. Ease of entry into the profession
- D. Professional reputation
- E. Potential for social connections
- F. Family/friends suggested it as a good fit
- G. To help people with an important life decision 59%
- H. To use my sales skills in a new profession



THEME ONE:

INDIVIDUAL REALTORS® – IDEALS AND PRIORITIES

ACTIVITY:

On your flipchart:

- How do you define success as a REALTOR®?
- Do you think your generation has a different definition of success than previous generations? If so, how?



THEME ONE: **INDIVIDUAL REALTORS® – IDEALS AND PRIORITIES**

ACTIVITY:

On your flipchart:

- What does “having a strong work ethic” mean to you?
- What does “work/life balance” mean to you?
- Do you think Your generation has different expectations of work ethic and work/life balance than previous generations?

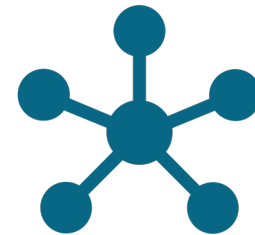


THEME ONE:

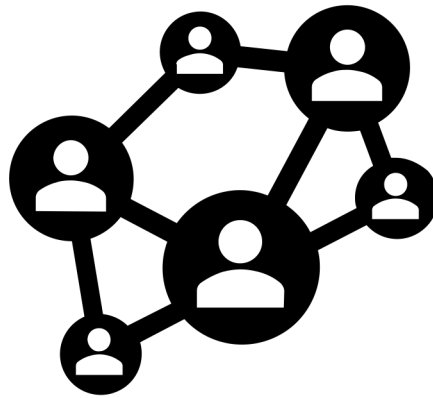
INDIVIDUAL REALTORS® – IDEALS AND PRIORITIES

DEBRIEF:

- General ideals and priorities
- Perceived differences from previous generations



THEME TWO: **REALTORS® AS PEERS – WORKING TOGETHER**



THEME TWO:

REALTORS® AS PEERS – HOW DO YOU WORK TOGETHER?

SPARK SESSION PART 1:

- **Collaboration and Competition: Thoughts from the Member Survey**
- **Brian & Laura Friedrich**



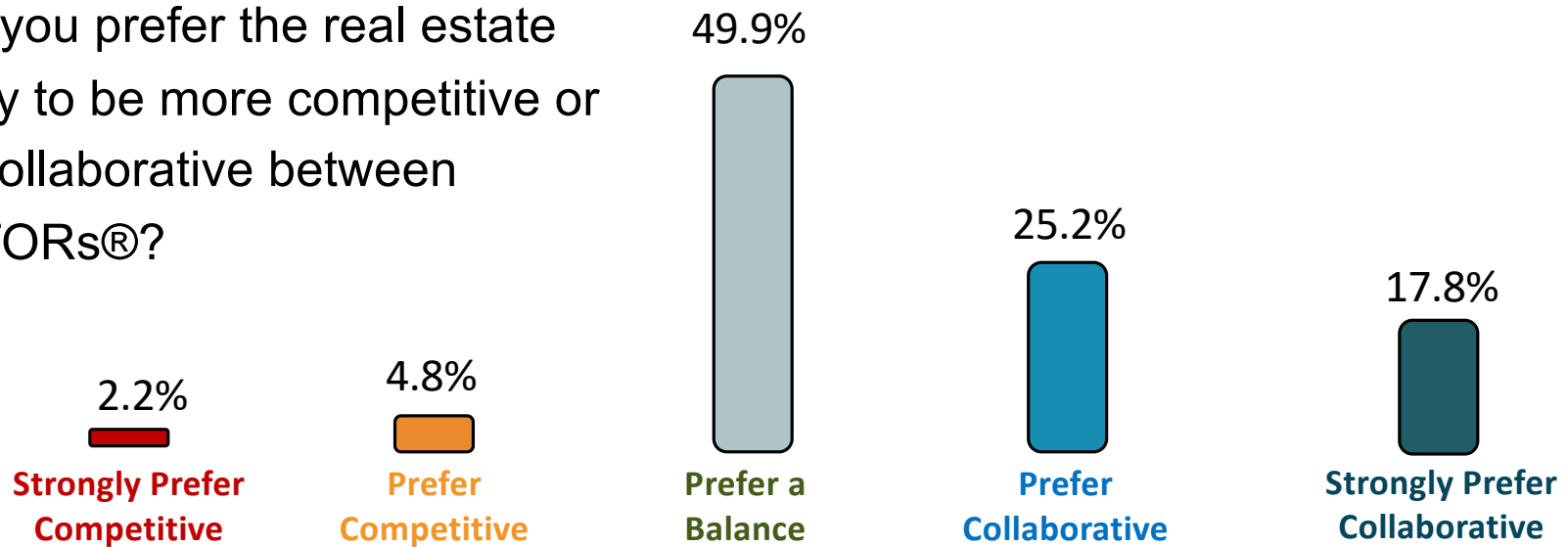
THEME TWO:

REALTORS® AS PEERS – HOW DO YOU WORK TOGETHER?



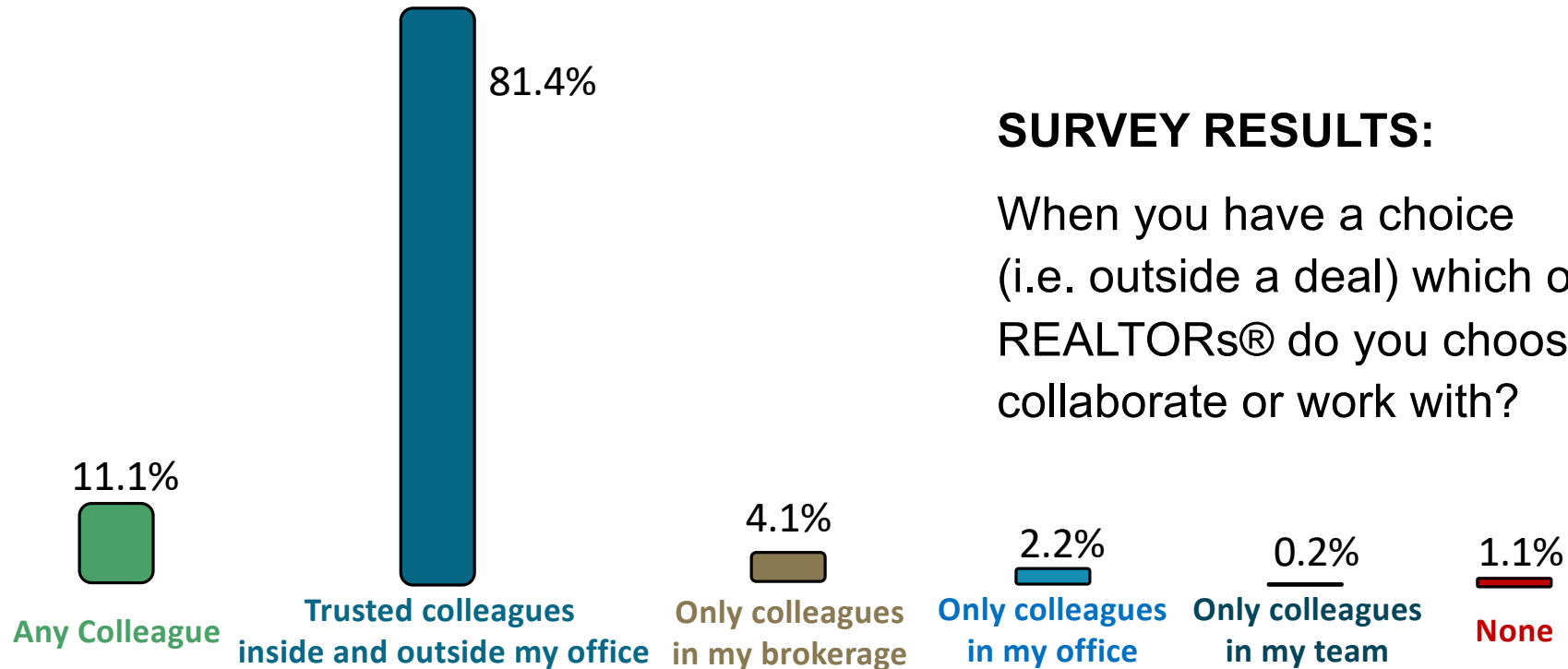
SURVEY RESULTS:

Would you prefer the real estate industry to be more competitive or more collaborative between REALTORS®?



THEME TWO:

REALTORS® AS PEERS – HOW DO YOU WORK TOGETHER?



SURVEY RESULTS:

When you have a choice (i.e. outside a deal) which other REALTORS® do you choose to collaborate or work with?

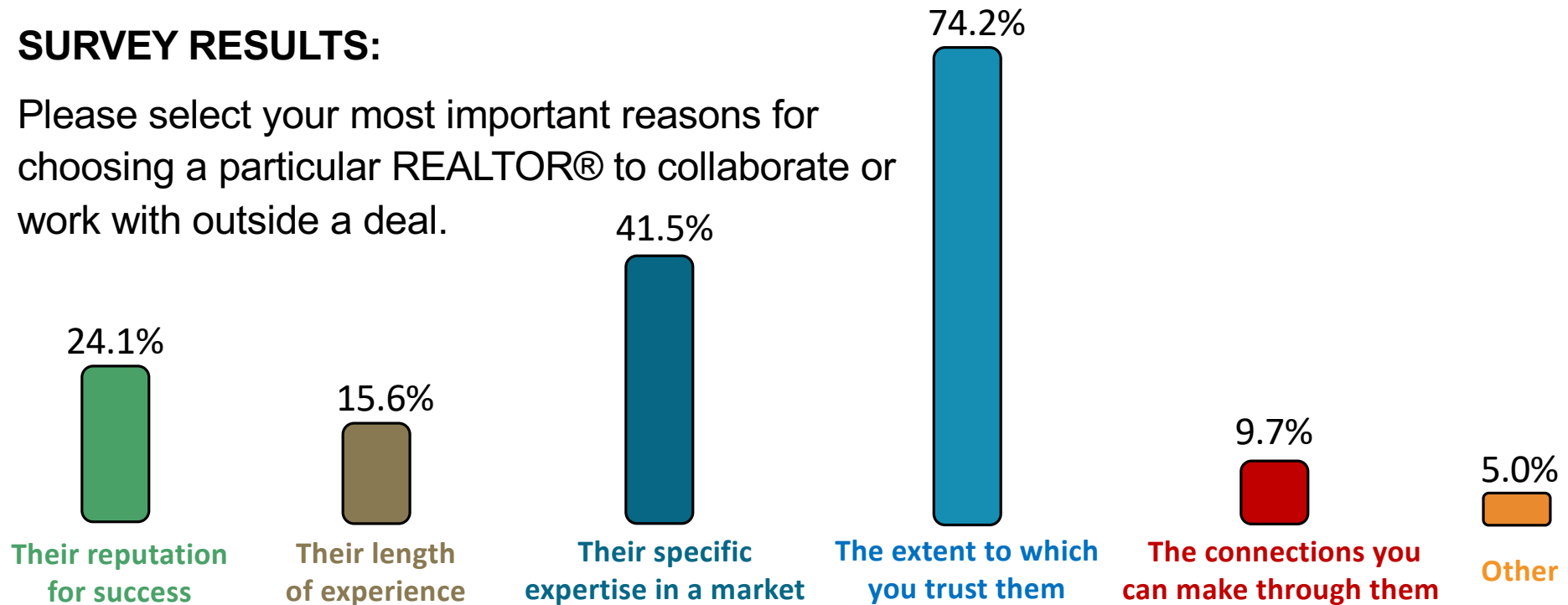
THEME TWO:

REALTORS® AS PEERS – HOW DO YOU WORK TOGETHER?



SURVEY RESULTS:

Please select your most important reasons for choosing a particular REALTOR® to collaborate or work with outside a deal.

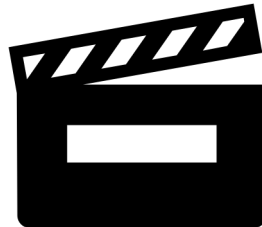


THEME TWO:

REALTORS® AS PEERS – HOW DO YOU WORK TOGETHER?

SPARK SESSION PART 2:

- **Professional Courtesy: Message from Kim Spencer,
Manager, Professional Standards**



THEME TWO:

REALTORS® AS PEERS – HOW DO YOU WORK TOGETHER?

How satisfied are you with the current level of **professional courtesy** among REALTORS®?

- A. Very satisfied
- B. Somewhat satisfied
- C. Neutral
- D. Somewhat dissatisfied
- E. Very dissatisfied



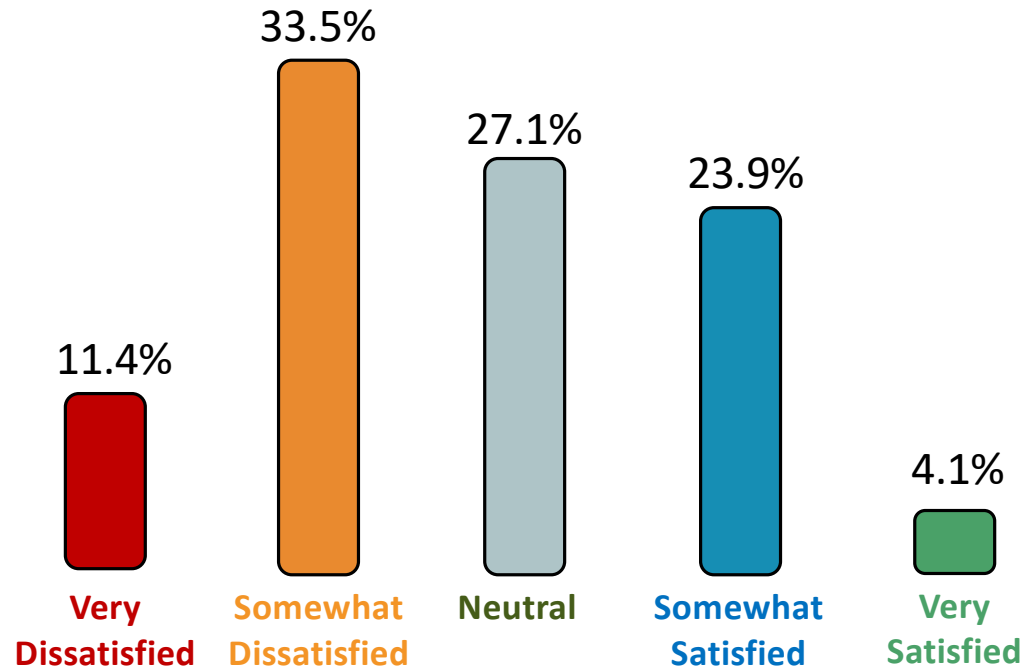
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REALTORS® AS PEERS – HOW DO YOU WORK TOGETHER?



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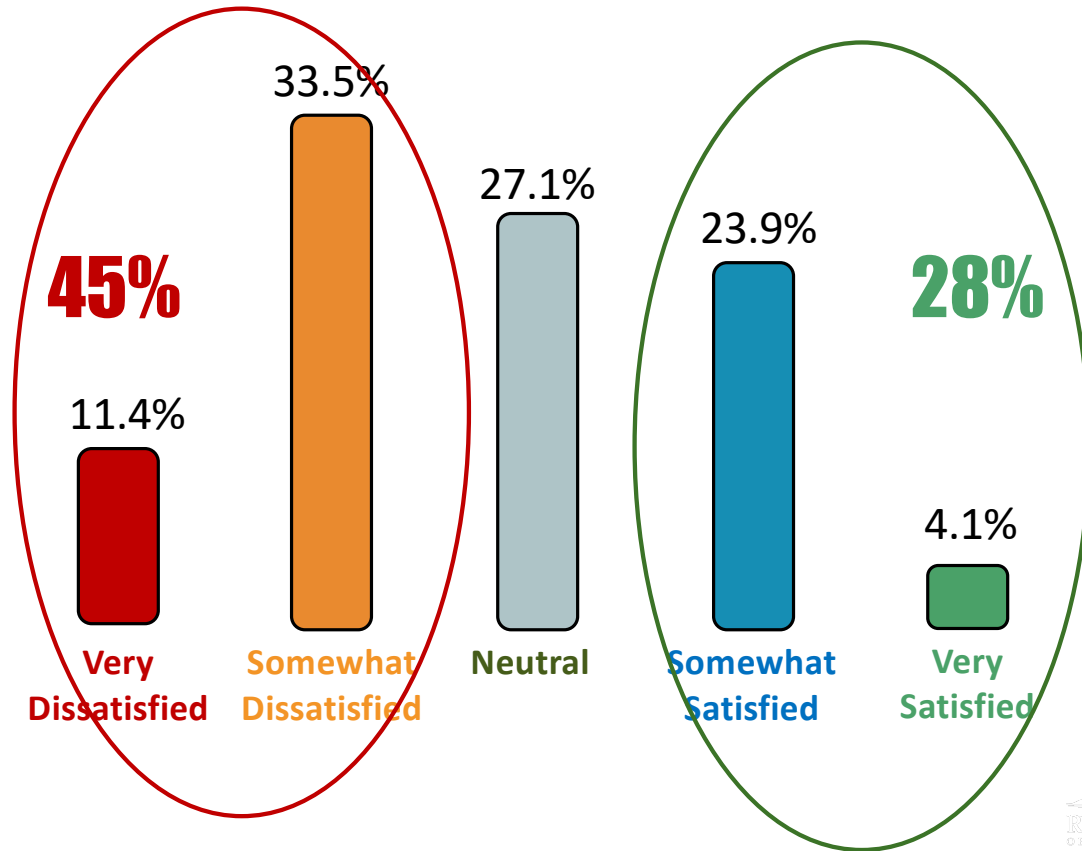
THEME TWO:

REALTORS® AS PEERS – HOW DO YOU WORK TOGETHER?



SURVEY RESULTS:

How satisfied are you with the current level of **professional courtesy** among REALTORS®?



THEME TWO:

REALTORS® AS PEERS – HOW DO YOU WORK TOGETHER?



ACTIVITY: MORE OR LESS

- On your sticky notes, write down **actions you want to see less of** from your peers and **actions you want to see more of**.
- Stick your notes under the appropriate heading.



THEME TWO:

REALTORS® AS PEERS – HOW DO YOU WORK TOGETHER?

ACTIVITY: BROKERAGES

On your flipchart:

- What challenges are brokerages facing?
- How do you see brokerages evolving in the future?



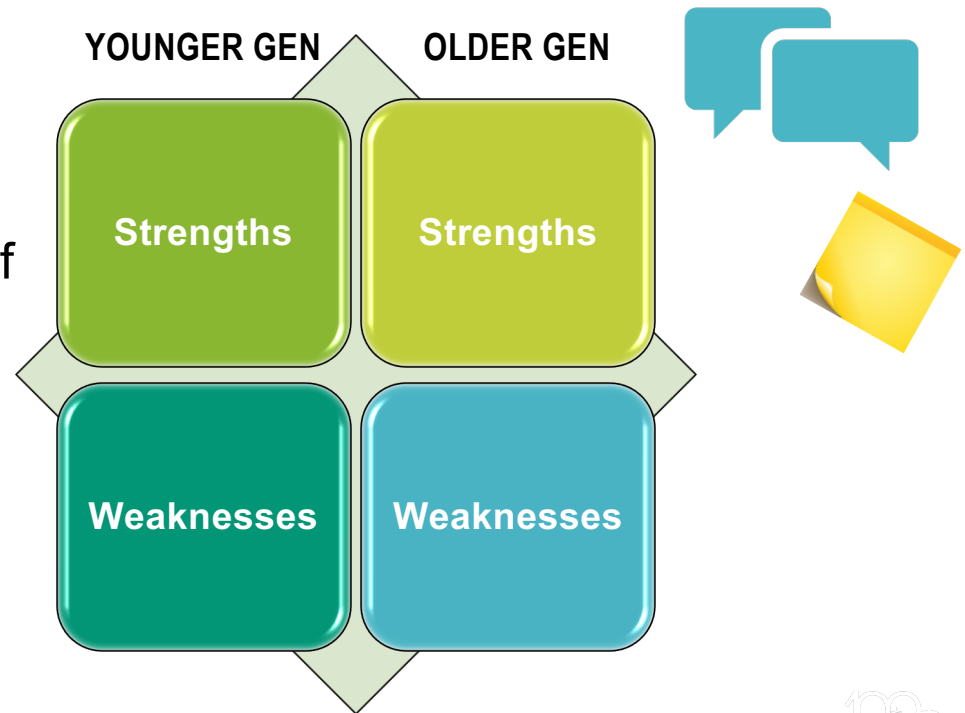
THEME TWO:

REALTORS® AS PEERS – HOW DO YOU WORK TOGETHER?

ACTIVITY:

STRENGTHS & WEAKNESSES

- On your sticky notes, write down strengths and weaknesses of each group of REALTORS®
- Stick your notes in the appropriate quadrant

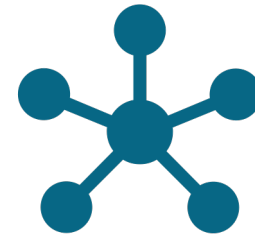


THEME TWO:

REALTORS® AS PEERS – HOW DO YOU WORK TOGETHER?

DEBRIEF:

- Collaboration versus competition
- Professional courtesy
- Perceived generational strengths and weaknesses
- Brokerages



THEME THREE:

CLIENTS – WHAT DO (AND WILL) THEY EXPECT?



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SPARK SESSION – JOURNEY MAPS: CLIENTS' PERCEPTIONS OF REALTORS®

- **Sarah West and Laura Read**
Deloitte Digital



THEME THREE:

CLIENTS – WHAT DO (AND WILL) THEY EXPECT?

ACTIVITY:

On your flipchart:

How can you use the information on the personas, expectations, trends, and pain points to help you succeed as a professional?



THEME THREE:

CLIENTS – WHAT DO (AND WILL) THEY EXPECT?

What words best describe REALTORS® today?



THEME THREE: CLIENTS – WHAT DO (AND WILL) THEY EXPECT?

ACTIVITY – FIVE WORDS

- To meet client needs and expectations, what **five words** will best describe REALTORS® of the future?
- Write **each word** on a sticky note and stick them on the wall.



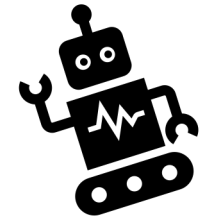
THEME THREE:

CLIENTS – WHAT DO (AND WILL) THEY EXPECT?



IMPACT OF TECHNOLOGY: With respect to technologies such as [Artificial Intelligence](#) and [Data Analytics](#), which of the following statements do you **strongly agree** with? **Choose all that apply.**

- A. They will significantly disrupt our industry
- B. They will threaten our value as REALTORS®
- C. They will provide opportunities for establishing a competitive advantage
- D. They will provide opportunities for collaboration between REALTORS®
- E. They are mostly hype

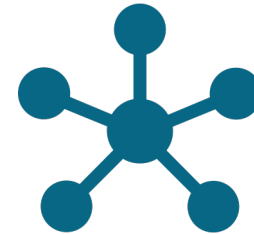


THEME THREE:

CLIENTS – WHAT DO (AND WILL) THEY EXPECT?

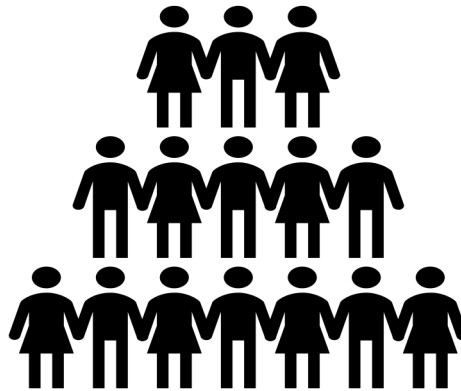
DEBRIEF:

- Client expectations
- Brand identity and bringing value
- Technology disruption



THEME FOUR:

PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST



THEME FOUR: **PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST**

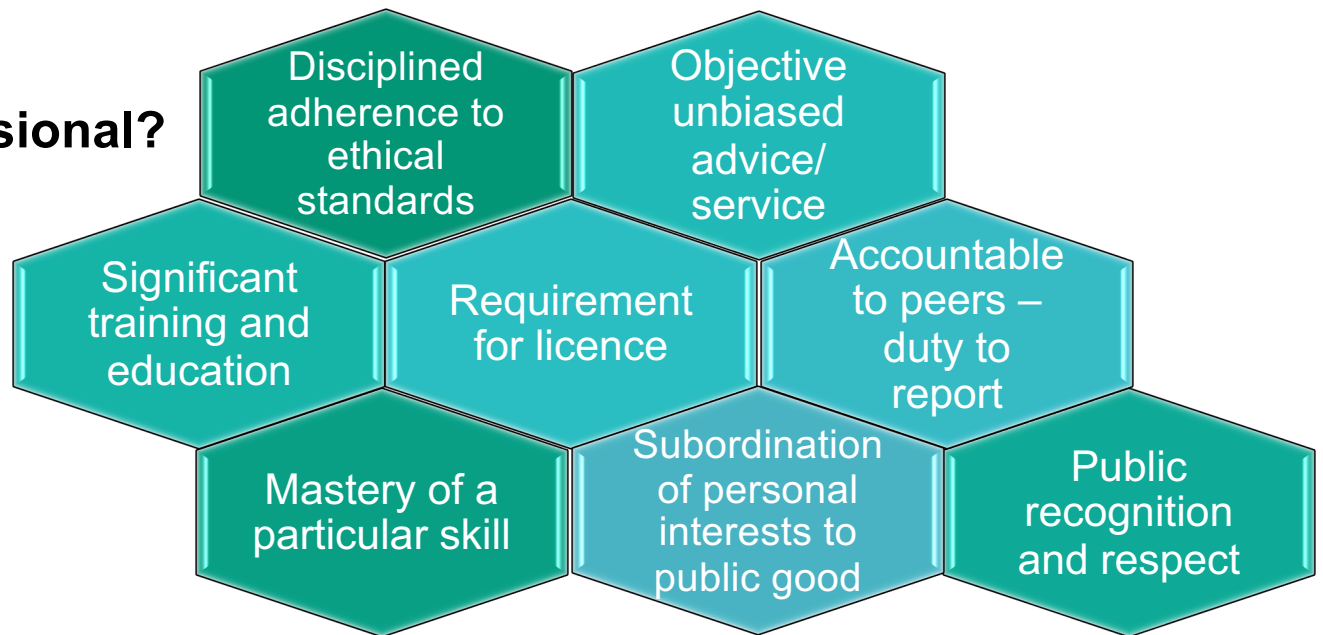
SPARK SESSION – PROFESSIONALISM, TRUST AND THE PUBLIC INTEREST

- **Brian & Laura Friedrich**



THEME FOUR: PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST

What defines a professional?



THEME FOUR: **PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST**

**Professions have a duty to the public
(rather than to self or solely to a client)**



THEME FOUR: PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST

CPA Act

Objects require establishing and enforcing professional standards on competence, fitness and professional conduct.

Legal Profession Act

“It is the object and duty of the society to uphold and protect the public interest in the administration of justice...”

Enabling Legislation

Engineers and Geoscientists Act

“It is the duty of the association to uphold and protect the public interest respecting the practice of professional engineering and geoscience...”

Real Estate Services Act

“The objects of the real estate council are to...uphold and protect the public interest in relation to the conduct and integrity of its licensees..”

THEME FOUR: PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST

CPABC

“Ethical principles are aimed, first and foremost, at serving the public interest...”

Law Society of BC

“A lawyer has a duty to ... discharge all responsibilities to ... the public ... honourably and with integrity.”

Codes of Professional Conduct

Engineers and Geoscientists of BC

“Members and licensees shall hold paramount the safety, health, and welfare of the public...”

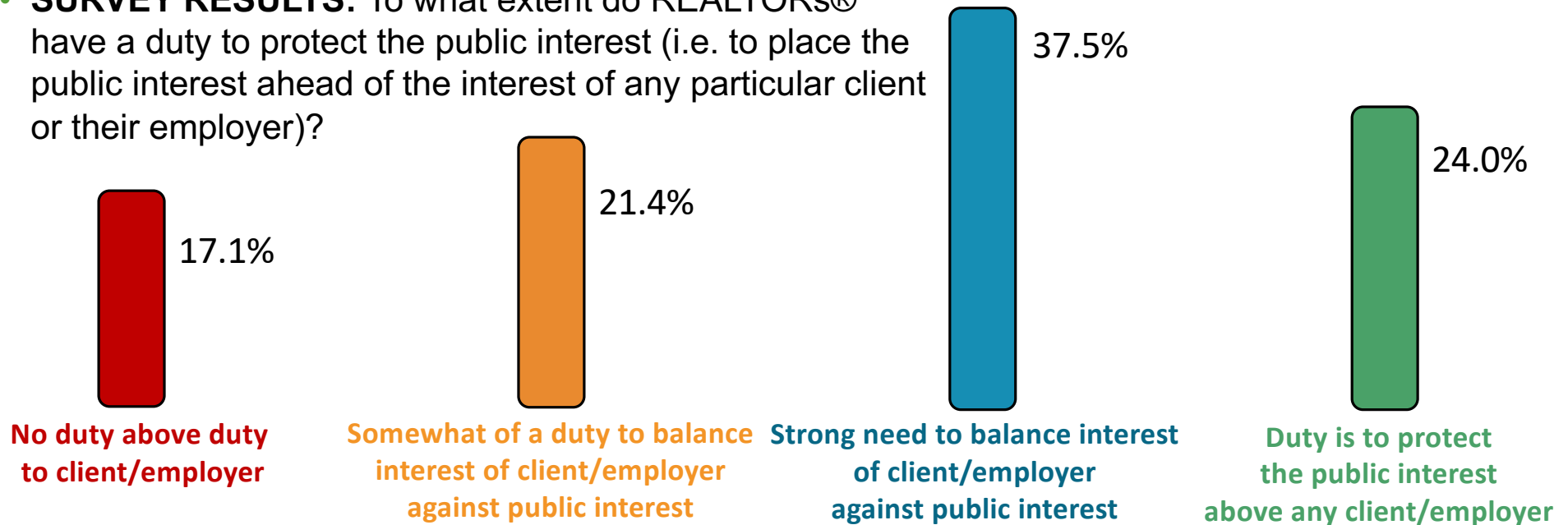
CREA Code

“As REALTORS®, we accept a personal obligation to the public and to our profession.”

THEME FOUR: PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST

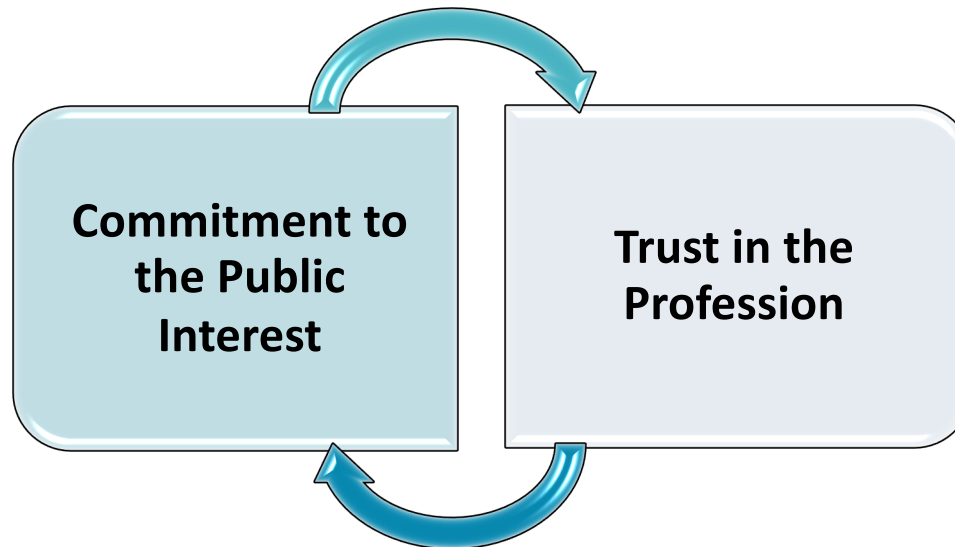


- **SURVEY RESULTS:** To what extent do REALTORS® have a duty to protect the public interest (i.e. to place the public interest ahead of the interest of any particular client or their employer)?



THEME FOUR: **PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST**

THE LINK BETWEEN PROTECTION OF THE PUBLIC INTEREST AND TRUST



THEME FOUR:

PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST



SURVEY RESULTS:

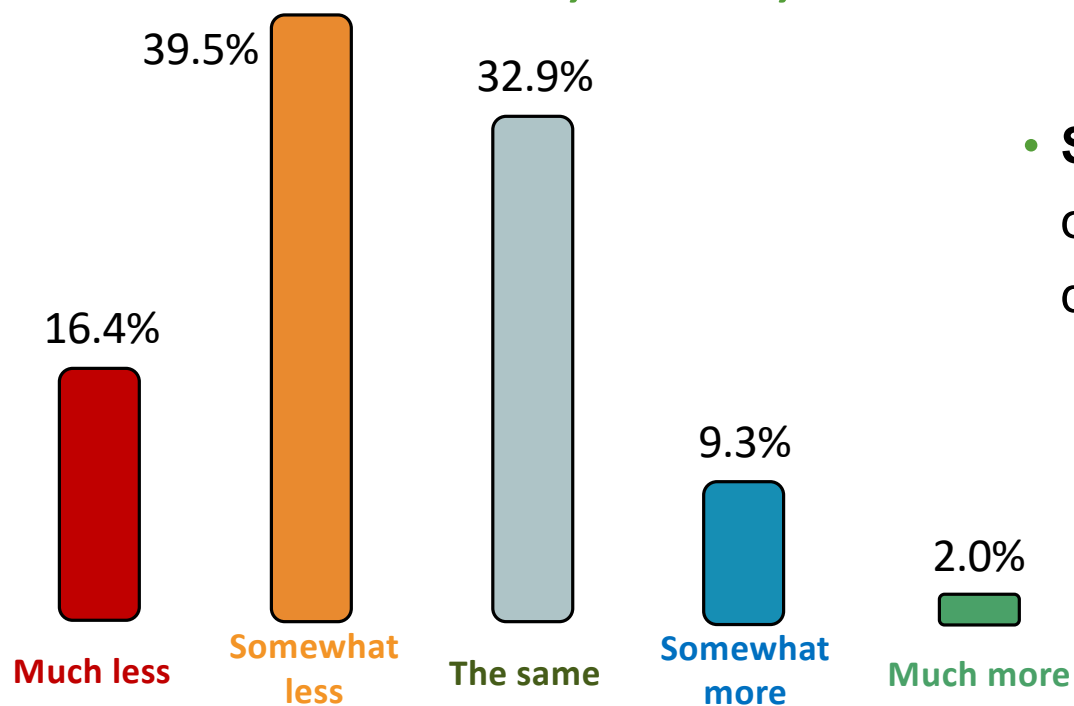
Why do you believe clients choose to work with a REALTOR® as opposed to doing transactions on their own?



#1 Reason:
Trust in the REALTOR®
as a competent
professional



THEME FOUR: PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST



- **SURVEY RESULTS:** Relative to other professionals, how **trusted** do you believe Realtors® are?

THEME FOUR: **PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST**



THEME FOUR:

PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST

ACTIVITY:

On your flipchart:

- How can the real estate profession build trust?



THEME FOUR:

PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST

ACTIVITY

- Read the case study “Mrs. Simms’ house”
- Consider the duties you owe to Mrs. Simms, your colleague, and the potential buyer.



THEME FOUR: **PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST**

How ethical are you compared to other REALTORS®?

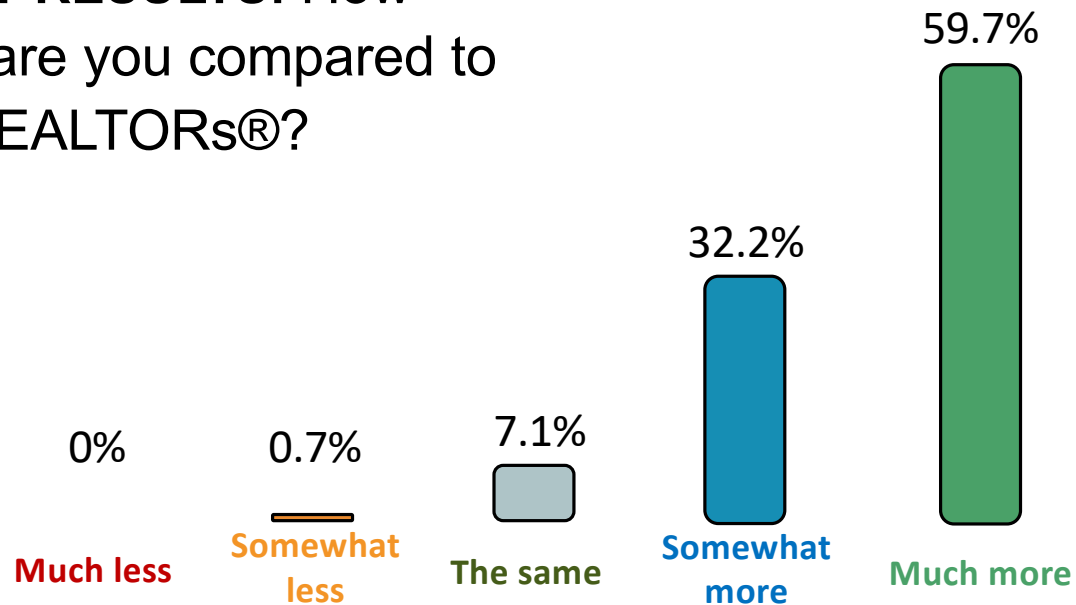
- A. Much less
- B. Somewhat less
- C. The same
- D. Somewhat more
- E. Much more



THEME FOUR: PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST

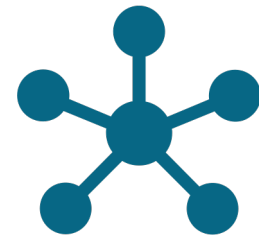


- **SURVEY RESULTS:** How ethical are you compared to other REALTORS®?



THEME FOUR: **PROFESSIONALISM, TRUST, AND THE PUBLIC INTEREST**

DEBRIEF – Professionalism and the impact on trust



THEME FIVE:

WHAT SHOULD THE PROFESSION EXPECT OF ITS MEMBERS AND VICE VERSA?



THEME FIVE:

WHAT SHOULD THE PROFESSION EXPECT OF ITS MEMBERS AND VICE VERSA?

SPARK SESSION PART 1 – REGULATORY APPROACH TO ENTRY AND CONTINUANCE STANDARDS



- **Micheal Noseworthy, Superintendent of Real Estate**
- **Erin Seeley: Executive Officer, Real Estate Council of BC**

THEME FIVE:

**WHAT SHOULD THE PROFESSION EXPECT OF ITS MEMBERS
AND VICE VERSA?**

**SPARK SESSION PART 2 – WHAT DOES REBGV
EXPECT OF ITS MEMBERS?**

- **Brad Scott, REBGV CEO**



THEME FIVE:

WHAT SHOULD THE PROFESSION EXPECT OF ITS MEMBERS AND VICE VERSA?

ACTIVITY:

On your flipchart:

- How will your generation be different?



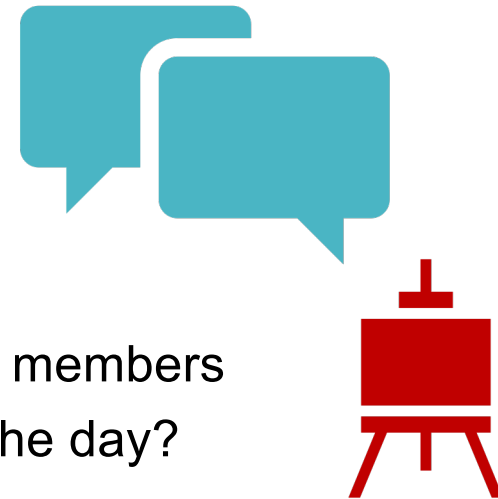
THEME FIVE:

WHAT SHOULD THE PROFESSION EXPECT OF ITS MEMBERS AND VICE VERSA?

ACTIVITY:

On your flipchart:

- How can the regulators and REBGV best support members in the future, given the themes discussed during the day?



THEME FIVE:

WHAT SHOULD THE PROFESSION EXPECT OF ITS MEMBERS AND VICE VERSA?

ACTIVITY

- What is the #1 strategic recommendation that you have for the future of REBGV?

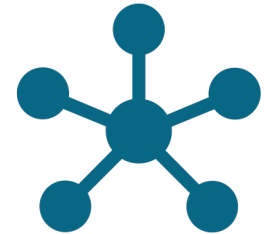
Write your ideas on your sticky notes, then choose and mark your #1



THEME FIVE:

WHAT SHOULD THE PROFESSION EXPECT OF ITS MEMBERS AND VICE VERSA?

**DEBRIEF – What should the profession focus
on to support members in the future?**



WRAP UP AND CLOSING

- Closing thoughts



Ashley Smith
REBGV President

YOUNG PROFESSIONALS NETWORK?

**Would you be interested in being part of an
REBGV Young Professionals Network?**

- A. Yes, absolutely
- B. No thanks
- C. I'm not sure



YOUNG PROFESSIONALS NETWORK?

Would you be interested in a cross-profession networking event for young professionals?

- A. Yes, absolutely
- B. No thanks
- C. I'm not sure



WRAP UP AND CLOSING

- Questions and comments
- Follow-up: Eileen Day (eday@rebgv.org)
and/or friedrich@friedrich.ca

