

The Real News



In this edition!

President's Report

Leadership 100

Volunteer Meet & Greet

Individual Billing

Safe REALTOR®

Continuing Education Courses

...and more



The Oakville, Milton
and District Real Estate Board

— Your REALTOR® Connection

"We provide our Members with the best resources and representation to serve the real estate needs of our community".

LEADERSHIP



The goal of the OREA Centre for Leadership Development is to develop high quality, experienced and trained leaders. The courses offered by the OREA Centre for Leadership Development are designed to start with the recruiting of qualified and motivated leaders. The cycle then takes that new leader from their first introduction to organized real estate, through five phases from committee membership at a local Board all the way to national leadership. The goal at each phase in the cycle is to provide the necessary background, skills and support to make them as effective as possible in their role.

Phase 1

Leadership 100: Becoming a Valuable Committee Member

NOW AVAILABLE at absolutely no cost to all members!

The Leadership 100 course is the first in a series to help new and current volunteers in organized real estate understand how they can be effective and involved in their roles on committees and task forces.

The course provides a brief overview of organized real estate, not-for-profit organizations, the role of the committee member, and other types of support that are available. You will learn about how staff and volunteer committee members can work effectively together to further the objectives of real estate boards and associations.

The course consists of a combination of content for you to read, activities to demonstrate your understanding of the materials, and a final course quiz to test your overall comprehension.

Please note, you must obtain a minimum of 65% in the final course assessment to receive your Certificate of Completion for Leadership 100.

Please note: L100 is a non-credit course.

For more information on the Leadership Courses visit: www.orea.com

Leadership
100

Leadership
200

Leadership
300

Leadership
400

Leadership
500

President's Message



Real Estate Market Picks Up in February

Good News for Members!

Activity in the Oakville and Milton resale housing market picked up last month from a dismal January. Residential resales in Oakville increased by a whopping 93% in February compared to January and the Milton residential resale market saw a 53% increase.

Consumer confidence is returning as we see signs that real estate is moving towards a more balanced market. Sales are up, prices are stabilizing and the inventory absorption rate is improving.

REALTORS®, remind your buyers and sellers that with mortgage rates and housing prices looking more favourable than they did last year, there is wisdom in buying now. Let first time buyers know, that in addition to taking advantage of a balanced market and low interest rates, there are also numerous incentives available to them. There is the Land Transfer Tax Rebate of up to \$2,000; Tax Relief of up to \$750; and the Federal Home Buyers Plan, which allows withdrawals of up to \$25,000 from their RRSP to purchase or build a home.

There is cause to be optimistic about the housing market. We have witnessed an increase in activity in the February residential resales and current March 2009 residential sales activity to-date clearly shows improvement as well.

A recent poll by Royal Bank Canada showed that an overwhelming majority of Ontarians still feel confident that buying a home is a smart, worthwhile investment. The current economic environment does not appear to have dampened people's overall confidence in the housing market.

Sincerely,

Dianna Morrison
President, OMDREB

Re-Cap: Oakville Market in February

Residential Type	% of Units Sold by Type
Detached	56.7%
Semi/Townhouse	30.5%
Apartment/Condo	12.8%

Detached Sales in Oakville

Price Range	% of Sales by Price
\$300,000 - \$400,000	29%
\$400,000 - \$600,000	47.3%
\$600,000 - \$800,000	16.2%
\$800,000+	7.5%

Semi/Townhouse Sales in Oakville

Price Range	% of Sales by Price
\$150,000 - \$200,000	4%
\$200,000 - \$300,000	46%
\$300,000 - \$400,000	46%
\$400,000 - \$600,000	4%

Apartment/Condo Sales in Oakville

Price Range	% of Sales by Price
\$150,000 - \$200,000	42.9%
\$200,000 - \$300,000	38.1%
\$300,000 - \$400,000	14.2%
\$400,000 - \$600,000	4.8%

Re-Cap: Milton Market in February

Residential Type	% of Units Sold by Type
Detached	39.5%
Semi/Townhouse	56.3%
Apartment/Condo	4.2%

Detached Sales in Milton

Price Range	% of Sales by Price
\$200,000 - \$300,000	5.3%
\$300,000 - \$400,000	73.7%
\$400,000 - \$600,000	18.4%
\$600,000 - \$800,000	2.6%

Semi/Townhouse Sales in Milton

Price Range	% of Sales by Price
\$150,000 - \$200,000	3.7%
\$200,000 - \$300,000	74.1%
\$300,000 - \$400,000	22.2%
\$400,000 - \$600,000	0%

Apartment/Condo Sales in Milton

Price Range	% of Sales by Price
\$150,000 - \$200,000	25%
\$200,000 - \$300,000	75%
\$300,000 - \$400,000	0%
\$400,000 - \$600,000	0%

MEMBERSHIP INFORMATION

Leadership Development Committee hosts another successful Volunteer

“Meet and Greet”

On February 12 future volunteer leaders came out for the Volunteer Meet and Greet. It was a great opportunity to meet and mingle.

Attendees also

- met the new Board of Directors
- learned about the 2009 Board Strategic Plan
- talked to the Committee Chairs & heard about their action plans
- and best of all - **Signed** up for a Committee!!!

The Leadership Development Committee Members, Jenny Kotulak, Chair, Millie Keohan, Michele Gaboury, Michael Stothers, Claudia Kovacs and Alex Irish would like to... [thank all who attended & signed up for a committee.](#)



REALTOR® SAFETY

REALTORS® face more on-the-job risks than many other business professionals because of frequent contact with strangers in various public and private places.

Learn how to minimize your risk and maximize your safety.

Learn how to be safe at open houses, in your car, at the office and showing properties.

Here are the of the basic safety rules you should follow every day:

Keep a charged cell phone with you at all times.

Don't put your home phone number on your business card.

Never advertise a property as vacant.

Always take your own car for showings.

Let potential buyers take the lead when exploring a home - follow behind.

Always have new clients meet you at your office the first time.

Find out as much as you can about prospects.

Know your sales area. Preview the property.

Let the office or peer know where you are when out with a prospect.

Trust your instincts.

If you're suspicious, it's better to walk away from a listing or a showing.

BE
SAFE!

Individual Billing

DEADLINE: May 1, 2009

Now that our Matrix and Membership/Accounting software has been fully integrated, we are pleased to report that we are shifting gears to focus on the second stage in the Board's long-term Strategic Plan. The next phase going forward is the implementation of individual billing.

Our estimated time of deployment for 'Individual Billing' is June 30, 2009.

In anticipation of this implementation, we will require the following information from each Member:

1. your preferred method of payment
2. your preference for billing frequency for Board dues, and
3. banking information for those Members who choose 'Pre-Authorized Debit'.

We recognize that the deployment will be a challenging and multi-faceted project – and have begun to plan accordingly. As you can appreciate, a project of this magnitude will require the aligning of many different processes and will involve the participation of our many business partners (Brokerages, Members, suppliers, other Boards banks, etc.). In addition, the data collected from over 1400 individual members and brokerages will then need to be migrated to a number of programs. A critical component in the smooth rollout of individual billing will be the full participation of each Brokerage and Member in the following elements:

Cooperation of the Accounting Department of each Brokerage to distribute the Individual Billing Application to each OMDREB Member in the office.

Cooperation from each OMDREB Member in filling out Individual Billing application and submitting it to their Brokerage's Accounting Department in a timely manner.

Assistance from the Accounting Department of each Brokerage in collecting these Applications from their salespeople and submitting them to OMDREB before the May 1, 2009 deadline.

We very much appreciate your support and assistance in this project. If you require additional forms, they are available on the OMDREB website: www.omdreb.on.ca/FORMS.

If you have questions or require further information, please contact our Membership Services Dept. at 905.844.6491, ext. 110.



Early Bird Draw!
Send back your application form before April 1, 2009 and **WIN!**
2 draws for 2 months of OMDREB Membership Dues (A value of \$122 each.)

AUTHENTICATORS

Not all Members have registered their authenticator!

- From the login screen, scroll down and select: *"I need to enrol my authenticator"*
- This will open a window asking you for your login ID and from there you follow the instructions.



If you have lost or broken your authenticator and have received a new one, you will have to once again enrol that token on the system.

The Oakville, Milton
and District Real Estate Board

AUTHENTICATOR LOGON

User ID:

Pin:

Authenticator Password:

STANDARD LOGON

User ID:

Password:

Login

Please click here if you are having issues signing in.

Are you having trouble logging into your Matrix account? Simply click on any of the following links for quick answers to your questions.

- I need to enroll my authenticator.
- I lost or broke my authenticator.
- I want to change my PIN.
- I forgot my PIN.

SAFEMLS
SECURE RESPONSE

307798

HAVE YOU PROVIDED THE BOARD WITH AN UP-TO-DATE EMAIL?

To ensure that you always have access to MATRIX, please make sure that you have provided OMDREB with an up-to-date email address. In the case that your authenticator breaks or is lost while the Board Office is closed, you will have **NO way to receive your temporary access code if your email address is not up-to-date.**

Please call Membership at 905.844.6491 ext. 110 or email them at membership@omdreb.on.ca

STATISTICS

Kudo's from one of our Members - thanks we appreciate the feedback!

"...OMDREB is finally producing first class "MLS REPORTS"; they're available on line on the Board website."

MEMBERS! For the latest on Board Statistics go to the front page of Matrix: www.onmatrix.ca or login to the members-based portal of our website: www.omdreb.on.ca and click on Statistics for a complete listing.

8th Annual MLS® Customer Satisfaction Survey

Customer Service (for subscribers)

Respondents rated each vendor on subscriber technical support.

Company	Calculated Score
Tarasoft	300
Stratus	300
Fidelity (Re/Xplorer)	300
FBS	270
MarketLinX (TEMPO)	167
Fidelity (Paragon)	156
MarketLinX (MLXchange)	114
Rapattoni Corporation	100
MarketLinX (Innovia)	67

Overall End-User Satisfaction

A higher calculated score signifies better performance.

Company	Calculated Score
Stratus	300
Fidelity (Re/Xplorer)	300
Tarasoft	271
Solid Earth	220
FBS	210
dynaConnections	200
MarketLinX (TEMPO)	180
Fidelity MLS® (Paragon)	169
MLS® owned & operated	167
Rapattoni Corporation	159
MarketLinX (Innovia)	122
MarketLinX (MLXchange)	118

System Speed/Response Time

Respondants rated each vendor during Peak Periods

Company	Calculated Score
Tarasoft	300
Stratus	300
Fidelity (RE/Xplorer)	300
Solid Earth	260
MLS® owned & operated	233
MarketLinX (Innovia)	233
MarketLinX (TEMPO)	220
FBS	210
dynaConnections	200
Fidelity MLS® (Paragon)	169
Rapattoni Corporation	135

Clareity Consulting conducted its eighth annual survey of Multiple Listing Services between January and February 2009. The purpose of the study was to learn more about MLS® customer satisfaction and key metrics that affect it, including system performance and uptime, technical support, and vendor responsiveness.

This year, 178 MLS's completed the survey, representing 817,140 subscribers.

2008 Subscriber Satisfaction

Increase? The Same? Decrease?

Company	Calculated Score
Tarasoft	100% positive
Fidelity (RE/Xplorer)	100% positive
Stratus	100% positive
MLS® Owned & Operated	100% positive
Solid Earth	50% positive/50% same
dynaConnections	50% positive/50% same
Fidelity MLS® (Paragon)	47% positive/53% same
FBS	41% positive/59% same
MarketLinX (Innovia)	36% positive/64% same
Rapattoni Corporation	40% positive/53% same/7% negative
MarketLinX (MLXchange)	67% positive/23% same/10% negative
MarketLinX (TEMPO)	67% positive/22% same/11% negative

Company Strengths

“Tarasoft has invested heavily in designing its core technology to power the demands of North America’s largest MLS® providers. Offering unrivalled performance and flexibility at every level, Matrix has quickly become the premier MLS® platform in North America. Tarasoft is enormously flexible in its business model, be it as a traditional vendor of choice, or in complex data sharing initiatives, or in parallel MLS® platform configurations, and custom deployment... 2009 looks set to be another banner year for Tarasoft.”

Clareity Consulting Ltd.

TARASOFT MATRIX!

The Oakville, Milton and District Real Estate Board is proud to be the first Ontario Board to implement Tarasoft Matrix for the benefit of our Members.

2009 OMDREB CONTINUING EDUCATION

Course	Dates	Location/Time	Registration	Additional Information
RECO Real Estate Update Residential	April 6 May 20 *Milton May 25 July 7 August 17 September 21 November 9	Contact OREA for location 9:30 a.m. - 4:30 p.m.	OREA 1.866.411.6732	6 CEU's MANDATORY
Tough Times, Tough REALTOR®	March 24	OMDREB Classroom 1:00 p.m. - 4:00 p.m.	OMDREB 905.844.6491	3 CEU <i>Sponsored by Colour Tech</i>
MATRIX *Basic* Hands-on-Training	March 26	OMDREB Classroom 9:30 a.m. - 12:30 a.m.	OMDREB 905.844.6491	3 CEU
Matrix Advanced 1 Hands-on-Training GARY	March 26	OMDREB Classroom 1:30 p.m. - 3:30 p.m.	OMDREB 905.844.6491	2 CEU
Powerful Presentations	March 27	OMDREB Classroom 9:30 a.m. - 4:00 p.m.	OMDREB 905.844.6491	6 CEU <i>Sponsored by A.C.I.S.S.</i> Lunch Included
Title Insurance	April 2	Pipers Heath Golf Club 12:00 - Lunch 1:00 p.m. - 4:00 p.m.	OMDREB 905.844.6491	3 CEU Lunch Included
Marketing Survival Guide: Making the Most of Tough Economic Times	April 7	OMDREB Classroom 1:00 p.m. - 4:00 p.m.	OMDREB 905.844.6491	3 CEU
Opportunities for REALTORS® in Green Real Estate	April 16	OMDREB Classroom 9:30 a.m. - 12:30 p.m.	OMDREB 905.844.6491	3 CEU <i>Sponsored by A.C.I.S.S.</i>
Canada Revenue Agency's Real Estate Tax Information	May 7	OMDREB Classroom 9:30 a.m. - 11:30 a.m. or 1:00 p.m. - 3:00 p.m.	OMDREB 905.844.6491	2 CEU

Information and registration forms can be obtained online at www.ombreb.on.ca under menu item: education or through your office administrator.

For more information contact Samantha at the Board Office at: admin@ombreb.on.ca