



REALTOR® Education

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

May 1, 2009

If you have been waiting for encouraging signs to make a move, they have arrived. Before you break out the boxes though, talk to a REALTOR®.

Buying and selling property is the most complex type of transaction that most of us will ever undertake, which is why you should seek the professional advice of a REALTOR® to guide you through the process. In order to practice in the profession your REALTOR® is in fact, required to complete specialized training.

In Ontario, REALTORS® must complete a rigorous education program required under the Real Estate and Business Brokers Act. The Ontario Real Estate Association administers this program on behalf of the profession's regulatory body, the Real Estate Council of Ontario (RECO).

After they have achieved registration, REALTORS® are required to upgrade their educations on a continual basis. During every two-year registration cycle, REALTOR® are required to obtain at least 24 Continuing Education credits by completing a number of RECO-recognized courses.

Many REALTORS® go well beyond this considerably demanding mandate however; in order to keep pace with the latest technology tools, government programs for consumers, high-tech marketing techniques and legislative requirements.

As a result of the profession's educational requirements you can count on your REALTOR® to have sophisticated research skills and a solid grounding in the fundamentals of math. These are required in order to provide you with accurate insight into property values, closing costs, neighbourhood amenities and more.

It also takes top-notch networking and marketing abilities to spread the word that your home is available for sale and to help it stand out, thus taking from listed to sold. Only a REALTOR® can display your property information on the Toronto Real Estate Board's Multiple Listing Service®, a state-of-the-art computer database of sold, expired and active listings that can match buyers' preferences with properties for sale, and on the consumer website REALTOR.ca (formerly MLS.ca.)

When it comes time to reach an agreement you can also count on your REALTOR'S® expertise as a skilled negotiator. An essential combination of objectivity, strong interpersonal skills and excellent communication ability can mean thousands of extra dollars in your pocket.

Given that every transaction is unique, it is also vital to consult a REALTOR® so that your interests are protected through the use of appropriate real estate form and clauses.

To help familiarize yourself with the basics of the home buying and selling process, visit www.TorontoRealEstateBoard.com for a plethora of information including plain language explanations of commonly used real estate forms. You're sure to gain a new appreciation of the many ways a REALTOR® can help you.

Maureen O'Neill is President of the Toronto Real Estate Board, a professional association that represents 28,000 REALTORS® in the Greater Toronto Area.