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| Chair's Report | <ul style="list-style-type: none"> Mrs. Hamm met with a number of members and industry stakeholders. Virtual meetings included attending the T3 Summit - a think tank for progressive residential real estate industry CEOs and C-level executives. This presented an opportunity to learn firsthand what industry leaders are thinking and doing in North America. |
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| STRATEGIC PRIORITY | DISCUSSION SUMMARY |
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| Members | <p>Member Recognition</p> <ul style="list-style-type: none"> 2021 Long Service Awards will be held virtually on June 23. Approximately 175 members along with non-awardee guests will be recognized. <p>AGM</p> <ul style="list-style-type: none"> Held on April 22 with 227 registrations, 154 in attendance. Survey results indicated 78% of attendees rated the AGM as Excellent or Good. 89% of attendees rated the Guest Speaker, Cliff Stevenson from CREA as Excellent or Good. <p>Member Professional Development</p> <ul style="list-style-type: none"> Professional Home Builders Institute in an educational partnership with CREB® the following sessions were offered: <ul style="list-style-type: none"> April 1, 2021 (263 CREB® members in attendance) "Relationships - New home Sales Representatives and REALTORS™" May 27th, 2021 CREB® presented a session to over 50 PHBI members "Working Collaboratively with REALTORS® During the New Homes Sales Process" Upcoming - "Sales to Warranty - The Building Process" on June 28, 2021 for CREB® members |
| Stakeholders | <p>Community Investment plan:</p> <ul style="list-style-type: none"> In lieu of traditional fundraising means, two online 50/50 raffles were introduced, the second of which just closed with a total pot of over \$16,000 Legacy Grant - 12 applications were received for the 2021 cycle. The application scoring process is now underway for Community Investment Standing Committee, recommendations will be sent to the Board of Governors for final approval by June 11 |

2021 Board of Directors

Chair
Lorna Hamm

Chair-Elect
Christian Twomey

Directors – Dan Stante | Susanita de Diego | Cathie Queen | Chloe Mitchell | Calvin Hughes | Lori Olijnyk | Lisa Wood
President & CEO – Alan Tennant, ICD.D, EMBA, FRI (E), CAE

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| | <ul style="list-style-type: none"> • Community and Transformation Grant program applications open in September. |
| Financial | <p>AREA's Change Management Group</p> <ul style="list-style-type: none"> • The Conditionally Sold survey has been completed. A total of 11,018 survey invitations were emailed directly to members with 2,603 respondents (1,131 were CREB® members) a 24% completion rate. The survey information will be analyzed by Insights West and a report will be made available for review for the next CMG meeting. <p>CREB® Dues and Fees</p> <ul style="list-style-type: none"> • The Audit, Finance & Risk Standing Committee to consider the impacts of the listing fee retirement and subsequent funding models with the key principles of Value, Consistency, Sustainability, Visibility, Flexibility and Simplicity guiding their work. Communications detailing the products, services and supports CREB® delivers with their source of funding have been shared with the membership via a Broker Bulletin, CREB®Talk as well as the newly launched CREB® Membership Dues & Fees hub on CREB®Link. |
| Internal Systems | <p>Pillar 9™</p> <ul style="list-style-type: none"> • In partnership with REB Resources Ltd. changes to the MLS® System continue. . A backlog of issues raises anticipation for the commencement of the Change Advisory Board. <p>CREB®'s security measures</p> <ul style="list-style-type: none"> • Recent discussions on security protocols and their risk impact resulted in a review around about the process, policy and technology tools that shape CREB®'s rigorous and thorough security protocols. Policies and procedures employed are routinely analyzed to ensure they continue to be sound relevant, minimizing virtual and fraud risks to the organization. <p>Showing service solution</p> <ul style="list-style-type: none"> • Pillar 9™ and the task force team have now reviewed showing solutions and have identified the top two. Demo presentations will be scheduled with a final recommendation shared in June, 47 members expressed a desire to participate in the evaluations. <p>Strategic plan</p> <ul style="list-style-type: none"> • A new 2022-2025 strategic plan has been adopted in principle through a robust blend of member, staff, leadership and industry insight. Taking effect January 1, 2022, the new plan will build on the advancements made in our current plan, define our organizational direction and renew CREB®'s commitment to member value. Final wording will be developed over the |

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| | <p>summer but the board's desire for transparency encouraged member communications on strategies to,</p> <ul style="list-style-type: none"> ○ ensure a safe, healthy, diverse and equitable environment for our people to thrive in, ○ directed advocacy to generate measurable benefits to members, ○ support the integrity of professional self-regulation and, ○ move forward on the concept of One Alberta Membership for CREB® members. |
| <p>People</p> | <p>COVID-19 Operational Response</p> <ul style="list-style-type: none"> • In-person events/courses remain paused. We continue to monitor the restrictions and work to bring back in-person training and events at the earliest opportunity. • To ensure we are moving forward methodically and • Safely in Stage 2, we are inviting CREB® employees back beginning June 24. Stage 3 returns will be based on stage 3 date when announced by the province. The balance of CREB® employees will be invited back at that time. <p>Mental health awareness</p> <ul style="list-style-type: none"> • Wellness focus adopted for both staff and members with: <ul style="list-style-type: none"> ○ Two sessions facilitated for staff focusing on stress management and change and transition. ○ Four virtual speaker sessions arranged over 2021 to educate and support members on this important topic. |
| <p>Principal Risk Summary</p> | <ul style="list-style-type: none"> • As per CREB® Principal Risks Policy 3.2.2 the CEO must provide the Board with an annual Risks Summary Report outlining their assessment of the overall status of CREB®'s risk capacity (how much risk CREB® can take on) and risk tolerance (how much risk can CREB® bear). • The Board will discuss this assessment and determine, as part of the strategic planning process (and during board meetings), any specific or additional principal risks and additional mitigation strategies that may be required. |