

The Alberta Real Estate Association

The Alberta Real Estate Association (AREA) is the professional organization representing more than 10,000 REALTORS® in the province. AREA advocates on behalf of its members to government and other stakeholders to support REALTORS® and the individuals, families, and communities they serve.

Alberta REALTORS® are proud to be part of solutions that put consumers first. REALTORS® are trusted advisors who help consumers make some of the largest purchases of their lives. Our members are in the business of supporting communities – not just selling homes.

REALTORS® value quality schools and parks, safe neighbourhoods, a strong economy and efficient transportation choices.

Home buyers and sellers trust REALTORS® for their insights every day. Alberta REALTORS® assisted with 71,773 home sales in 2014. The insights REALTORS® gain through their work are valuable to policy makers and reflect the opinions of many Albertans.

Licensed real estate professionals who join their local real estate board are automatically members of AREA. Alberta's local real estate boards are:

- Alberta West REALTORS® Association
- Calgary Real Estate Board
- Central Alberta REALTORS® Association
- Fort McMurray REALTORS®
- Grand Prairie & Area Association of REALTORS®
- Lethbridge & District Association of REALTORS®
- Medicine Hat Real Estate Board Co-op
- REALTORS® Association of Edmonton
- REALTORS® Association of Lloydminster & District
- REALTORS® Association of South Central Alberta

Alberta REALTORS® - Your Best Source for Community Information

Alberta REALTORS® are knowledgeable about developments in real estate and can provide information necessary to make an informed purchasing decision: comparable prices, neighborhood trends, housing market conditions and more.

REALTORS® are licensed by the Real Estate Council of Alberta (RECA), as legislated by the Alberta Real Estate Act – though not every real estate professional or salesperson is a REALTOR®.

As professionals, REALTORS® are bound by the REALTOR® Code and committed to high standards of customer service and ethics. The REALTOR® Code is your guarantee of professional conduct and quality service.

AREA supports REALTOR® professional development, allowing them to better serve consumers, including access to education, information and advice on emerging trends and strategies for industry advancement.

ECONOMIC IMPACT OF REAL ESTATE

An April 2013 study, Economic Impacts of MLS® Home Sales and Purchases in Canada and the Provinces, prepared by the Canadian Real Estate Association (CREA) found that in 2011, the average MLS® residential housing transaction generated \$41,500 in related expenditures in the prairies. These ancillary expenditures include: general household purchases, moving costs, renovations, and legal and appraisal services. Employment generated by MLS® home sales and purchases in Alberta from 2010-2012 was 20,030 jobs.

AREA: A REALTORS® ADVOCATE

AREA's advocacy work is based on the following principles:

- Aligning advocacy goals with those of the government and the public.
- Establishing alliances with other organizations.
- Supporting positions and recommendations with relevant research.

AREA SUPPORTS:

- Efficient and fair application of taxation and fiscal policy – Homeowners and buyers should not be required to pay more than their share for services that benefit the community-at-large.
- Affordable home ownership and reducing barriers to home ownership – An affordable and secure home provides a stable foundation from which individuals, communities and Albertans as a whole can prosper.
- Property rights – A strong economy depends on preserving the investments people have made in real estate by protecting their ability to freely own, use, buy and sell real property.
- Building better communities – Strong communities are created in partnership with governments to ensure safe neighbourhoods of economic vitality necessary to fund infrastructure projects.

AREA CONTACT INFORMATION

IAN BURNS
Chief Executive Officer
403-209-3600
iburns@areahub.ca

Alberta Real Estate Association
#300, 4954 Richard Road SW
Calgary, AB
T2J 5V3
www.areahub.ca

BRAD MITCHELL
Director, Government Relations
403-209-3601
bmittchell@areahub.ca

KERRI ROMANETZ
Government Relations Analyst
403-209-3625
kromanetz@areahub.ca

