



The Oakville, Milton
and District Real Estate Board



President's Report on Activities & Accomplishments

2021 // Lynn Hoffmann



President's
Greeting



Regional MLS®
& IT Services



Professional
Development & Events



Advocacy
& Profile



Support
& Services



OMDREB
Communications



A Look
Ahead

President's Greeting

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LYNN HOFFMANN

Hello fellow OMDREB Members,

Firstly, I want to thank each of you for putting your trust in me to lead OMDREB as your President. My commitment to OMDREB and its members has never wavered in what is now my seventh year serving on the Board, and I am proud of what we accomplished.

The goal of your 2021 Board of Directors was to effectively collaborate with members, remain communicative and transparent, and ensure that your voices were heard throughout the year whenever an impactful decision was to be made. I wholeheartedly believe that we met this goal, and I know your 2022 Board will carry that torch.

This year presented several challenges to the Real Estate Board and its Members, the most obvious pertaining to key areas of MLS®. Around this time last year, OMDREB was petitioned to re-evaluate the MLS® provider being offered to members. I am sure all of you can imagine that doing this was no easy task. At the end of what we dubbed the “MLS® Search Process”, our members ultimately spoke to what was best for them through a non-binding vote consultation - and your Directors listened. In short, as you all know, it was determined that remaining with ITSO as our MLS® provider was in the best interest of OMDREB members.

I would like to personally thank OMDREB's CEO Lorraine McLachlan and her senior staff team who did an incredible job executing the entire process that this task called for. In fact, OMDREB was recognized by The Ontario Real Estate Association (OREA) for creating a model that should be followed by all other Boards when addressing friction between a Board and its members.

When I stepped into the roll as President while the pandemic continued, OMDREB was already showing the leadership it is known for by being the first Board to stop open houses - at my insistence - when COVID first began. Just as important, we supported our members by offering dues relief without sacrificing any of the services you expect from OMDREB. I will always be proud of that.

The positive momentum that we now find ourselves with allows us to continue to build upon our reputation as leaders in the real estate industry. This reputation has gained us increasing membership. Prudent and thoughtful management set OMDREB up for its best financial year on record. The services that we offer are recognized as top-tier. All things considered, it will be truly exciting to see how OMDREB grows for years to come.

Recently, I had the opportunity to meet with my fellow Directors and OMDREB's staff team to bid adieu to 125 Navy Street, a place where many of you visited, gathered, and knew as

President's Greeting



the long-time home of the Real Estate Board. The Board's sale of Navy Street during COVID also posed its own challenges, but through hard work and perseverance we ultimately got the job done. I'm looking forward to seeing where our new headquarters will be, and can't wait for Directors, members, and staff to start making new memories!

Once again, thank you for putting your faith in me to help move OMDREB closer to where we need to be. It has been an honour serving as your President.

A handwritten signature in black ink, appearing to read 'L. Hoffmann'.

President-Elect Note



VISHAL KAPOOR

Hello OMDREB Members,

First of all I would like to thank you for all of the support and trust in your Board throughout the past year. While some things were certainly challenging, I am thrilled with how the relationship between the Board and its members has thrived recently.

Our 2021 President Lynn Hoffmann, CEO Lorraine McLachlan, Board of Directors, OMDREB Staff, Task Forces and Committees all did a phenomenal job in 2021. I will be serving as President of OMDREB for

2022 and am really looking forward to continuing our great work.

Volunteering for OMDREB since 2015 has given me an opportunity to grow as a professional and as a person. I believe: "If you see a problem be part of the solution". It is easy to complain but it takes determination and commitment to get involved, get engaged and find solutions. This is exactly what I am setting out to do.

I look forward to sharing my commitment to serving OMDREB and its members. What sets us apart as OMDREB members is our integrity and our professionalism. I witnessed this first-hand during my time volunteering as a member on different Committees and Task Forces (Golf Tournament, Finance, By-Law, Government Relations, MLS® & IT, Leadership Development).

It has been an exciting journey for me starting as a Committee member, being elected to Director-At-Large, Senior Director, President-Elect and now your President. Over the last six years, I learned how the Board functions and understand the challenges we face moving forward.

A few important things I've lead and contributed to recently:

- TRREB MLS® Task Force – Being the Chair of this Task Force was demanding and required an immense amount of responsibility. It was our mandate to review the TRREB proposal in detail, do fact finding, collect feedback from eight different Boards and present our recommendation based on our findings to the Overall MLS® Committee. Everyone involved was very supportive, and our OMDREB staff and volunteers worked tirelessly in this democratic process.
- Finance Committee – Worked as Chair to streamline the accounting process and review the budget proposal with the help of experienced volunteers.

My goal for 2022 is simple: Building OMDREB Up!

President-Elect Note

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A new year means finding ways of enhancing our services for members and raising the profile of what it means to be an OMDREB REALTOR®. Here are a few of the tasks I'll be tackling as President in 2022:

- Finding New Home for OMDREB - As you know we said goodbye to 125 Navy Street and are currently operating solely out of our Milton office. We need to find a new home for OMDREB and for that we have created a Task Force, which will provide us recommendations on where we should relocate, as well as what facilities our members and staff need to function at the highest level.
- Completely Redeveloped OMDREB Website - In January we begin the process of analyzing proposal submissions for the redevelopment of OMDREB's website. Both the public-facing site and the Members Area will be dramatically improved to better meet your needs.
- Enhancing Member Services - There are exciting things in the pipeline to enhance the services offered to OMDREB members, including new training and professional development opportunities and the creation of new Task Forces to address pending needs.
- Advocacy for Provincial MLS® data access: Complete MLS® data is crucial for us to serve our clients and customers. We will keep working with our surrounding boards to reach agreements for reciprocal data access.

OMDREB is growing our membership, our staff team, and our positive reputation. This is a testament to travelling on the correct path - upwards! I am here to support and serve you so that you can better serve your clients. I am excited for what's to come. Together, we will Build OMDREB Up!



Regional MLS® & IT Services

MLS® Search Process

Beginning in January, we commenced an extensive process that saw 2 Task Forces (TRREB and ITSO) and an Overall MLS® Committee created, a total of 35 communications pieces crafted, 6 Town Halls hosted, and a 10-day non-binding vote opened to hear from all OMDREB members directly. This was no easy task!

The turnout for the vote was great, with 26% of our total membership electing to make a choice. This is well above previous averages for other electronic votes, which typically hover around 10%. Along with the feedback from the Town Halls and the recommendation of the Overall MLS® Committee, the result of this vote was the final piece of considerable information your Directors needed before the official MLS® decision was to be made.

On Thursday, August 19, the Board of Directors met to discuss the entire MLS® Search Process with the intent of making a binding decision on which service provider OMDREB will move forward with. After deliberation, OMDREB's Board of Directors unanimously elected to adopt the recommendation of the Overall MLS® Committee and the results of the non-binding vote by the membership to remain with ITSO as our MLS® provider.

In addition to this, it was agreed upon that staying with ITSO will cause no disruption to the business of OMDREB members and would encourage continued collaboration with the majority of Real Estate Boards across Ontario.

We are confident that this decision is in the best interest of OMDREB and its members.

TRREB Data Swap

Tested and soft launched between the end of 2018 and Spring 2019, the most recent data swap agreement between Toronto and Oakville-Milton came to an end mid-year 2021. As of July 1, 2021 access to new listings in our geographic area were no longer seamlessly available to TRREB members and OMDREB members no longer have access to new TRREB member listings. Upon termination, there were approximately 1,000 active TRREB listings that became unavailable to OMDREB members.

To mitigate this, OMDREB offered and allowed TRREB agents of the affected listings to Interboard with us, free of charge.

The termination of this agreement by TRREB is just another of several prior data swap agreements over the past 20 years that have come to an end. These have never been permanent arrangements and, while beneficial to the members of both TRREB and OMDREB, such interim solutions are not without issues. The answer to the data problem must be in a province-wide data solution; however, this is beyond the ability of OMDREB alone to resolve, but we continue to advocate for and work toward this goal with our willing regional partners.

Update To ITSO End User License Agreement (EULA) and Square Footage

As you know, inputting the accurate value of square footage is mandatory on ITSO's MLS® System, unlike some others which may allow a range. Because of this, OMDREB REALTORS® were previously required to purchase reports that include these values to be added to the listing field. On July 27, 2021, ITSO updated their EULA due to changes in the GeoWarehouse and PropertyLine website terms of use, both of which indicate that REALTORS® cannot include the exact square footage or year built of a property obtained from an MPAC report in an MLS® listing. All users were required to agree to the updates when logging into the MLS® System at that time.

Listing Audits

Some members may have been recently contacted by our MLS® department notifying them that a random audit has been conducted on their listing. These audits are paramount to keeping the integrity of listing data intact on the MLS® system which has been top of mind in months past, especially with the implementation of updated ITSO MLS® Rules.

Be aware that data integrity audits are not meant to be a source of frustration or annoyance to you, but rather a way that the Board can assist and educate on the importance of correcting false or missing information, pointing out an input error in a required field, or helping you avoid a potential monetary fine due to lack of MLS® rules compliance.

MLS® Rules and Policies Update

On December 1, 2021 updated ITSO MLS® Rules and Policies came into effect which will help protect the integrity of listing content.

Highlights of updates to ITSO MLS® Rules, enforced on December 1, 2021:

Square Footage Source: It is important to note that the source for square footage is a mandatory field on every MLS® listing on the ITSO system. There is a list of available selections, however in most cases, the supporting document must also be attached in the 'supplements' section. For example:

- If the source is "Other" the Private REALTOR® Remarks must state the nature of how the value was derived. Was the square footage value calculated by the listing agent? Was this value derived by a third-party company?
- If instead the source is "Plans", it must be stated in the Private REALTOR® Remarks that the plans can be found in the "Supplements" section of the listing.

Each option has a specific way of being described and supported. Please refer to the updated MLS® Rules for guidance. Should you have any questions regarding Square Footage Source, please reach out to our MLS® staff prior to submitting your listing! We would be happy to assist and provide clarification.

Remarks: "All Remarks must appear in the appropriate section of an MLS® Listing". It is important to note that the updated MLS® Rules describe the nature and limitations of each individual Remarks section:

- Public Remarks
- Private REALTOR® Remarks
- Offer Remarks
- Showing Remarks
- Buyer Agent Compensation Remarks

Every Remarks section has a unique purpose. The Rules have expanded regarding all Remarks to set out what is or is not acceptable in each individual Remarks section. For example, any information pertaining to the registration of offers must be disclosed in the Offer Remarks section of the MLS® listing. Just as well, if a Seller has indicated they will review pre-emptive offers, then that fact must be noted in the Offer Remarks.

The Remarks sections have seen drastic changes in the most recent MLS® Rules update. Should you find yourself unsure when choosing the correct remarks section, kindly reach out to our MLS® staff for clarification.

Zoning: Proper zoning information must be provided. A zone of "Residential" or "Commercial" without additional information is not permitted. Indicating "Agricultural" for zoning is acceptable if that is the zoning code set by the municipality/township.

Unacceptable Listings: Listings cannot be put on the MLS® System if they are already pending and not available for showings. Listings must be available for showing and the registration of offers when they are entered into the MLS® System, meaning the status must be active or conditional with showings allowed.

The OREA 244 form is now required to be uploaded to the MLS® System, not just retained on file by the brokerage if the presentation of offers is going to be delayed. REALTORS® will be permitted to black out any sensitive information before uploading the form to the MLS® System. The amended rules also make it clearer that disclaimers for the accuracy of listing information or requiring buyers to verify information cannot appear in any of the listing content - including the schedules and other documents.

Images: This Rule has been amended to explain that it is permissible to blur or ghost the parts of an image that contain for sale signs or branding provided that names and branding are not recognizable in those images, and that the blurring or ghosting does not result in the image inaccurately portraying the property. There was also a new section added to this Rule to set out that images can be digitally altered, including virtual staging, provided that the alterations do not result in the images inaccurately portraying the property. Should this be the case, there is an obligation to disclose in the public remarks if images including virtual staging were added.

Pre-Emptive Offers: This Rule has been amended to make it clear that there are 3 things REALTORS® need to do when reviewing pre-emptive offers: they need to notify all interested parties, get a new form 244 executed, and then update the listing in the MLS® System with appropriate remarks and the new form 244. To be clear, offers should not be presented until these three actions have been completed.

A full summary of the changes, along with both the fully revised ITSO MLS® Rules and Policies documents can be found [here](#), accessible at any time in the Members Area under "ITSO Resources".

Professional Development

Education & Seminars

As a second COVID shutdown hit the province at the beginning of the year, OMDREB's Professional Development department continued to refrain from holding training sessions at both Oakville and Milton Board locations. Prior to the cancellation of in-person business, we averaged 600 attendees for these sessions annually. After OMDREB's operations continued to be online-only, we held over 316 webinars attended by over 6,200 people in 2021!

Our philosophy of providing education and professional development as a Member service has always served OMDREB and its Members well. Staff are constantly seeking out new sessions and providers, bringing in several new speakers this year, covering 28 new topics. Among the new, fresh additions to our inventory were: Key Tips for Representing Sellers and Buyers with Hugh Foy; My Kickass Listing Presentation with Barry Lebow; and Taxing Issues with Mark Weisleder.

Our very successful series, Coffee with Colin, continues to be one of our most popular offerings in Milton thanks to OMDREB Member and Milton Councillor Colin Best. For the past number of years, we also have been fortunate to have Regional and Oakville Town Councillor Sean O'Meara presenting Oakville Town Talk. OMDREB is committed to continuing these fantastic town updates from your local representatives, and look forward to having them back on our Professional Development roster for 2022.

Other seminars to watch for at the beginning of 2022 include How to Prevent a Hack, Attracting Seniors and Clients, Cottage Planning, Cyber Security, Converting Leads into Clients, and Problems in newer homes.

If there are topics or speakers that you would like the Board to review and possibly offer in 2022, please forward your suggestions to cyndi@omdreb.ca. As always, we welcome your input!

Training

This year has certainly marked significant updates to not only our MLS® environment, but also to the technology and tools we access daily in organized real estate in Ontario. Training and education at OMDREB continue to be a top priority. Our main goal is to assist our members in taking full advantage of the tools we provide through membership with our Association.

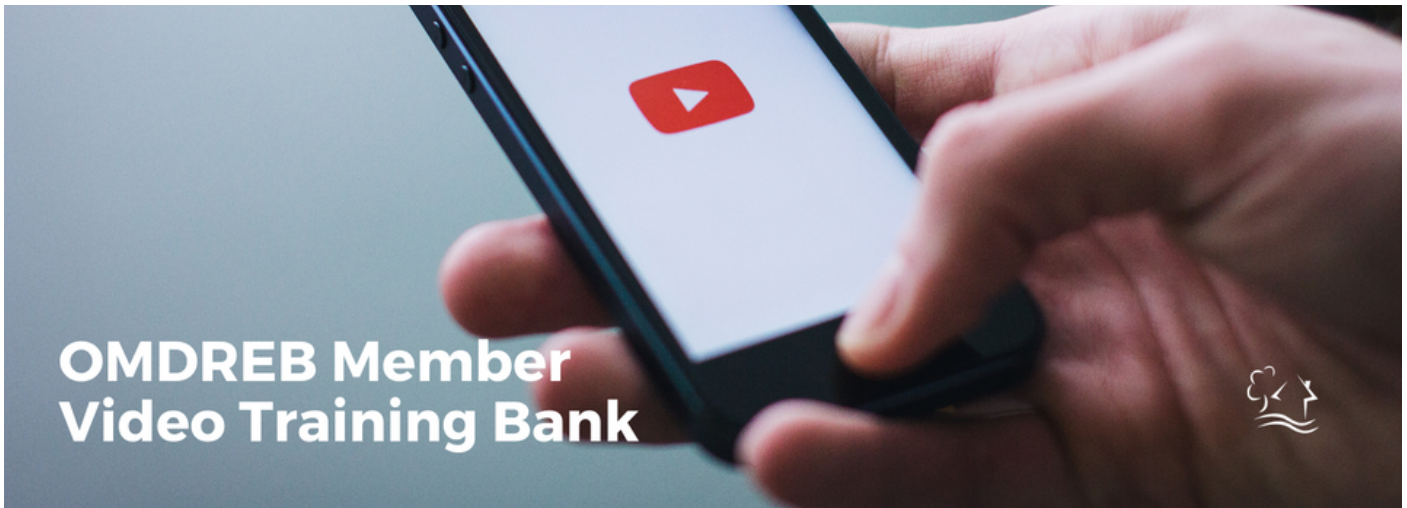
Throughout 2021, OMDREB has seen a record influx of member inquiries arriving from all channels. To be proactive our Trainer, Eric Garand, has been working closely alongside OMDREB's MLS® and Membership departments to develop tailored training solutions in response to this increased demand.

OMDREB training webinars are constantly being improved to include answers to the most pressing questions from our members, as well as include information on any changes taking place with the tools at hand. In early 2022, we will be releasing a series of recorded instructional videos that provide walk-throughs to tackle the questions our members are asking. You may remember a similar series titled “Matrix in a Minute” which was popular when ONRegional was transitioning to ITSORealEstate. This series will be returning in 2022! These are delivered in a short video format that is easy to absorb. This way you get to quickly see the information, understand it, and get right back to what it is you are working on.

OMDREB's suite of training webinars continue to be provided to our members free of charge. Based on your feedback, our webinar rotation has been condensed into shorter timeframes that allow for more focused content delivery. Continuing into 2022, you'll have the opportunity to experience four updated OMDREB webinar offerings:

- **Approaching Searches on Matrix** covers the various search functions commonly used on Matrix and provides a foundation for approaching searches with confidence.
- **From Search to Auto Email** will involve sharing listing information with clients and additional features involving the Client Portal concept.
- **Inputting a Listing on Matrix** encompasses the various screens and options encountered when listing a property on Matrix.

- Using Authentisign to Sign Any Document involves the creation of an electronic signing by using the Authentisign platform and covers the process of designing and signing a sample document from start to finish. In Q1 2022, this session will be updated once again to walk members through a new version of Authentisign.



OMDREB's training is recorded and stored in our Video Training Bank. This means our members can either tune in for a live session to ask questions, or view this content at your own leisure.

Events

In September, OMDREB's annual Golf Tournament took place at Piper's Heath Golf Club. REALTORS® and members of the community gathered together to hit the links for a good cause. The Board is grateful that the golf tournament went ahead this year despite the challenges we all faced. We thank those who attended and sponsored the event, which enabled us to raise \$12,000 in support of the 2021 President's Charity, Lighthouse for Grieving Children.

Because of COVID, unfortunately all other in-person events had to be postponed for the year. OMDREB's Events Department is looking forward to bringing you exciting new ways to get involved with the Board and your real estate peers as soon as worldwide health concerns are alleviated.

Corporate Social Responsibility



The 2021 President's Charity, The Lighthouse for Grieving Children, assists children and their families at their most vulnerable. Lighthouse looks death in the eye, recognizes its impact, and gives healing time. That said, it's a place more about beginnings than endings, more about celebration than sorrow, more about bright futures than dark days of the past.

As mentioned above, OMDREB's annual Golf Tournament took place at Piper's Heath Golf Club. Additionally, through the REALTORS® Care Foundation, OMDREB REALTORS® raise funds for local shelter-based charities annually. Through all of these efforts, we were able to raise a grand total of \$46,000 for The Lighthouse For Grieving Children.

A big shout-out to the volunteers and Board staff who worked on making these accomplishments possible, and to all of you supporting this important community involvement.



Advocacy & Profile

Government Relations

OMDREB's Government Relations Committee has regularly met with Parliamentarians to discuss their local housing markets and policies that promote a vibrant and sustainable real estate industry.

The COVID-19 pandemic has highlighted the need for a safe place to call home. Today, REALTORS® are prioritizing the housing needs of Canada's most vulnerable populations while also ensuring the economy gets up and running. Above all, REALTORS® will always focus on helping Canadians find homes.

The story for many Canadian housing markets in 2021 was a continued historic lack of available supply in relation to demand. The fact of the matter is even more households are not listing properties for sale. As a result, the overall inventory of homes for sale across all Canadian MLS® Systems has fallen exponentially over the last 17 years.

In concert with OREA and CREA, The Oakville, Milton and District Real Estate Board has been advocating for a number of different initiatives that will put OMDREB REALTORS® at the forefront of necessary and positive change for our industry. OMDREB's Government Relations Committee has met with government officials that work in our jurisdiction, and outlined recommendations that will help alleviate the issues REALTORS® and their clients are currently facing.

Here is what we've been working on in 2021:

INCREASE THE FIRST-TIME HOME BUYERS LAND TRANSFER TAX REBATE TO \$8,000

- The average price of Ontario homes has more than doubled since 2010 – going from \$350,000 to \$820,000 today.
- 46% of prospective homebuyers under age 45 have considered leaving Ontario because homes are too expensive.
- Increasing the first-time home buyers Land Transfer Tax credit to \$8,000 will make the dream of home ownership a reality for more Ontario families.
- Home buyers are paying \$13,000 in Land Transfer Tax on the average price of a home in Ontario.
- First-time home buyer rebate only covers \$4,000. Young families are paying thousand in taxes.

INTRODUCE THE "BRING AFFORDABILITY HOME ACT, 2021

New Legislation to further increase the supply of homes should:

- Redevelop commercial properties into residential housing.
- Incentivize developers to turn surplus public land into residential housing.
- Create an Ontario-made shared-equity homeownership model.
- Stop criminal money laundering from competing with young families trying to buy a home.

Click below for more information on our Government Relations REALTOR® Recommendations.



2021 REALTOR® RECOMMENDATIONS

We have been very fortunate that some of our advocacy efforts, including certain points on the above list, have seen direct implementation into government policy - but there is more work to be done!

OMDREB and its Government Relations Committee look forward to further meetings with Parliamentarians, local officials, and federal officials in order to better the lives of REALTORS® and your clients. If you are passionate about housing and Government Relations, consider joining our Government Relations Committee! Please send an email to communications@omdreb.ca expressing your interest.

Support & Services

Finances

In 2021, OMDREB said goodbye to our longstanding bookkeeper Joyce Dao. After a careful selection process, we welcomed BDO as our new financial support team. Thanks to BDO's diligence, along with our dedicated and hardworking Finance Committee and OMDREB staff, we were able to successfully close another financial year.

While the pandemic continues to present its challenges, OMDREB continues to manage its finances and investments responsibly and conservatively.

As expected, COVID continues to affect OMDREB's ability to host events such as our Gala and other fundraising opportunities, and the pandemic continues to influence our ability to safely conduct in-person classroom training sessions. Unfortunately, MyStore continues to see a downward trend in sales as well.

On a positive note, OMDREB was able to host our golf tournament at Piper's Heath at the end of September while respecting COVID safety protocols. We successfully raised \$12,000 that was recently presented to the 2021 President's Charity of Choice, The Lighthouse for Grieving Children.

In addition, our popular webinars continue to cover a wide variety of relevant and interesting topics. OMDREB's ability to pivot from in-class sessions, to engaging and educational content being offered online continues to be an OMDREB success story as we are known for our quality education and timely information releases.

Since the end of the data share with TRREB, OMDREB has also experienced an increase in listings and the continued strength of the real estate market through the pandemic has caused a rise in our membership to over 2,100 members strong. We have reinstated all suspended fees that allowed our members to have a financial break at the beginning of the pandemic and introduced a \$1 increase per member per month to ensure OMDREB's continued financial stability. Overall, the Board has successfully managed our finances during these unpredictable times, and we are doing well.

Membership

In the first quarter of 2021, long-time Membership Coordinator Manisha Mistry left OMDREB to pursue other career endeavours. As such, Susannah Sadler was brought in as her replacement on May 11, 2021. Susannah hit the ground running and set out to implement updated processes and efficiencies to improve overall Membership Department operations, beginning with creating new training checklists and “how-tos” for documenting departmental skills.

An updated dues schedule and reworked payment notices were rolled out for Q3 which attained a notable drop in outstanding payees at cut-off and an increase in auto-pay opt-ins. Similar results were achieved in Q4. For these quarters, a Membership Team consisting of employees from other departments was created to assist for two weeks before and following cut-off dates to ensure quick, easy service and troubleshooting for our members throughout the payment process. Templates for tracking relevant information during dues periods going forward have also been implemented.

In review of older internal documents, our Membership Department located and resolved issues in record-keeping spreadsheets. Upon discovery, all previous spreadsheets were updated and new sheets created for the current fiscal year.

In concert with OMDREB’s Communications Department, monthly membership tracking documents for dissemination in the Members Area of the website have made a return. Additionally, Membership and Communications made necessary updates to OMDREB’s online membership forms providing clarity around general verbiage and registration information.

Since Susannah joined us on May 11, she has assisted with the inputting of 19 new brokerages, 204 new members, 101 resignations, 9 terminations, 24 reinstatements, 26 subscribers, 45 admins, 1 appraiser, and 89 transfers applications.

This year, OMDREB saw the joining of 30 new brokerages, 340 new members, 164 resignations, 47 terminations, 38 reinstatements, 37 subscribers, 74 admins, 1 appraiser, and 131 transfers applications.



Affinity Program and Business Directory

OMDREB is pleased to offer our Members discounts from over 90 businesses ranging from clothing, entertainment, health & wellness, hotels & travel, food, and a wide variety of other services. Additionally, there are trusted local proprietors that have partnered with OMDREB through our Business Directory. We encourage our Members to shop at or use the services of these local businesses, as they help keep membership fees low through their paid sponsorship and promotion with the Board. 2021 has seen a great number of additions and renewals to both directories, and we look forward to new partnerships as well as maintaining our current roster.

Scholarship

The Oakville, Milton and District Real Estate Board's annual Scholarship Awards Ceremony recognizes the talented students and winners of the OMDREB Annual Scholarship. They have demonstrated an incredible drive and passion to excel both inside and outside of the classroom.

For 2021, OMDREB's Scholarship focus was on how the home, grieving, and the human connection has been impacted during the COVID pandemic. This is in line with OMDREB's President's Charity, The Lighthouse Program For Grieving Children. This year's essay submissions were creative, thought provoking, and well-researched. Our \$2,500 Scholarship recipients were certainly deserving of the award, and we wish them well in their academic endeavours!

Our 2021 recipients were: Katherine Brewer (Garth Webb Secondary School), Sydney Cross (Craig Kielburger Secondary School), Lauren Luyks (Garth Webb Secondary School), and Thu Mai (Bishop P. F. Reding Catholic Secondary School).

These students were celebrated by friends and family on the Zoom call, along with some of OMDREB's staff team and ceremony host CEO Lorraine McLachlan. Mayor Gordon Krantz of Milton was also on the call to congratulate our winners and offer his words of encouragement. Mayor Rob Burton of Oakville was unable to join us for the live ceremony but sent his congratulations.

For more information about the winners, to read their essays, and to watch a recap of the virtual Awards Ceremony, [click here.](#)

MyStore

With OMDREB's Oakville office sold and the process of moving physical operations solely to Milton complete, this means that MyStore is now based out of the Milton office. This will serve as a temporary location until our new headquarters is secured. MyStore purchases can still be made in-person at 400 Main St. E, Suite 208 in Milton or from anywhere online. For those members outside of Milton, there is a convenient option to have your products shipped directly to your door!

As OMDREB REALTORS® continued to work safely throughout the pandemic – particularly with respect to the return of public open houses - MyStore provided the tools necessary to help make this happen. As such, it comes as no surprise that the most popular product of the year was the “COVID Safety Courtesy Sign”, designed in-house by our very own MyStore Administrator Nadine Davis, which alerts open house attendees to wear a mask and use hand sanitizer on premises.



The value of this effective safety sign was in fact recognized not only by our members but also by other Real Estate Boards, who contacted OMDREB to find out how to get some for their own REALTOR® stores. Well done Nadine!

For 2022, MyStore will have fresh offerings available for members. Before the busy Spring market kicks off, we'd like to highlight an expected hot seller that can be utilized for a number of different functional uses: The brand-new Feature Sheet Holder with business card pocket and removable center divider for brochures. Nadine is also setting the member price at an absolute steal!

This product is replacing the previous and less functional feature sheet holder. We look forward to giving you more information about this and other products that will benefit you in the New Year.



Staff Updates

2021 provided an opportunity to invigorate and welcome many positive staff changes at OMDREB. We are incredibly fortunate to have many new Team members that joined us throughout the year as they have effortlessly integrated into our engaged and member-focused environment.

In January, OMDREB welcomed Craig Minnett as our Manager, Member Services & Information Technology. Not long after Craig joined the Team, we welcomed three new staff members in May! Susannah Sadler joined OMDREB as our Membership Coordinator, and in a newly created role, Misbah Tufail joined as Administrative Assistant. We welcomed Elizabeth Escotto as our MLS® Support and IT Specialist which further enriched our OMDREB Team. In addition, we have recently welcomed two new Team members. In November, we welcomed Chi Orji as our MLS® and Technology Team Lead and our newest Team member, Nancy McGrath, joined OMDREB as our new MLS® Support Administrator in early December.

With the good fortune of having so many new and enthusiastic staff members, this has also meant saying goodbye to several longstanding OMDREB staff members. Manisha Mistry left OMDREB in the early part of 2021 and we were thankful to have had her client commitment and member support for 8 years. Joyce Dao was our longstanding bookkeeper of many years, and we were very grateful for her support and dedication to OMDREB's continued success. Most recently, we have said goodbye to Stefani Derek who was known in the office as being our one-stop-knowledge-shop as she was deeply invested and knowledgeable in many aspects of our OMDREB process and culture. Thankfully, Stefani has chosen to stay in real estate and is now part of the Team at the Niagara Association of REALTORS® as their MLS® Service Support. We congratulate Stefani on her new role and wish her the very best!

Communications

Overview

The goal for OMDREB's Communications department in 2021 was to take the lessons learned from last year to develop and execute new innovative strategies, with the aim of improving our member-focussed communications. This includes how our members consume their information, what they read and watch, and the importance that they place on one item versus another. We also stressed that our communications be timely, transparent, and easy-to-understand.

This year we sought ways to ensure key messaging was delivered with an emphasis on improving engagement between the Board and our membership, with the end goal of increasing trust in our Board of Directors. We accomplished this by highlighting important work being done, showcasing upcoming implementations, and celebrating OMDREB achievements.

MLS®

A lot of work was done throughout the year specifically around the future of OMDREB's MLS® System and the TRREB data swap. These hot-button issues sparked engagement with members, particularly on the OMDREB REALTORS® private Facebook group which gave us a tool to monitor important feedback. This feedback was critical to the development of a communications plan for the entire MLS® Search Process and promoting member Town Halls, creating and sending important updates, and providing the popular video messages.

We are proud of how the MLS® Search Process was conducted. Member feedback at the Town Halls with respect to the sharing of information, high level of engagement, and transparency among the Committees, Task Forces, Directors, and members was very positive.

As part of their membership, OMDREB REALTORS® are sent a monthly stats package containing reported MLS® stats, CREA's HPI report, and the President's Market Report from our Communications department. In addition to these tools, members are now receiving a document provided by ITSO which contains more in-depth supplementary figures such as Percentage of List Price Received, Housing Affordability Index, and Housing Value Index among others.

Initial feedback from this change has been positive, as members have said that they appreciate the additional information and the way the data is presented.



Website RFP & Redevelopment Task Force

OMDREB's website needs a complete overhaul, and this will be one of the top goals for the Board in 2022. Earlier in the year, our Communications Department created and issued an RFP for website developers. Additionally, a task force was created to assist with redeveloping OMDREB's public facing website and Members Area.

We'd like to make the Members Area better to navigate and more accessible for you, so that the critical information you need to do your job effectively is easier to find.

Our public-facing website also needs a complete revamp so that consumers in Halton know that when they need to find a trustworthy Oakville or Milton REALTOR® and reliable real estate information, OMDREB.ca is the only place they need to go.

Thank you to the members who put their names forward to join the Website Redevelopment Task Force:

- Imtiaz Kiani. (Right At Home Realty Inc.)
- Irfan Khokhar (Royal LePage Meadowtowne Realty Inc.)
- David Marshall (RE/MAX Aboutowne Realty Corp.)
- Gary McLean (Royal LePage Real Estate Services Ltd.)
- Liz Polak (Century 21 Miller Real Estate Ltd.)
- Ry Weichel (Royal LePage Credit Valley Real Estate Inc.)
- Kaveh Zabihi (Right At Home Realty Inc.)

We're looking forward to getting things under way in January!

Video Training Bank

A beneficial tool that first became available to members due to the global pandemic is OMDREB's Video Training Bank. Housing our professional development and in-house training recorded webinars, it has proved to be extremely beneficial and one of OMDREB's most used services. The Video Training Bank continues to be updated weekly. Members can expect it to receive a total overhaul once work begins on the website redevelopment.

Recently, improvements were made to OMDREB's ITSO and WEBForms® Training Videos which now include customized introductions from Eric Garand, OMDREB Trainer. Previously, the videos would lead directly into the webinars without any preamble on what is included in a 90 or 120-minute recorded session. Now, OMDREB members get to meet Eric (virtually), hearing directly from him on what they're about

to watch and learn.

Earlier in this report you also read about the updated training that has rolled out to members. The Video Training Bank will also be the home to those recordings once they are ready.

Fintracker

Fintracker has been added as part of the ITSO suite of products that are available to OMDREB members. We'll be letting members know the functionality of this soon, once we can access more information to share.



A Look Ahead

Committees

One of the best ways for Members to make a difference in their Association is to volunteer their time to work with an OMDREB Committee! These committees do research, actively investigate, and provide suggestions to the Board of Directors on various Board and industry topics and activities. If you're interested in learning more about any of the committees listed below, please [click here](#) or email laura@omdreb.ca.

Arbitration Committee
By-Law Committee
Commercial Committee
Communications & PR Advisory Group
Community Initiatives Committee
Discipline Committee
Finance Committee
GenR Task Force
Golf Tournament Committee
Government Relations Committee
Leadership Development / Membership Committee
Milton Initiative Committee
MLS®/IT Committee
Professional Development / Training Advisory Group
Professional Standards Committee
Communications & PR Advisory Group
Tradeshow Advisory Group

Future Implementations

Here are some of the things we're working towards at the Real Estate Board in 2022:

- Finding a new headquarters for OMDREB
- New and modernized OMDREB website
- Continued updates of OMDREB's Training suite
- New an exciting member services
- Updated communications

A Look Ahead

The strategic objectives of the Board remain consistent: in collaboration with association colleagues, to work toward the eventual establishment of a provincial database which will provide Ontario REALTORS® with access to all MLS® data; to raise the profile of OMDREB as a leader and innovator in real estate in Ontario; to provide Members with relevant and innovative resources that contribute to their success; and, to prepare OMDREB for success in the shifting landscape through scenario assessment.

These are ambitious objectives as we work towards accomplishing these goals over the next several years. If you are interested in helping OMDREB achieve these goals, please email communications@omdreb.ca with any questions.



The Oakville, Milton
and District Real Estate Board



omdreb.ca



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