



The Oakville, Milton
and District Real Estate Board



2011 Year In Review

The year 2011 was an important one for OMDREB and for the real estate industry in general. As a result of the report by the Vision Task Force the Board now has a roadmap to follow.

Among the Task Force's recommendations:

- create a higher and more prestigious profile of our REALTORS® with the public
- develop strong skilled leaders to guide the Board
- explore new ways of supporting the Membership technologically
- addressing growing population and membership in our area by researching opportunities to relocate and expand the Board offices

Our strategic planning sessions have been revised to more closely coincide with the budgeting process. With the assistance of an outside financial consultant who specializes in not-for-profit organizations, our audited statements now include more detailed explanations making them much more user-friendly.

Technology

A new status of listings, "incoming", allows members to print our signable Data Input Forms, thereby eliminating the need for double-entry of their listing information. The program simultaneously prints the form while sending the listing data to Matrix. Core Logic – our Matrix system provider – is now advertising this as one of their new cutting edge features.

Matrix continues to be updated with innovative features. The latest upgrade, Matrix 5.7, includes Count on the Fly, a hit counter, a search history of your last 50 searches and Google's street view. It also allows for multiple photo uploading and makes manipulating the photos much easier.



Live Chat was also added, enabling Members to send inquiries to Board staff and receive an immediate response via email.

Tech Helpline, has been made available to Members. This service deals with any and all non-Matrix related queries. Another added value for our members!

Also in the past year, we became the first association to introduce Broadplay's Real Estate 411 service providing QR codes and text codes to each Member Brokerage plus a mobile friendly website for each agent and each listing on our system.



Finally, we are pleased to share in recognizing the accomplishments of our Board Staff who received an award from Advanced Solutions International for innovative use of IMIS software with their development of the MY Store application.

Membership

Membership increased 4% from 2010 to 2011, bringing our current total of full-time membership to 1402 this year.

Our first comprehensive Membership Survey was distributed in May and the response was amazing. Some 540 members provided us with their feedback. Member input from this survey is being used in the Board's long and short term planning. This survey will be an annual event.

Coming in 2012, is a reintroduction of the bursary program. The new version is currently being developed by the Membership Services Committee. All high schools in the Oakville, Milton area will be able to participate in a competition for a total of four bursaries totalling \$8000 and helping to fulfill our strategy of raising the profile of OMDREB in our communities.



Education

The CCC is the commercial division of CREA and the CCC Forum is an annual event attended by the Commercial leadership (Chairs and members of Board and Association Commercial Divisions, Councils and Committees). It is an opportunity for these Commercial practitioners to network, upgrade their skills and update themselves on commercial happenings throughout Canada. Boards across the country take turns hosting the event. 2011 was the first time the CCC Forum was held in this area and we were pleased to share those duties with our colleagues at the Hamilton-Burlington Board.

A Town of Milton Information session had a great turn out to hear a CMHC presentation on the Milton housing market. Plans are to offer a similar Town of Oakville Information session in the spring.

The Education Department held its first public seminar at the beginning of the month in partnership with Rivera Retirement Homes, focusing on housing and other needs of older adults. This is the start of a series of seminars with Rivera in support of this growing demographic.

New for 2012 will be a series of Lunch and Learn Sessions, by Ed Ounpuu, a Financial Consultant with Investors Group. Find out more information and register online.

Events

For the second year, the President's Charity of Choice gala was held in support of Habitat for Humanity® Halton. "An Affair to Remember", the gala was a sold-out event featuring silent and live auctions and a REALTORS® fashion show. Over the past two years, we achieved our goal of becoming a platinum sponsor of Habitat Halton, just in time for the official ground breaking that happened this week in Milton.

A Flash Mob broke out Thanksgiving Saturday in Oakville's Towne Square. Dancing participants – REALTORS® and OMDREB staff – carried in pieces of a shed and assembled it to the beat of a catchy home-themed tune, while a delighted crowd of over 200 watched and snapped photos. It generated lots of positive PR for the Board and its members. We are following up with a fund raising raffle for a garden shed with the winner to be announced in January.



The Trade Show will be back on April 19th, 2012, at OCC Hall with a very special headliner: DIY guru and **Gemini winner** Bryan Baeumler. **Host of HGTV's Disaster DIY and House of Bryan** and owner of his own construction company, Baeumler Quality **Construction and Renovations**, Bryan's presentation is bound to be informative and humorous.

Communications

From the Two-and-a-Half Men press release that popped up on media outlets and social media around the world to dipping our toes in the social media waters, the Board is expanding its profile in the community as well as that of its Members.

Early in the year, former OMDREB Leadership Chair Jenny Kotulak was named Volunteer of the Year at the OREA Conference. After a brief stint in Stratford, we're all delighted to welcome Jenny Back home to OMDREB.

On the Social Media front, a Facebook page and blog were initiated and are under construction. Look for our new and improved social media presence in the New Year.



An article on the Board and the value of using local REALTORS® featuring Jack McCrudden and Dennis Horton, appeared in Profiles in Success, an insert in Milton Canadian Champion in October 2011.

Industry

In the industry generally, there are challenges ahead. The Federal Competition Bureau continues to scrutinize the industry and is currently challenging TREB over the issue of Virtual Office Websites (VOW). CREA received intervener status based on its argument that the decisions made by the Competition Tribunal will affect 100 Member Boards and 100,000 individual members.

CREA is moving ahead with its Data Distribution Facility. Participation in the DDF is mandatory for all member boards. Individual Member Brokerages can then have the option of participating or not in DDF. We anticipate new information on business rules and implementation early in the New Year.

Members of the Executive attended a Futures Planning Initiative sponsored by CREA. The objective was to identify what consumers will want over the next five to 10 years and the impact their demands will have on OREA and CREA produced a very interesting report based on feedback from 900 participants.

I would like to thank our volunteer Board for all their time and effort during 2011. I would also like to thank our office staff at OMDREB, who work hand in hand with the Board all year long to help make all of these accomplishments possible. I would also like to welcome in the 2012 Board and our four new volunteer members. The upcoming year will see many changes and challenges for our industry, but we're ready for them!

A handwritten signature in black ink that reads "Jack McCrudden".

Jack McCrudden, President