



RESIDENTIAL REAL ESTATE BROKER INDUSTRY COUNCIL

11:00 am, Tuesday, August 10, 2021
Virtual Teams Meeting

MINUTES

In Attendance: Bill Briggs
Brad Hamdon
Brad Kopp
Erika Ringseis
Sano Stante, *Chair*

Ex-Officio: Russ Morrow

Guests: [REDACTED]

Resources: Warren Martinson, *Director, Corporate Services*
Charles Stevenson, *Registrar*
Joseph Fernandez, *Director, Education Programs*
Stacy Paquin, *General Counsel & Corporate Secretary*
Tania Guerrero, *Education Specialist (joined for Item #5)*

Recording Secretary: Rina Hawkins

1. Call to Order

The meeting began at 11:02 am.

RECA’s newly appointed CEO, Mr. Russ Morrow, joined the meeting and introductions were made.

No conflicts of interest were declared.

An additional item, Residential Real Estate Associate Competency Profile, was added to the agenda following the RECA Board of Directors Report.

The Industry Council went in-camera.

The Industry Council came out of in-camera.

2. Consent Agenda

The Industry Council reviewed the consent agenda, including the minutes from the July 22, 2021 Industry Council meeting.

MOTION: The Residential Real Estate Broker Industry Council approves the consent agenda, including the July 22, 2021 meeting minutes as presented.

Brad Hamdon / Carried

3. RECA Board of Directors Report

The Industry Council's Board member provided a report on the activities of RECA's Board of Directors ("Board").

4. Reporting Accepted Conditional Offers

External legal counsel joined the meeting for this agenda item and addressed questions of the Industry Council on this topic.

ACTION: The Residential Real Estate Industry Council directs Management to revise the current practice advisory (guidance) for non-reporting of conditional sales to reflect the desired conditions of full disclosure and bring back to the Industry Council for review at their next meeting.

5. Residential Real Estate Associate Competency Profile

The Industry Council will review the Residential Real Estate Associate Competency Profile and provide their comments back to Management.

6. Residential Measurement Standards (RMS) Committee Update

The Committee Chair, Mr. Brad Kopp provided an update on the RMS Committee. Management advised that Mr. Doug Dixon, RECA's Regulatory Compliance Officer, will assist the Committee Chair with recruiting Committee members.

7. RECA's Advertising Guidelines

The Industry Council discussed the most common complaints and discipline related to advertising:

- Brokerage name not clearly indicated;
- Incentives to attract business to the individual, not to the brokerage; and
- Superlatives and comparative advertising (i.e., #1, best real estate agent, sell more houses than anyone else, etc.).

The Industry Council expressed their overall support for the current RECA Advertising Guidelines.

ACTION: Management will provide enhanced communication around social media advertising, and more clarity around comparative advertising as time allows (possibly December 2021).

8. **Publication Guidelines**

The Industry Council discussed the feedback received from the Industry Council members on publication guidelines.

The Industry Council had no specific recommendations for revisions to the publication guidelines but will complete another review in a year. To the extent possible, tone of the document should be less heavy handed.

The Registrar will forward the Industry Council's comments to the RECA Board of Directors for review.

9. **Mentorship/Apprenticeship Models**

The Industry Council wants to explore the concept of mentorship/apprenticeship/articling as part of the licence eligibility process for individuals to obtain a licence to trade in real estate in Alberta.

The Registrar provided information about mentorship in other jurisdictions and outlined possible next steps.

The Industry Council agreed to place this topic on the next meeting agenda.

10. **Condominium Property Act Amendments**

The Industry Council had a brief discussion about the *Condominium Property Act* amendments and progress towards implementation.

11. **Brokerage Licence for Access to MLS Only**

The Industry Council discussed that some emerging business models seek to become licenced to trade in real estate only to gain access to the MLS system. The Industry Council discussed if these business models pose a threat to the consumer and if RECA has any jurisdiction to limit or control this practice.

12. **In-Camera Session with the CEO**

The Industry Council went in-camera.

The Industry Council came out of in-camera.

13. Adjournment

MOTION: The Residential Real Estate Broker Industry Council approves the final adjournment of this meeting.

Brad Kopp / Carried

The meeting ended at 2:37 pm.

14. Next Meeting(s)

- Tuesday, September 7, 2021

Approved at Calgary, Alberta on September 7, 2021

RESIDENTIAL REAL
ESTATE BROKER &
INDUSTRY COUNCIL

Minutes of Meeting

August 10, 2021

Sano Stante
Industry Council Chair

Brad Kopp
Industry Council Vice-Chair