



## A Quest for Knowledge

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

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Standing up for home buyers' interests, raising funds for worthy causes and learning about the latest tools and trends in the business were all in a day's work for the more than 7,000 Greater Toronto REALTORS who took part in the Toronto Real Estate Board's REALTOR Quest conference May 12 and 13.

REALTOR Quest is primarily about bringing the most up-to-date information to our Members so that they can provide the highest level of professional services to their home buying, selling and commercial leasing clients.

The conference took place at the Toronto Congress Centre, included Canada's largest real estate tradeshow with more than 200 booths, an environmentally conscious "Green Exhibitor" area and a Centre Stage featuring non-stop information and entertainment. A General Meeting of Members also took place as part of the conference and Continuing Education courses, which REALTORS are continuously required to complete in order to work in the profession, were offered for the entire duration of the event.

Now in its fourth year, REALTOR Quest has grown to become the most significant event of the year for TREB Members, featuring big opportunities for learning, networking and fun.

Canada's home decorating icon Debbie Travis paid a visit to REALTOR Quest on May 12 to talk about her new collaboration with Tribute Development in Toronto, a new do-it-yourself book and new television shows currently in the works.

Toronto Sun Money Editor Linda Leatherdale joined other key industry players to draw attention to the multitude of government taxes and charges that home buyers face. Leatherdale pointed out that, whether it's land transfer taxes, prop-

erty taxes, or development charges, home buyers are being squeezed for more and more.

As part of this session, TREB Members were able to detail their personal opinions on postcards calling on the provincial government to put a stop to the "squeeze on home buyers."

CBC broadcaster Tod Maffin gave the keynote address at TREB's General Meeting. Regarded as one of Canada's most influential futurists, Maffin owns the artificial intelligence firm MindfilEye.com, whose patented technology analyzes comments on the Internet and in the media to gauge public opinion.

As REALTORS our main goal is to clearly understand the needs of our clients so that we can represent them as effectively as possible. Tod's presentation gave us even greater insight into the consumer perspectives of today.

TREB also used the conference as an opportunity to raise funds for two worthy causes. During lunchtime, TREB Members made donations to Habitat for Humanity Toronto and the Salvation Army.

TREB Members are strong contributors to the communities in which they work and live and we are very proud to offer our support to two such excellent organizations.

*For more information on subjects like this, visit [www.TorontoRealEstateBoard.com](http://www.TorontoRealEstateBoard.com).*

*Maureen O'Neill is President of the Toronto Real Estate Board, a professional association that represents 27,000 REALTORS® in the Greater Toronto Area.*