



REAL ESTATE COUNCIL OF ALBERTA 2011-2016 STRATEGIC PLAN



REAL ESTATE
COUNCIL
OF ALBERTA®

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OF ALBERTA®



MANDATE

RECA is mandated to protect consumers and to provide services that enhance and improve the industry and the business of industry professionals.

MISSION

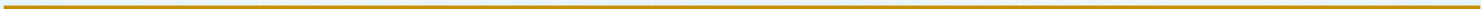
RECA creates consumer confidence and trust in the industry by:

- setting and enforcing standards of conduct and professional development requirements for the industry to protect the consumer
- providing services that enhance and improve the industry
- promoting the integrity of the industry
- protecting against, investigating, detecting and suppressing mortgage fraud as it relates to the industry

VISION

The public interest is best served when all industry professionals are provided the opportunity to be as good as they can be and all stakeholders collaborate to promote and support an environment in which licensees can flourish whilst ensuring the best possible experience for the public within the real estate profession.

It is within this context the Real Estate Council of Alberta sets its vision, establishes its strategic direction, and aligns its services, communications and resources for the next five years.





By 2016, the Real Estate Council of Alberta will:

- Be seen as the impartial, principles-based governing body, facilitating excellence in self-regulation, individual responsibility and accountability
- Advance the knowledge, career preparation, and ongoing practice in the industry through professional development programs and services
- Establish and promote quality standards and performance improvement solutions in a fair and respected manner that enhances public protection, trust and confidence in the real estate industry

CRITICAL SUCCESS FACTORS:

1. **Advance professionalism of the industry** by establishing a clear definition of self-regulation and working with industry professionals to take ownership for and understanding of self-regulation by supporting and promoting responsible and accountable professional behaviour.
2. **Provide innovative, leading-edge career preparation and training** resulting in highly competent and highly valued new industry professionals.
3. **Promote quality standards and continuous performance improvement** by establishing a professional code of conduct, delivering ongoing professional development, conducting and ensuring transparent, timely and fair practice reviews and solutions, and providing advisory services.
4. **Build awareness and appreciation for RECA's** self-regulatory value proposition and brand contribution.
5. **Ensure RECA has the capacity** to achieve its vision of excellence in self-regulation by providing the necessary resources, technology, policies and regulatory framework.

CRITICAL SUCCESS FACTORS & RELATED OBJECTIVES:

Critical Success Factor 1

Advance professionalism of the industry by establishing a clear definition of self-regulation and working with industry professionals to take ownership for and understanding of self-regulation by supporting and promoting responsible and accountable professional behaviour.

Objectives

1.1 RECA will adopt a Policy Statement on Self-Regulation

1.2 All industry professionals demonstrate an increase in understanding and appreciation for self-regulation, its benefits and their personal responsibilities and accountabilities

1.3 Enhance the succession planning, diversity, recruitment and preparation of future Council members and appointees

1.4 All licensed real estate brokers will practice clear and transparent representational relationships

Critical Success Factor 2

Provide innovative, leading-edge career preparation and training; resulting in highly competent and highly valued new industry professionals.

Objectives

2.1 All newly licensed industry professionals receive sufficient knowledge and practice orientation to provide competent service and demonstrate value to customers and stakeholders

2.2 Implement new RECA policy on specialized licensing for the real estate sector

2.3 Agreed upon practice standards in place in all specialty areas of practice

Critical Success Factor 3

Promote quality standards and continuous performance improvement by establishing a professional code of conduct, delivering ongoing professional development, conducting and ensuring transparent, timely and fair practice reviews and solutions, and providing advisory services.

Objectives

3.1 Establish and adopt a principles-based Code of Professional Conduct

3.2 All industry professionals are increasingly performing professionally, competently and perceived to be providing value

Critical Success Factor 4

Build awareness and appreciation for RECA's self-regulatory value proposition and brand contribution.

Objectives

4.1 Enhanced levels of awareness of RECA, understanding of RECA's role, consumer and industry perceptions about RECA's performance and value proposition

4.2 Be a leader in identifying trends and issues affecting the real estate professions and in facilitating solutions

Critical Success Factor 5

Ensure RECA has the capacity to achieve its vision of excellence in self-regulation by providing the necessary resources, technology, policies and regulatory framework.

Objectives

5.1 Provide the resources necessary to support RECA's operations during the term of this strategic plan.

5.2 A legislative and regulatory framework that facilitates RECA's mandate, promotes excellence in self-regulation, and builds consumer trust and confidence in the real estate industry

5.3 Leverage technology to maximize resource utilization and to provide quality, efficient, and cost-effective services to the real estate industry and consumers.