



BRITISH COLUMBIA
REAL ESTATE
ASSOCIATION

the bulletin

Do-Not-Call List Launches September 30

On September 30, 2008, the National Do-Not-Call List (DNCL) takes effect. Operated by Bell Canada, the list will contain the phone numbers of consumers who don't want to receive unsolicited phone calls from telemarketers. Bell will be responsible for registering numbers, providing telemarketers with up-to-date versions of the National DNCL and receiving consumer complaints. Under the legislation, REALTORS® making unsolicited calls qualify as telemarketers.

Consumers will be able to register, free of charge, up to three Canadian telephone numbers on the National DNCL, including landlines, cell phones and fax numbers. It's important to note the registration is for the telephone or fax number only, not the person. If a person changes their phone number, they will have to register the new number with the DNCL. Registered numbers stay on the list for three years, and Bell is not responsible for letting consumers know when the three years are up.

Of interest to REALTORS® are exceptions to the list; most notably, calls to consumers who have given consent to being called, calls to consumers who have existing business relationships with REALTORS®, and calls to business consumers (that is, business telephone numbers).

An existing business relationship, such as that between a consumer and a real estate brokerage, is defined in three ways:

- The consumer purchased or leased a product from the organization within the past 18 months;

- The consumer had a written contract with the organization that expired within the past 18 months (such as a listing agreement); or
- The consumer had made an inquiry with the organization within the past six months (for example, the consumer called for a listing presentation).

Consumers who had contracts or leases with organizations are still considered to have business relationships with that organization for a further 18 months from the date the contract expires. Organizations can contact them throughout that period, unless at any time the consumer asks not to be called.

Brokerages will have to subscribe to receive the list (for a fee) and download it as needed. To accommodate large- and small-scale organizations, several subscription price options will be available. Affiliated companies will each have to maintain their own subscriptions and won't be allowed to share a subscription. Telemarketers will be allowed 31 days to update their lists, meaning consumers may receive unsolicited calls for a few weeks after registering their telephone numbers.

In addition, under the new legislation, all telemarketers must maintain their own do-not-call lists, even if they're making calls that are exempt from the National DNCL rules. If a consumer asks to be placed on an internal do-not-call list, the telemarketer must comply. The request can be verbal, and doesn't have to be in writing.

Remember that a complaint can be filed because of either a violation of the National DNCL, or the individual company do-not-call list. The maximum



penalty for each violation will be \$1,500 for an individual and \$15,000 for a corporation.

The Canadian Real Estate Association is in the process of creating a sample office compliance policy, and has prepared a detailed booklet about the National DNCL and what it means for REALTORS®. Find it on CREA's page on REALTOR Link® under Compliance Centre.

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President's Report

Creating Opportunities

As REALTORS®, we work with renewable resources. What I mean is that there are always properties to list and buyers to match with those properties. No matter what's happening with the market, conditions are good for someone.

It's also true that, no matter what's happening with the market, we have a responsibility to uphold high standards of practice. We have duties laid out in the Code of Ethics, legal responsibilities articulated in the *Real Estate Services Act* and *Regulation* and the Real Estate Council of BC's Rules and Bylaws, not to mention the fact that it just makes good business sense to always act in a professional, ethical way.

When the market changes—and it will always follow its cycles—REALTORS® have to adapt, evolving to remain competitive and successful. That requires creativity, and perhaps paying more attention to individuals to make sure we serve them well.

Recently, a consultant told me to forget about the “golden rule”: treat others as

you like to be treated. As a long-time REALTOR®, which is nothing if not a service profession, I resisted the idea, at first.

Then the consultant explained that customer service is made more effective by using the “platinum rule”: treat others as you've learned they like to be treated.

That made sense to me. After all, I've dealt and worked with thousands of people over the years, and very few of them are just like me! How can I possibly expect them to want to be treated like me?

It also occurred to me that this rule applies to my peers, as well as my clients. Having two standards of conduct seems ridiculous, and doesn't benefit my business in any way. Acting in a professional, courteous way has to include all relationships.

By maintaining an optimistic, inventive, respectful approach, REALTORS® are able to deal with changes as they arise. Yes, it will likely require some imaginative strategies, but keeping an eye on the basics and building on them is a



President *Scott Veitch*

great place to start.

Create the opportunity and then do it all over again!

Scott Veitch
President



Board of Directors 2008-2009

Core Ideology

Core Purpose

Ensuring the continued relevance of REALTORS® in BC.

Core Values

- Member board vitality
- REALTOR® success
- REALTOR® professionalism
- Quality of Life
 - Economic viability
 - Housing opportunities
 - Environmental preservation
 - Property owner rights
 - Better communities
- Public trust

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Future Thoughts for Better Advertising Success



The average Canadian is exposed to more than 4,000 advertising messages per day. Of these, only about ten actually work. People pay attention to advertising that relates to their core needs, specifically to offers that are clear on how a product or service will meet their needs in a better way.

This is the era of the rise of individual power through knowledge, with all consumers able to scout purchase information over the Internet.

all marketing, sales and business planning should be done through the lens of customer needs

Customers are much more demanding and judge sales encounters based on a single question: is this salesperson focused on making money for themselves only, or actually out to meet my needs? This means all marketing, sales and business planning should be done through the lens of customer needs.

As a consultant, I ask clients, "What business are you in?" Smith Corona would have happily answered that they were in the typewriter business, but they went bankrupt thinking that. The business you're in is the better benefits you deliver.

Real estate companies spend a lot of money on advertising. Could this investment be more productive? Consider this:

The world's most beautiful kettle, a work of art made of multi-coloured precious materials, is exhibited in the Smithsonian Museum. Yet, if you used this kettle to pour boiling water, your hand would be scalded. This kettle is indeed pretty, but non-functional.

Most advertising is like that kettle. Most media outlets, a majority of advertising professionals and too many business owners concentrate on making a pretty kettle, but fail to make it functional. Yes, a pretty ad can draw attention, but it should also be functional or your hand will be burned, hard-earned promotional dollars steaming off into the air.

To make a functional ad, you must first have defined the target market/audience for the ad, as well as the message that is to be communicated.

To be functional, your ad should provide the target market with information pertaining to the benefit(s) they will receive to meet their need(s) and include the "better benefit" that



By Jim Bottomley

Jim Bottomley is a consultant and business owner, combining marketing strategy with effective e-business solutions. Jim offers unique customer-focused thinking models to make the future less threatening and ideas for future actions more innovative.

gives the client a reason for choosing your offer over the competition.

The key question: Is it better to advertise home features, or is it more productive to better market lifestyle benefits? In other words, will more response come from advertising that lists the number of rooms and flooring style, or by selling that home as the safest, or offering the most stress-free lifestyle, or providing the ultimate convenience for families, or possibly the best connection to nature and active lifestyles? All of these points are on trend and relate to better benefits.

Let's hope all your future kettles are both pretty AND functional!

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Staying on Top of Your Game

Mandatory continuing education for REALTORS® came into effect in January 2006 with the Professional Development Program (PDP). While PDP is a necessary component of real estate board membership, many REALTORS® take great pride in ongoing professional development as an important part of their career. Why?

According to the 2008 BC REALTOR® Survey, when asked about the importance of several factors to the professionalism of an individual, 91.2 per cent of respondents cited knowledge/expertise as very important. Almost 40 per cent said they take, or would take, Continuing Professional Education (cpe) courses to improve their

professionalism, while a further 34.8 per cent take them to stay up-to-date. Clients benefit from REALTORS® with the most current knowledge and expertise in helping them make informed decisions.

When asked why they are proud to be REALTORS®, survey participants listed many reasons, such as “I work hard to stay on top of the trends and to afford my client the best knowledge and advice I can,” and “If you do your job well and stay up to date on current issues, your input and level of trust instilled in your clients is more rewarding.”

In some cases, professional development can help licencees avoid legal pitfalls.

Some feedback from a recent *Real Estate E&O Legal Update* course indicated it was “well worth the investment in the protection of myself and my clients” and “this must-take course was filled with critical knowledge which will keep you out of messy situations.”

**professional development
can help licencees
avoid legal pitfalls**

REALTORS® want to offer their clients the knowledge and insight required to help them make informed decisions. Professional development ensures you're doing that.

Trends

It's Getting Hot in Here

Keep the heat outside, stay cooler inside and save money during the dog days of summer by installing ENERGY STAR (ESTAR) windows. With ESTAR windows, homeowners will experience less direct heat from the sun, fewer drafts, reduced condensation and may hear less outside noise.

As an added benefit, homeowners can save up to 7 per cent on energy costs, or about \$127 a year, by replacing their windows and doors with ESTAR-qualified products. ESTAR windows are also PST exempt, saving consumers an additional 7 per cent.

In the winter, heating one's home can account for more than half of a home's

energy bill, and up to one-third of the heat from homes can escape through windows. Therefore, windows are an ideal target for energy conservation measures and increased comfort for occupants.

If just ten per cent of the households in Greater Vancouver replaced all of their windows with ESTAR windows, there would be an energy saving of more than \$10.4 million a year.

You can identify ENERGY STAR labelled windows in three ways:

- Ask your local window contractor or salesperson for ENERGY STAR labelled windows.

BC Hydro 
powersmart

- Go to Natural Resources Canada's website (<http://oee.nrcan.gc.ca/energystar>) to find model numbers of all ENERGY STAR labelled windows qualified under the Canadian criteria.
- Look for the ENERGY STAR label.

To learn more about ESTAR windows, as well as BC Hydro's Power Smart residential programs, such as mail-in rebates, the refrigerator buy-back program and Power Smart New Homes, visit www.bchydro.com/powersmart.

For more information about renovations to green homes and buildings, visit BCREA's Green Tool Kit for REALTORS® at www.greentoolkit.ca.

Consumers Re-Evaluate Risk

“Considering everything, would you say that your family is better or worse off financially than six months ago?” This is the first question the Conference Board of Canada asks in its survey of consumer confidence. With gas prices at \$1.50 per litre in many communities, who could provide a positive response? Rising fuel prices hit home fast. They have an immediate and negative impact on household finances and induce belt tightening as financial uncertainty invades the consumer psyche.

More than 2,000 Canadian households participate in the monthly survey, which forms the foundation of the Consumer Confidence Index. In June, the index for BC fell below 100 for the first time in five years.

The decline was significant, falling 9.3 points to 94.3. The index for Canada was far worse, falling to a 13-year low of 79.6. Just 32.6 per cent of those surveyed said now was a good time to make a major purchase, more than half (54.9 per cent) said now is NOT a good time to make a major purchase.

The Bank of Canada is feeling less confident, too. It held its trend-setting target overnight interest rate at 3 per cent in June and is unlikely to lower it, given inflationary concerns. The energy component of the Consumer Price Index climbed 5.5 per cent from April to May, and 11.5 per cent over the past year. The gasoline component rose 15 per cent since May 2007, while prices for fuel oil and other fuels increased a whopping 49.3 per cent over the year.

Canada’s central bank knows energy is imbued in practically everything we buy. While rising gas prices have an immediate effect at the pump, higher overall energy costs will eventually work their way into the prices of our food, consumer goods and services.

The carbon tax was meant to provide a gentle nudge to consumers, reinforcing the idea that energy conservation isn’t only good for the environment, but can help the pocketbook, as well.

That gentle nudge has turned into a big shove as market forces propel fuel prices into the stratosphere. When the ascendant Loonie caught Canadian manufacturers off guard, they were unable to ramp up productivity quickly enough to remain competitive. Consumers now face the same kind of dilemma.

The silver lining, or should I say green lining, is that energy efficiency and the related savings are now top of mind for consumers. The longer fuel prices remain high, the more incentive there is to adopt new technologies and reform our reliance on fossil fuels. It may make more sense than ever to live near your work or find a job close to home. Retrofitting your home for energy efficiency is now a more prudent investment.

In the meantime, consumers will re-evaluate risk. The financial markets have done it. The federal government shelved 40-year mortgages as a result of it. So it shouldn’t be a surprise that many consumers say now is not a good time to make a major purchase.

Confidence and risk go hand in hand. Households are now reassessing their budgets. They’re taking a hard look at short-term expenditures and long-term plans. Let’s give them some time to do just that.



By Cameron Muir,
BCREA Chief Economist

REALTORS® at the Table



Vancouver Island Real Estate Board President Sue Ghose, Premier Gordon Campbell and BCREA President Scott Veitch at the annual Premier’s Dinner in June.

The presence of REALTORS® was definitely felt, with 70 representatives seated in the first two rows, among nearly 2,000 dinner guests. The event is a great way to demonstrate to the government caucus that REALTORS® are active in their communities and care about the province.

Current as of July 17, 2008. Check with your local board office for last-minute changes. The complete cpe Planning Guide is available on BCREA's REALTOR Link® homepage.

Note: this is a schedule of BCREA cpe courses only and does not reflect all PDP-accredited courses. Each course on this schedule is assigned 6 PDP credits, unless otherwise indicated.

BC Northern Real Estate Board

- SEPTEMBER 8, PRINCE GEORGE, *Real Estate E&O Legal Update 2008*, Mike Mangan
- SEPTEMBER 22, 100 MILE HOUSE, *Contracts: Keep on Top of Changes*, Mary Wright
- SEPTEMBER 26, PRINCE GEORGE, *What Brokerages and REALTORS® Need to Know About Agency*, Richard Collins
- OCTOBER 17, PRINCE GEORGE, *Contracts: Keep on Top of Changes*, Mary Wright

Chilliwack and District Real Estate Board

- SEPTEMBER 23, CHILLIWACK, *CONDO 202: Advanced Strata Law for REALTORS®*, Adrienne Murray
- NOVEMBER 4, CHILLIWACK, *What Brokerages and REALTORS® Need to Know About Agency*, Harvey Exner

Fraser Valley Real Estate Board

- AUGUST 14, SURREY, *What Brokerages and REALTORS® Need to Know About Agency*, Jim McCaughan
- AUGUST 21, SURREY, *Know Your Product*, Will Graham
- AUGUST 28, SURREY, *Win/Win: Conflict Resolution Skills for REALTORS®*, Richard Collins
- SEPTEMBER 11, SURREY, *What Brokerages and REALTORS® Need to Know About Agency*, Jim McCaughan
- SEPTEMBER 16, SURREY, *CONDO 101: Strata Law for REALTORS®*, Adrienne Murray
- SEPTEMBER 25, SURREY, *Ethics: Unlocking the REALTOR® Code*, Dennis Wilson
- SEPTEMBER 26, SURREY, *Real Estate E&O Legal Update 2008*, Adrienne Murray

Kamloops and District Real Estate Association

- SEPTEMBER 10, KAMLOOPS, *Real Estate E&O Legal Update 2008*, Mike Mangan
- SEPTEMBER 11, KAMLOOPS, *Real Estate E&O Legal Update 2008*, Mike Mangan
- OCTOBER 8, KAMLOOPS, *What Brokerages and REALTORS® Need to Know About Agency*, Jim McCaughan
- OCTOBER 9, KAMLOOPS, *What Brokerages and REALTORS® Need to Know About Agency*, Jim McCaughan

Kootenay Real Estate Board

- SEPTEMBER 23, CRANBROOK, *Selling Tenant-Occupied Properties (STOP)*, Evelyn McNulty
- SEPTEMBER 24, TRAIL, *Selling Tenant-Occupied Properties (STOP)*, Evelyn McNulty

- OCTOBER 27, NELSON, *Real Estate E&O Legal Update 2008*, Mike Mangan
- OCTOBER 28, CRANBROOK, *Real Estate E&O Legal Update 2008*, Mike Mangan

Northern Lights Real Estate Board

- SEPTEMBER 17, DAWSON CREEK, *CONDO 101: Strata Law for REALTORS®*, Mike Mangan

Okanagan Mainline Real Estate Board

- SEPTEMBER 9, SALMON ARM, *Ethics: Unlocking the REALTOR® Code*, Dennis Wilson
- SEPTEMBER 10, VERNON, *Ethics: Unlocking the REALTOR® Code*, Dennis Wilson
- SEPTEMBER 11, KELOWNA, *Ethics: Unlocking the REALTOR® Code*, Dennis Wilson
- OCTOBER 21, SALMON ARM, *Real Estate E&O Legal Update 2008*, Mike Mangan
- OCTOBER 22, VERNON, *Real Estate E&O Legal Update 2008*, Mike Mangan
- OCTOBER 23, KELOWNA, *Real Estate E&O Legal Update 2008*, Mike Mangan

Real Estate Board of Greater Vancouver

- AUGUST 13, VANCOUVER, *Electronic Title Searching*, Catherine Greenall
- AUGUST 14, VANCOUVER, *Contracts: Keep on Top of Changes*, Richard Laurendeau
- AUGUST 15, VANCOUVER, *What Brokerages and REALTORS® Need to Know About Agency*, Richard Collins
- AUGUST 20, VANCOUVER, *Professionalism—It Pays! Be Safe or Be Sued*, Mike Mangan (3 PDP Credits)
- AUGUST 21, VANCOUVER, *What Brokerages and REALTORS® Need to Know About Agency*, Brian Taylor
- AUGUST 22, VANCOUVER, *Real Estate E&O Legal Update 2008*, Mike Mangan
- AUGUST 25, VANCOUVER, *Buyer Agency*, Jim McCaughan
- AUGUST 26, VANCOUVER, *CONDO 101: Strata Law for REALTORS®*, Adrienne Murray
- AUGUST 28, VANCOUVER, *CONDO 202: Advanced Strata Law for REALTORS®*, Adrienne Murray

South Okanagan Real Estate Board

- SEPTEMBER 12, PENTICTON, *Ethics: Unlocking the REALTOR® Code*, Dennis Wilson
- OCTOBER 24, PENTICTON, *Real Estate E&O Legal Update 2008*, Mike Mangan

Vancouver Island Real Estate Board

- AUGUST 21, NANAIMO, *Real Estate E&O Legal Update 2008*, Adrienne Murray
- AUGUST 28, PARKSVILLE, *Professionalism—It Pays! Be Safe or Be Sued*, Mike Mangan (3 PDP Credits)
- SEPTEMBER 11, PARKSVILLE, *Electronic Title Searching*, Catherine Greenall

Victoria Real Estate Board

- SEPTEMBER 5, VICTORIA, *What Brokerages and REALTORS® Need to Know About Agency*, Michael Ziegler