



WORKING **FOR YOU**



PROMOTING REALTOR® PROFESSIONALISM

CREA works to enhance member professionalism by providing The REALTOR® Code and national standards that protect and promote the two primary national CREA trademarks, MLS® and REALTOR®.



HOUSING MARKET STATISTICS

CREA provides accurate, up-to-date and informed analysis on economic issues including the MLS® Home Price Index, Monthly Stats, Quarterly Forecasts and a National Average Price Map.



SHAPING OUR INDUSTRY THROUGH GOVERNMENT ACTION

Working with federal cabinet ministers, Members of Parliament, parliamentary committees and senior officials, both directly and through its Political Action Committee (PAC) of REALTORS®, CREA works to promote legislation and regulations that benefit homeowners and help REALTORS® better serve their clients.



PRODUCTS AND SERVICES

CREA provides its members with innovative technology products and services such as REALTOR.ca, WEBForms®, Data Distribution Facility (DDF®) and REALTOR Link® all to help members better serve their clients while promoting REALTOR® value.

114,000+

REAL ESTATE BROKERS,
AGENTS AND SALESPeOPLE

94

REAL ESTATE BOARDS
AND ASSOCIATIONS

73 years

CREA HAS BEEN REPRESENTING
REALTORS® ACROSS CANADA

31 years

OF FEDERAL ADVOCACY
FOR REALTORS® AND HOME
BUYERS AND SELLERS

realtorlink.ca/CREA





WEBForms®

Fast | Reliable | Professional

11,000,000+

REAL ESTATE FORMS GENERATED
BY CREA MEMBERS ANNUALLY

90%

OF REALTORS® WHO IDENTIFY
WEBForms® AS AN IMPORTANT
MEMBER BENEFIT

80%

OF WEBForms® USERS ACCESS
THE PLATFORM FREQUENTLY

3

DIGITAL SIGNATURE
PROVIDERS THAT SEAMLESSLY
INTEGRATE WITH WEBForms®



ALL YOUR FORMS AT YOUR FINGERTIPS

Did you know WEBForms® keeps up to date forms for all your real estate transactions? This includes: Provincial, Commercial, FINTRAC and International Referral forms.



SIGN UP FOR DIGITAL SIGNATURES

No printing, no faxing, or no driving across town to get signatures, saving you time and money. WEBForms® offers members the option of three digital signature providers that make signing easy from any device.



FLEXIBLE TEMPLATES

Save time by creating a template of commonly used forms and clauses. Templates allow you to create a complete transaction kit quickly and efficiently by customizing a few parameters.



TRAINING SUPPORT

Refresh and update your knowledge by checking out CREA's Online How-To Guide. This reference guide provides a helpful overview to navigate through WEBForms®. You can also join Lynn St-Germain, CREA Product Specialist, for a training session where you learn how to create and manage transaction kits, custom clauses and more.

REALTOR Link®

Information Sharing | Communication | Member Engagement



KEEPING YOU CONNECTED

Provided by CREA, REALTOR Link® facilitates information sharing and communication between Boards and Associations and their members. REALTOR Link® is unique in that it allows Boards and Associations to have a local presence and provide information that is important to their members while staying connected with the community of REALTORS® Association.



YOUR SOURCE FOR EVERYTHING REAL ESTATE

Secure single sign-on with the National Authentication Facility (NAF), REALTOR Link® provides members with exclusive real estate information at every level – local, provincial and national. It is your one stop shop for tools, product training, industry trends and upcoming events.



LEARN WHAT CREA HAS TO OFFER

Want to learn more about CREA and what you get for your dues? CREA's REALTOR Link® page provides members with a wealth of knowledge about everything CREA has to offer. This includes: Products and Services, Committees, Federal Advocacy, Economic Resources, Training and Courses.



A GATEWAY TO TOOLS AND RESOURCES

REALTOR Link® is a great starting point to use many popular tools and resources. This includes the Member Management System (MMS), Listing Statistics and WEBForms®.

+2.2 million

VISITS TO REALTOR Link®
IN 2015

81

BOARDS AND ASSOCIATIONS
MAINTAIN AND UPDATE THEIR
REALTOR Link® SITE

61%

OF REALTORS® USE
REALTOR Link® SITES

realtorlink.ca/CREA

REALTOR® ACTION NETWORK

Advocacy network | Federal engagement | Working together



ADVOCACY PLATFORM EXCLUSIVELY FOR REALTORS®

The REALTOR® Action Network (RAN) connects you, the REALTOR®, to your Member of Parliament. Together, we are over 114,000 members strong and we need to rally the collective strength of our membership to drive change.

8,400

REALTOR® ACTION NETWORK (RAN) MEMBERS



GET INVOLVED

As a REALTOR®, you know what's going on in your community better than anyone. This makes you the perfect local spokesperson. Your involvement gives REALTORS® a strong, unified voice for influencing federal political decisions that affect the real estate industry.

200+

MEETINGS WITH MEMBERS OF PARLIAMENT (MPs) RECORDED ANNUALLY



TAKE CALLS TO ACTION

Take collective action with your peers through calls to action to mitigate the outcome of federal government decisions that impact your business and clients. The success of CREA's advocacy is dependent on your action.

248

MPs REACHED THROUGH CALLS TO ACTION



ADAPT YOUR BUSINESS

Learn about the impact of political decisions as they happen to more effectively adapt your business to possible change and help your clients understand how new legislation might affect them.

Free

SUBSCRIPTION TO UP-TO-THE-MINUTE NEWS FEED COVERING FEDERAL POLITICS

Go to REALTORActionNetwork.ca and take action.



Facebook.com/CREA.ACI



Twitter.com/CREA_ACI

CREA Member Support is a dedicated team that is here to answer all your questions. Available Monday to Friday 8am-8pm **1-888-237-7945** or support@crea.ca

You can also learn more by visiting realtorlink.ca/CREA