



Realtor Quest Was Huge Success

Bill Johnston

TREB PRESIDENT'S COLUMN AS IT APPEARS IN THE TORONTO STAR

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More than 7,000 GTA REALTOR® Members took part in the Toronto Real Estate Board's seventh annual REALTOR® QUEST conference held back in May, at the Toronto Congress Centre.

REALTOR® QUEST is a conference designed to provide up-to-date information, tools, and services a REALTOR® can then take and pass on to their clients. It was remarkable to see so many REALTORS® walking through Canada's largest real estate trade show with more than 225 exhibitors on display. A sign of just how committed GTA REALTORS® are to finding the right tools and services that allows them to meet their client's every need.

Centre Stage was the heart of the trade show and the place where REALTORS® took in key note presentations and entertainment throughout the two-day event. It was also the first place to hear the Ipsos poll results of public opinion research on various municipal issues including satisfaction with Toronto Mayor Rob Ford and the direction of Toronto City Council.

John Wright, Senior Vice President for Ipsos Public Affairs presented the results, which indicate that 70 per cent of Torontonians approve of the overall performance of Toronto Mayor Rob Ford, and that 65 per cent believe that Toronto City Council is on the right track with regard to the management of taxpayer dollars.

The poll also showed that that 75 per cent of Torontonians support Toronto Mayor Rob Ford's commitment to repeal the Toronto Land Transfer Tax.

I encourage you to take a few moments and review the complete results of the poll at www.TorontoRealEstateBoard.com (select Market Update/News).

As GTA REALTORS® are required to upgrade their education

on a continual basis, the conference's Continuing Education component called Learning Quest is always a guaranteed sell out. Learning Quest is where REALTORS® take the opportunity to attend as many of the 17 featured complimentary educational sessions in any of the five different streams: technology, general interest, condominium, legislative update and commercial.

During the two day conference there are many announcements made that Members share with their clients, such as TREB's new social media videos regarding Market statistics and consumer messages. All videos are available both to Members and the public on TREB's YouTube Channel YouTube.com/TREBChannel. It was a sign of the times when many members could be seen scanning the QR code for TREB's social media such as Facebook (facebook.com/TorontoRealEstateBoard) and Twitter (twitter.com/TREB_Official).

As a REALTOR® I was especially proud to watch as Members demonstrated their continuous care and commitment to our city's future by voting to contribute for the fourth consecutive year to the OREA Foundation's Every REALTOR®.

On behalf of all Members, TREB presented REALTORS Care Foundation grants to 35 different shelter-related charities throughout the GTA in 2010.

Be sure to check out next year's conference dates and features at www.realtor-quest.ca.

Bill Johnston is President of the Toronto Real Estate Board, a professional association that represents 32,000 REALTORS® in the Greater Toronto Area.

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