

In 1969, Connie Kennedy began her career in real estate. She established the first all-woman company specializing in what was then a new form of residential development: condominiums. Her first project was Hyde Park.

These women were the pioneers who provided the role models for those women who have come into the industry since the 1960s. Women now make up a significant portion of the membership of the Edmonton Real Estate Board. They are active in all phases of the industry from sales persons, to agents, to owners of companies. Their role in the activities of the Board includes membership on the executive, on committees, and in the administration.

National companies

The growth of Edmonton during the golden age also attracted companies from other cities to the Edmonton real estate market. This group included the Vancouver-based firm of Block Brothers and the Toronto-based firm of A. E. LePage. Trust companies also opened real estate divisions. These included Royal Trust, Montreal Trust, Canada Permanent, and National Trust.

These companies sometimes bought existing Edmonton companies and/or recruited Edmontonians to help establish their

operations. Cec Cunningham, an active member of the EREB, was part of this trend. He was born and raised in Saskatchewan. He received his license in 1959 and became involved in property management with his father's firm, Cunningham Agencies. Cec joined Royal Trust's real estate division in 1965. At the time of his sudden death in 1984 he was northern Alberta regional manager and Lendrum branch manager for Royal Trust Corporation in Edmonton. He twice served terms as a director of the EREB and served as president in 1979. He was also a director of AREA and president in 1982. He was awarded a Life Membership by the EREB.

The arrival of Block Brothers was particularly noteworthy. Its aggressive campaign to recruit staff was a new departure for the industry in Edmonton. A. E. LePage established itself in Edmonton by buying the brokerage portion of Melton Real Estate.

The founders of the Edmonton Real Estate Exchange in 1909 created an organization dedicated to the self-regulation of the industry. The collapse of the economy in 1913 made that attempt short-lived. The founders of the 1927 Edmonton Real Estate Association saw the regulation of the industry as a partnership between the industry and government. The passage of the Real Estate Agents' Licensing Act and the ongoing cooperation between the government and the Association made this partnership work.

In 1947 the oil boom gave Edmonton the impetus to grow. The opportunity to build an organization was not missed. Between 1952 and 1981 the Edmonton Real Estate Association was superseded by the Edmonton Real Estate Board and Co-operative Listing Service. The new organization offered a range of services that gave it a great deal more influence within the city and made membership an essential part of being a real estate professional in Edmonton. It was able to establish permanent offices and hire a permanent staff that offered not only a multiple listing service but also educational and social programs.

Continuity and Change 1982-1995

Edmonton's longest period of economic growth came to an abrupt end with the 1982 recession. Although the 1982 recession was severe, it is the 1913 recession that remains unchallenged as the real estate industry's greatest crisis in Edmonton's history since the market did not simply decline, it collapsed and remained relatively inactive for years. Northern development projects, such as the construction of a gas pipeline down the MacKenzie Valley from Inuvik to Edmonton, were cancelled.

The 1982 recession caused by the national energy policy was only one of the shocks to the Edmonton economy. The downsizing of all three levels of government has also reduced the number of jobs in the public service sector of the Edmonton economy.

The Edmonton economy has recovered from these events as new projects for northern development are revitalizing its economy. The Board has led the way by adapting to new technologies. It has also played an important role in achieving self-regulation by creating the Real Estate Council of Alberta. The Board has thus retained its commitment to an industry based on integrity while meeting the challenge of change.

Rising expectations

Rising expectations were evident in the Edmonton Regional Planning Commission 1979 Annual Report. It predicted that Edmonton would have a population of a million people by the year 2000. These expectations were based on oil extraction projects planned for Cold Lake and the Fort McMurray area, including the Alsands plant and the MacKenzie Valley pipeline. Construction of the pipeline was estimated to cost \$1.5 billion. The ripple effect on the Canadian economy was estimated

at \$15 billion because of the need for construction materials. It promised to be another Alaska Highway many times over.

The recession of 1982

The recession of 1982 was begun by the national energy policy. It had the effect of directing investment away from the development of Alberta's petroleum resources and towards the frontier regions and Newfoundland. It led to the cancellation of projects designed to develop the oil sands.

Another more long-term factor affecting the Edmonton economy was demographic. The baby boom generation, born between 1946 and 1964, created an unprecedented demand for housing which was not continued into the 1980s and 1990s.

The result of the economic slowdown on the labour force in Edmonton was dramatic. Between 1971 and 1981 employment increased by 165,150 jobs. Between 1981 and 1990 the labour force in the Edmonton metropolitan area increased by only 5,000 jobs. Employment levels in goods-producing industries in 1992 were below their 1981 levels. The largest declines were in construction and manufacturing. Employment growth was concentrated in the service-producing industries.

The impact of the 1982 recession on the Edmonton real estate market was reflected in comments to the press by Art Jones, the then public relations manager for the Edmonton Real Estate Board. In 1983 an article entitled "Grim year for realtors as local ranks dwindle," appeared in the *Edmonton Journal*. While many Canadians were worrying about how wage restraints would affect their lives, the article noted, some Edmontonians were trying to cope with much more stringent constraints. Incomes of the average real estate salesperson dropped

Edmonton skyline in 1978 had been totally transformed by the postwar boom.
(City of Edmonton Archives, EA-117-149)



by one-third in 1982 because of plummeting sales. In January 1983 Edmonton had 1,820 licensed salespersons, down from 2,388 from a year earlier.

The ranks of the agents were also pared from 353 to 297 because of mergers, closings, and business failures. Low overheads kept small firms in business, while large firms

The negative impact of the recession on the resale housing industry sent the average selling price from \$91,405 at the end of 1982 to \$74,175 by the end of 1985.

The recession also had a significant impact on land developers. Before the recession, they had amassed large land inventories financed at high rates to avoid a severe shortage of residential lots only a year earlier. Most large developers launched asset reduction programs to dispose of the land and raise cash for other obligations. As in 1913, land purchased on the outskirts of the city was no longer in demand. Murray Fox, vice-president of Carma Ltd., was quoted in the May 5, 1984, *Edmonton Journal* as saying that some of the property: "looks like it will be farmland for twenty years." The Nu-West Group Ltd. of Calgary, which sold \$330 million in assets, lost \$148 million on sales of \$683 million in the nine-month period ending September 30, 1982. In the same period in 1981 it earned \$12 million on sales of \$663 million. Melcor, of Edmonton, also disposed of most of its undeveloped land, and Calgary-based Atco got out of residential construction entirely.

Recovery

But, despite predictions of disaster, the 1980s and 1990s have produced hopeful signs of continued recovery of the Edmonton real estate market from that recession. The average selling price has since reached a high in 1994 of \$112,501; but the effects of government downsizing once again pushed prices down in 1995, when the average price was \$110,577 at year end. The sales volume also set records early in the 1990s, peaking in 1992 with 12,772 residential sales. Edmonton's population also continued to grow, reaching 626,999 by 1993.

Other signs of recovery are the new projects and upgrades valued at about \$3 billion planned for the oil sands industry. As well, the ongoing development of the downtown core indicates economic recovery. New additions include the Eaton's Centre and a convention centre. In September 1991 a new Edmonton Journal Building was opened, replacing an earlier structure built in 1921. In 1993 Alberta College opened Phase One of its new Alberta College campus. This facility has a

gained strength from economies of scale. Most of the casualties were medium-sized firms. A number of well-established firms went out of business. These included Buxton Real Estate, Weber Brothers, and Graham Real Estate. Two of the exceptions were Spencer Real Estate and Molstad Real Estate.

Despite the situation, Art Jones was still optimistic. In his view, it was a good time to buy a home since interest rates had fallen sharply, there was a good selection of homes on the market, and prices were as good as they were ever going to be. This was especially true of \$200,000-plus homes, which had dropped in price by as much as 25 percent.

Canada Place (background) and the Edmonton Convention Centre are two important additions to the east end of Jasper Avenue. (Edmonton Real Estate Board)



250-seat music recital hall, 22 classrooms, and 17 music studios. The college was established in 1903.

The civic centre, begun in the 1950s, was completed in the 1990s with the addition of the Winspear Centre for Music scheduled for opening in 1997. The single most important private donor to the project is Francis Winspear, after whom the building is named. Twelve years of fundraising for its construction and to determine its location were necessary. A new city hall was opened in 1992 to replace the one built in 1956. The new city hall features a plaza that functions as a wading pool in summer and as a skating rink in the winter. Another outstanding feature of the building is a 200-foot (61 metres) \$1 million tower with a 40,000 pound (18,160 kilograms), 23 bell carillon that can play up to 99 melodies.

In addition to new buildings, one of Edmonton's landmarks from the pre-World War One boom was restored to its former beauty. The Hotel Macdonald addition, opened in 1953, was demolished, and the original portion completed in 1916 was restored. The restored Hotel Macdonald opened for business in 1991.

The redevelopment of the former site of the Canadian National Railways yards was also undertaken. A new downtown campus for Grant MacEwan Community college was opened on the site in 1993. The new campus provided space for sixty classrooms, twenty-one computer labs, forty instruction labs and other facilities.

Pilot Sound and the Lake District were two new developments during this era. Pilot Sound is a 2,300 acre subdivision in the northeast. Its neighbourhoods are all named after famous aviators. Hollick-Kenyon flew a single-engine plane 2,200 miles across the Antarctic. Matt Berry was one of Edmonton's earlier bush pilots.

The Lake district begun in 1979 continued with the creation of the neighbourhoods of Klarvatten (Swedish for clear water) and Ozerna (Ukrainian for lake area). Water is the theme in this development. Artificial lakes have been created and the neighbourhoods have names associated with water.

A much smaller development is the new district of Dunvegan into which the first residents moved in 1993. It was developed on the former site of the railway yards and depot for the Edmonton Dunvegan & British

Columbia Railway Company. This railway later became the Northern Alberta Railway that was acquired by CN Rail in 1981.

The AgriCom, officially opened in 1984, was one of the new additions to the Exhibition grounds. The first event was a trade show and cultural exhibition held by the People's Republic of China.

The Great West Saddlery Building on 104th Street, built in 1911, is part of the warehouse district that developed south of the Canadian Northern Railway Yards.

(Edmonton Real Estate Board)

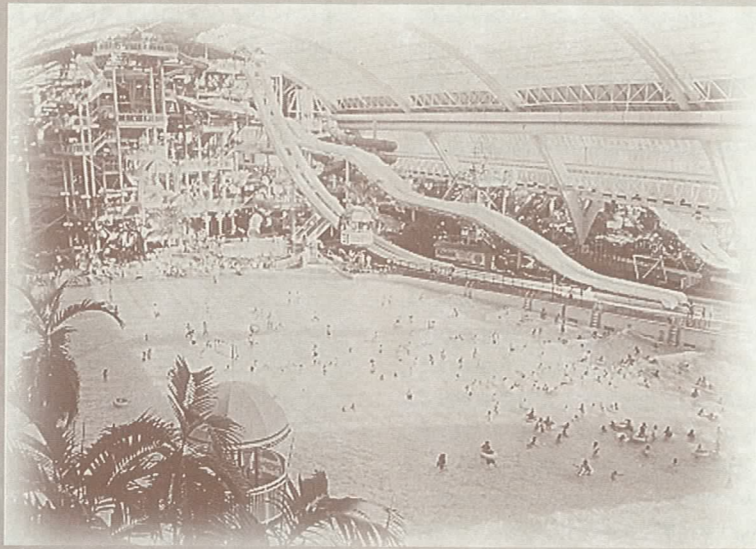


Continuity and change in the industry

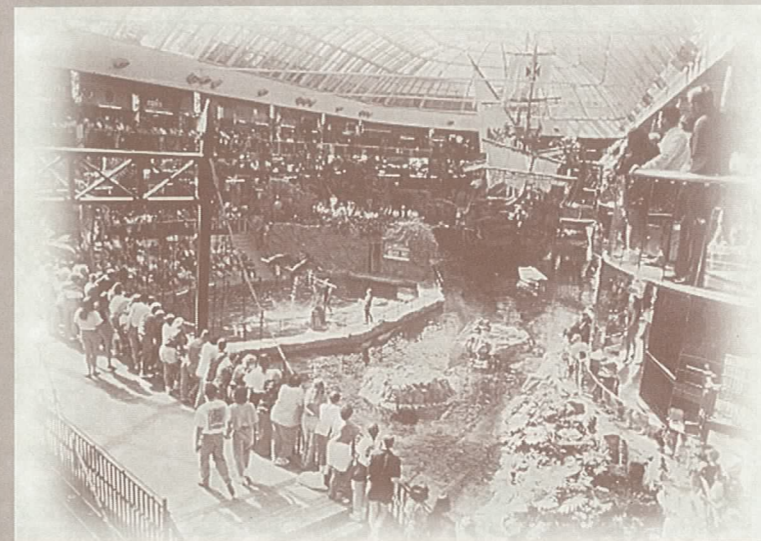
New suburbs such as Riverbend, established on the eve of the recession of 1982, continued to be developed through the 1980s and 1990s. A town centre was built in Mill Woods and existing malls were expanded and upgraded.

Phases Two and Three were added to West Edmonton Mall. Phase Two, opened in 1983, brought the total number of stores and services to 460. This phase included the world's largest enclosed amusement park and an NHL-sized skating rink. Phase Three, opened in 1985, added a water park. The Hotel was opened in 1986.

West Edmonton Mall offers family attractions such as a waterpark and indoor golfing in addition to a myriad of stores and services.
(West Edmonton Mall Administration)



Many attractions are found at West Edmonton Mall.
(West Edmonton Mall Administration)



Top Left:
This gate on 102nd Ave was constructed in 1987 to commemorate the friendship between Edmonton and its twinned city in China, Harbin.

(Edmonton Real Estate Board)

Top Right:
First Presbyterian Church on 105th Street just south of Jasper Avenue was built in 1911 to serve the needs of a residential population. Today commercial structures and office towers, including the Canadian Utilities Centre (shown to the left of the church), dominate the area.

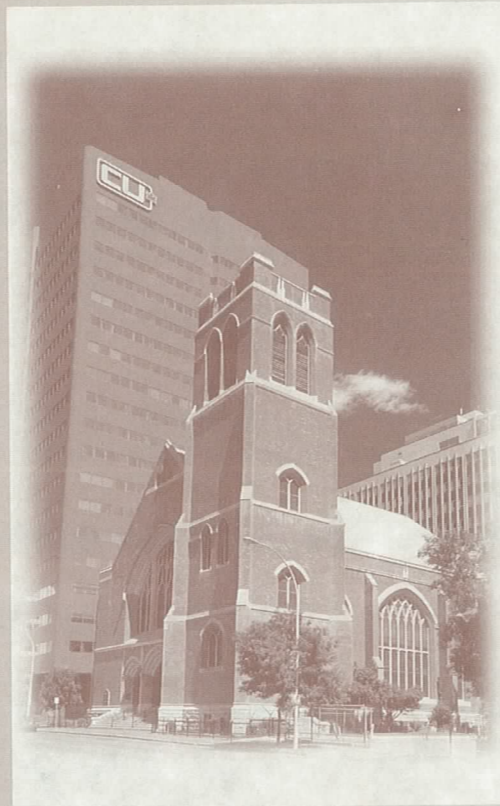
(Edmonton Real Estate Board)

Bottom Left:
Government House originally served as the residence of the Lieutenant Governor is now used as a government conference centre.

(Edmonton Real Estate Board)

Bottom Right:
The Edmonton Space & Science Centre located in Coronation Park was designed by Douglas Cardinal and opened in 1984. It houses western Canada's first IMAX theatre.

(Edmonton Real Estate Board)



Top: Along with the conversion of land to new uses, buildings in Edmonton during the 1990s were also being converted to serve other functions. The Excelsior Lofts on 104th Street, originally constructed as a warehouse, is now a condominium.

(Edmonton Real Estate Board)



Left and Below:
The river valley district of Rossdale is one of Edmonton's older communities where new construction has been taking place in the 1980s and 1990s. These two developments are located near the James MacDonald Bridge.

(Edmonton Real Estate Board)



Whyte Avenue looking west from the CPR railway tracks in 1996. Unlike Jasper Avenue, the streetscape has remained largely unchanged from its appearance in 1914.
(Edmonton Real Estate Board)



Jasper Avenue looking east from 101st Street in 1995. The Union Bank Building (1910) located on the south side of Jasper Avenue and west of the Telus Tower is the only structure remaining from the pre-World War One boom.
(Edmonton Real Estate Board)



Jasper Avenue looking west from 98 Street as it appeared in 1995. The two oldest buildings in this streetscape are the Union Bank Building (1910) and the Canadian Imperial Bank of Commerce Building (1952). The Union Bank Building located just west of the Telus Tower has been overshadowed by the building activity undertaken since the 1950s.
(Edmonton Real Estate Board)



Another change to the real estate industry, which gathered strength in the 1980s and 1990s, was the appearance of franchises. These national organizations provide opportunities for agents to own their own business. Century 21, which arrived in the 1970s, was followed by RE/MAX in the early 1980s. Realty World, NRS, and HomeLife arrived in the mid-1980s. The Sutton Group was established in October 1989. Realty Executives and Coldwell Banker are from the 1990s. Out of this group, the franchise operation with the greatest impact on the Edmonton real estate market and the Board was RE/MAX.

Bob Cherot and his father owned the western franchise for RE/MAX, a Denver-based organization that began operation in 1973. Cherot opened his first RE/MAX office in Edmonton in 1980. The company challenged the Edmonton real estate community by actively recruiting some of the top producers in the Edmonton market. Many people were attracted to RE/MAX because of its commission concept. Sales people at RE/MAX work on a 100 percent commission basis, paying a monthly management fee and another fee to cover their share of office expenses.

The conventional approach involves splitting the commission between the agent and the sales representative, with the company paying all or most of the office expenses. Block Brothers and Langley Real Estate were two other companies that implemented the 100 percent concept. Other firms studied the approach but some did not make the switch. The 100 percent concept changed the traditional relationship between the agents and the sales representatives.

One impact these national companies and franchised operations have had on the Edmonton Real Estate Board was to change its cohesion, since these organizations held their own training courses and social events. The Board as a social agency was less in demand. A significant reduction in attendance at Board events became evident as the focus turned to stronger corporate allegiances. Doug Balog was president in 1985 and had to deal with these concerns. Given his association with the RE/MAX organization he was caught in the middle of the debate over the value of this trend in the industry.

The inclusion of new homes sales in the MLS® system was another significant

development. During the golden age, the home builders had their own sales staff or hired real estate companies to market their houses without taking advantage of the MLS® system. The downturn in the economy was responsible for this change.

Standing committees

Major changes were made to the standing committee system of the Board in 1995 to increase their efficiency.

The Membership Committee continued to recruit new members and evaluate applications for membership. The Arbitration and Professional Standards Committee, which carried forward the Board's traditional interest in maintaining a high ethical standard, had a light work load.

The Education Committee expanded the program of seminars begun in 1970. The current education program ranges from an orientation seminar to many post-licensing courses. The committee also continues to improve the library to ensure that it will complement the education programs.

The Legislative and Public Affairs Committee is increasingly active through direct contact with alderman, MLAs, and MPs in an effort to protect the interests of the public and the industry. Changing the name of the committee to the Government and Political Action Committee in 1991 reflected this new trend. In 1991 the committee initiated a joint meeting between the Board and members of city council as well as meetings with the city administration. The Board appointed a former City of Edmonton Alderman, Olivia Butti, as Advisor of Government Affairs. Her first



Edmonton Real Estate Board



Edmonton Real Estate Board



EDMONTON
REAL ESTATE
BOARD

CO-OPERATIVE LISTING
BUREAU LIMITED

The visual identity of the Edmonton Real Estate Board changed over the decades. The first change (second graphic) was a design selected in a Member contest in late 1978. The latest change (bottom) was a professionally designed logo introduced in 1995.

(Edmonton Real Estate Board)

Governmental Affairs Update noted the September 1988 meeting between the directors and the members of the Legislative and Public Affairs Committee with the nine members of council to discuss industry concerns. Topics discussed included acquiring extra computer data and the possibility of involving private industry in the selling and marketing of city property.

The Industrial, Commercial and Investment Committee is also very active. In 1988, the Edmonton Real Estate Board *Daily Bulletin* was changed to give more information on a property. It now provides month-end statistics showing listings and sales of commercial/industrial properties. Sales statistics are compared with sales from the previous year. The *Bulletin* was also reorganized to group properties of a particular type together, such as industrial, commercial, office retail and so on.

New committees included the Managers' Committee and an ad hoc Computer and Technology Committee. The Managers' Committee was established in 1990. It acts as a liaison between the board of directors, managers at large, and salespeople. The second committee managed the implementation of the Stellar II computer system and considers new technology.

Publications

The Informer was succeeded in 1986 by a bi-monthly publication, *News and Views*. In 1985 the Board bought the *Real Estate Weekly* from the Bargain Finder Press with the aim of providing members with a low-cost way

to advertise. Before 1985 the *Real Estate Weekly* was printed with the agreement of the Edmonton Real Estate Board. The production facilities have been steadily improved to produce a better newspaper at a reduced cost. A desktop publishing system purchased in 1990 was part of this process. This system allows logos and artwork to be scanned into

the computer so that full page ads or blocks of smaller ads can be produced inexpensively.

A full-time supervisor was hired and a delivery van was purchased in 1988. The paper is now distributed widely. Press runs by 1995 vary between 27,000 and 30,000. It is distributed north to Athabasca, east to Vegreville, south to Wetaskiwin, and west to Alberta Beach.

The *Real Estate Weekly* provides an affordable means of advertising for the members of the Board. It also informs the public about the industry in general and the Edmonton Real Estate Board in particular, and also promotes the development of Edmonton. It includes information on open houses, city zones, property by type ranging from residential to IC&I, suburban property, and an agency section. In addition to its regular issues, it has also published various specialty issues that are distributed via the *Edmonton Sun*.

Technology

The Edmonton Real Estate Board and its members have always been a leader in Canada in the application of technology. This trend was evident as early as the late 1960s when Buxton Real Estate introduced a two-way radio system.

It permitted the sales representatives to call the office and set up meetings. The use of modern technology has continued with cellular phones, electronic key safes, pagers, computers, facsimile machines, E-mail, special real estate television channels and now the Internet.

The electronic key safe is a timesaver since it is no longer necessary to stop at an office to pick up a key, and it provides increased security for the property owner. The Edmonton Real Estate Board was the first in Canada to use the system, which is made up of three components: entry cards, keyboxes, and a central computer called "LENI," which stands for "Link to Electronic Network of Information." Access to the system can only be obtained by people with the appropriate personal identification numbers. In order to make it more convenient for the seller it can be programmed to restrict access to specific times. It also adds to the security of access by recording the time that an entry is made into

the building. It has become a standard part of the industry.

Computerization programs initiated in 1978 were continued when the VANDAT system was acquired in 1984. It was originally developed by the Vancouver Real Estate Board and had been made available to other Boards free of charge. In 1987 the system was modified to allow access to tax information by legal description as well as by address. In 1988 City of St. Albert property tax information was available on-line. A new Hewlett Packard main frame computer was installed. The capacity of the VANDAT system to be upgraded to meet the requirements of the Board reached its limit in 1990.

In 1991, during Lorne Clark's presidency, a joint study with the Calgary and Fraser Valley Real Estate Boards was conducted to look at different systems. The joint study meant the boards could share the cost of consultant fees and also increase their buying power. The Computer Committee also visited other centres such as Victoria, Vancouver, and New York to make a better informed decision on this issue. The rapid change in computer technology and the many facets of Board requirements delayed their decision to acquire the Stellar II system until the fall of 1992. The system when acquired was more advanced than any other then in use in North America.

Despite the advantages of the new system and the care with which it was selected, the Stellar introduction early in 1994 was problematic. As Edmonton was chosen for the first installation, members were subjected to the glitches inevitable in a new system. It fell on then-President Stephen Cook to handle the many concerns of irate members. Stephen was able to mediate member concerns while assisting in negotiating beneficial upgrades.

The advantages of the new system included a wider range of information, since new fields were added. The prospect menu, for example, allows the user to locate houses of a particular style and at a particular price in any area of the city within seconds. This program will continue to search incoming listings based on these parameters and will then inform the user. The computer gives the individual real estate salesperson the opportunity to know the market very quickly over a wide area.

The most recent upgrade allows a listing to be entered directly by agents without having to complete a listing input form. This procedure

(called "broker load") saves time by reducing the paper work required to make a listing and puts the listing information into the system faster.

Library upgrading

Along with the constant upgrading of the computer system, the library facilities have also been systematically improved and expanded to reflect greater demand for educational materials. New audio/visual equipment was purchased in 1990 so that members could view material on different subjects. The library was also equipped with study desks and a computer terminal, which allows access to the new Stellar II system.

The library resources have been expanded to include videotapes and audio cassettes. These materials include "The Mentor" series by David Knox and "How to be a Winner" by Zig Ziglar. The library also carries copies of legislation relevant to the industry, trade publications, previous copies of the Edmonton Real Estate Board listings and sales catalogues.

Insurance

Bonding had been the traditional way to ensure a person's integrity. Beginning in 1985, bonding was replaced by two mandatory programs that do a better job of protecting the salesperson and the public. The Assurance Fund is administered by the Real Estate Council of Alberta. It protects the buying public from the wilful malpractice of an agent or salesperson. The Errors and Omissions Insurance is operated by the Alberta Real Estate Insurance Exchange, called AREIX. AREIX was introduced in October 1991 to reimburse the public for any agent's errors or negligence. It is a form of liability insurance.

Competition Bureau

The Competition Act is one of the laws passed by the federal government to deal with the maintenance of competition in the market place. The first Combines Investigation Act was



Computer training as illustrated in this October 1992 photograph has been one way in which the Board helped its members keep pace with communications technology.

(Edmonton Real Estate Board)

passed in 1906. Revisions to that act began to have serious implications for the real estate industry as early as 1975 when infractions under the act were to be dealt with under the criminal code. The Competition Act attempts to police anti-competitive agreements, price fixing, and misleading advertising. The individual boards have voluntarily consented to no fixed fees and commissions, to no restrictions on the services provided by individual members, to not discourage members from offering any type of real estate, and to advertising restrictions and conditions of membership. In their daily business affairs agents and sales personnel must avoid by word or deed even the appearance of collusion. The compliance program is complemented by the well-established efforts of individual boards to develop and enforce codes of ethics to maintain the integrity of the industry. The Edmonton Real Estate Board is a participant in the compliance program and has not been subject to any formal investigations.

Educational requirements

Education continued to be emphasized during the 1980s and 1990s. During this period the primary schools that had been developed by the Board were superseded by Real Estate 1000 and Real Estate 2000 courses. Real Estate 1000 provides sales representatives with an introduction to the industry. Real Estate 2000, introduced in 1984, is the course individuals must take to qualify for the agent's license.

In the 1990s, the educational requirements now include taking post-licensing courses as part of a continuing education program. The Post-Licensing Accreditation Program requires real estate practitioners to take eighteen hours of approved continuing education courses every two years in order to maintain their registration or license. The program began on October 1, 1995, and so eighteen hours of continuing education will be required by September 30, 1997. The Edmonton Real Estate Board offers a full range of courses as part of this program.

The number and range of topics dealt with by the Board's program of seminars has expanded dramatically from the 1970s. The seminar program discusses specialized types of

real estate such as condominiums and acreages. Seminars are also being organized that examine various developments in the industry, such as the Prohibition Order and new forms. From time to time the general public is also welcome to register for various seminars. In 1990 the Public Relations Department sponsored the first home buyers' seminar.

Real Estate Council of Alberta

In 1995 the industry became totally self-regulated with the creation of the Real Estate Council of Alberta under the new Real Estate Act. The goal is to promote the integrity of the business and to protect consumers affected by the industry. It also provides services that enhance and improve the industry. It replaces the Superintendent of Real Estate and thus is the administrator of the Real Estate Act.

This act replaced the Real Estate Agents' Licensing Act that had been in place since 1929. The Council is made up of representatives from all of the stakeholders of the industry in Alberta. The Edmonton Real Estate Board is eligible to nominate one representative. Its purpose as defined by the act includes setting and enforcing standards of conduct and examining business practices of industry members.

Ken Shearer played a key role in developing and implementing this new policy. After the Council's creation, he was elected as its first chairman. Ken's contributions to organized real estate have been numerous and significant. Ken joined Melton Real Estate in 1970 and in 1975 became regional manager in British Columbia. In 1982 he became Northern Alberta regional manager after A. E. LePage acquired Melton Real Estate. He was president of the EREB in 1989 and president of AREA in 1994. Ken received a Life Membership from the EREB.

Builders of the Board in the 1980s & 1990s

The strong tradition of leadership brought to the Board was continued into the 1980s and 1990s. The builders of the Board who provided

leadership in the 1980s and 1990s include Del Sveinsson, Ron Esch, Harvey Galbraith, Pat Rudiger, and Pat Mooney.

Del has been a REALTOR since 1976. He is a partner and Agent for NRS Haida Realty Ltd. Leduc; actively involved in residential, acreage and commercial sales. Del is a top producer for the industry and a committed volunteer who serves his profession and community. After serving on various committees of the EREB starting in 1980, Del was president in 1983. He has gone on to make contributions to AREA serving as chairman of the Education and Conference Committees and as vice-president in 1989. From 1990 to 1994 he was chairman of the Alberta Real Estate Insurance Exchange Advisory Board. He has been awarded Life Memberships in the EREB and AREA.

Ron Esch was president of the Board in 1982. In January 1984 he joined the Board as the manager of its Administrative Services Department after having had a very successful career with the firm started by his father. He remained with the Board until 1987 when he became the executive vice-president of the Calgary Real Estate Board.

Harvey Galbraith has played a role in all aspects of the industry. He has been a sales representative, sales and general manager, partner and sole owner, agent and franchise-owner. He is currently president of HomeLife Hargal Realty. His contributions to organized real estate have included serving on various committees and as president of the Board in 1992. During his term he was involved in the research to acquire a new database that would ultimately become the Stellar system. He was also involved in the selection process to replace retiring Executive Vice-President Art Jones. (After an extensive nationwide search, Ron Hutchinson was promoted from the position of Membership Services Manager.) Harvey has also served as a director with AREA. He was REALTOR of the Year in 1994 and received a Life Membership from the EREB in 1995.

In 1979, Pat Rudiger began his real estate career as a licensed salesman for Royal LePage. In 1981 he acquired the RE/MAX franchise in Leduc. In 1986 he was elected vice-president of RE/MAX Edmonton and became Agent/Manager for Edmonton in 1988. After serving on various committees from 1989 on, Pat became president of the EREB in 1993.

Events during Pat's term included implementing the Plain Language Offer to Purchase Contract for residential properties and the Offer to Purchase and Lease Agreement for the Industrial, Commercial and Investment



Ken Shearer (centre) served as President of the EREB in 1989. He is shown presenting Life Membership to Garf Bennet as Past President Heather Gates looks on.
(Edmonton Real Estate Board)

Division. (The development of new forms and their revisions has been a major activity of the Board since the formation of the Edmonton Real Estate Association in 1927.)

Another important builder of the Board is Pat Mooney, who began his career with H. R. Kellough Realty Ltd. in 1962. Upon the death of Homer Kellough in 1971, he was part of the group who purchased the company and continued to operate it under the same name. Following the sale of the company to Block Brothers in 1981, he remained with them until 1987. His contributions to organized real estate began in 1982 when he became a director. He was president of the EREB in 1987, a director and president of AREA, and a director of CREA. He was named REALTOR of the Year for 1990, which acknowledges his industry involvement as well as his community activities. He has received Life Memberships from EREB and AREA.

Recent contributors to the operations of the Board include Mary McLean, Sherry Belcourt-Darby, and Heather Gates.

Mary McLean started in the industry in 1974 with the Calgary firm of Toole and Cote. She later worked for H. R. Kellough Realty and Block Brothers. She served as a director for six years and on a number of committees, with Public Relations being the most important to her. During her term this committee organized traditional activities such as the MLS® Golf



George Grover, first recipient of REALTOR of the Year Award.
(Edmonton Real Estate Board)

TO

GEORGE W. T. GROVER
F.R.I.

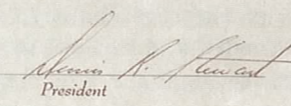
In RECOGNITION of your many SERVICES to your COMMUNITY, your strict ADHERENCE to the REALTORS CODE OF ETHICS and your many CONTRIBUTIONS to your LOCAL REAL ESTATE BOARD

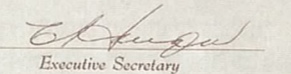
You have been chosen

**SALESMAN REALTOR
OF THE YEAR 1960**

by the

Edmonton Real Estate Board
Cooperative Listing Bureau Limited


President


Executive Secretary

REALTORS CODE: Do unto others as you would be done by.

Tournament and Family Picnic. A new format for the REALTORS' Ball was also developed. Mary was REALTOR of the Year in 1985 and was made a Life Member of the Edmonton Real Estate Board in 1991.

After leaving her career as a teacher, Sherry Belcourt-Darby started in the industry in 1976. As chairperson of the Education Committee in 1992 she directed the review of the orientation school lecture content, and helped produce an orientation video for new members.

The first woman president of the EREB was Heather Gates. She began her career with A. E. LePage in 1978. Upon becoming a

member of the Board, she chaired various committees, including the Sales Representatives Committee, becoming a director in 1985. Heather was given an Honorary Membership in the Edmonton Real Estate Board in 1993 after she moved to Vancouver.

Recognition system

The REALTOR of the Year Award began to be given out regularly in the 1980s. The first recipient of the award in 1960 was George

Grover. George was best known for his efforts to promote education within the industry. The George W. T. Grover Awards of Excellence in Real Estate Studies were established to encourage students to pursue further real estate training at the University of Alberta, Faculty of Extension. In recognition of these contributions he was made a Life Member of the EREB.

Life memberships were awarded to the EREB members judged to have contributed the most to the advancement of organized real estate, who had sustained public confidence in and respect for real estate agents, or who had promoted good relations both within and outside the profession.

George was the first and only recipient of the award until 1981. The Public Affairs Committee suggested re-establishing it. The criteria for achieving the award have remained the same. In addition to those mentioned previously, Brian Macdonald, Taras Chmil, Al Dredge, and Les Philips are other REALTORS whose efforts have earned them this award.

The 1995 REALTOR of the Year recipient was Alec Fedynak. Alec came to Edmonton in 1958 from the Coal Branch area of Alberta. Upon his arrival in Edmonton he obtained a job with Imperial Real Estate. Later he worked for Buxton Real Estate, Weber Brothers, and most recently, A. E. LePage. Between 1975 and 1980 he operated his own company in partnership with Jim Baker.

Alec has been an enthusiastic supporter of the Board. He has served as a director and various committees, the most current being the Political Action Committee. He has served as a governor of the Charitable Foundation and was elected to the office of president in 1995. He received a Life Membership in 1987.

The Board commemorated its own success when it celebrated its sixtieth anniversary in 1987. The celebrations included a banquet and ball, which featured the then-Deputy Prime Minister Don Mazankowski as guest speaker.

Another milestone celebrated by the Board was the burning of the mortgage for the new building. A laser courtesy of the Laser Institute of the University of Alberta was used to burn the mortgage certificate. The ceremony was held on September 11, 1990, in the auditorium as part of an open house that included tours of the building. Bob Buttar was president of the EREB at the time. Bob is following in his father's footsteps, who was president of the

Board in 1962. Bob Buttar joined Haida Realty in 1978 and has remained with them ever since, contributing professional real estate services to the community of Leduc. He has received a Life Membership from the EREB.



Social activities

The social life of the Board, while less active than during the golden age, continues to be popular with its members. The current range of social activities includes the REALTORS' Ball, Committee Appreciation Night, Long Term Service Awards Banquet, MLS® Golf Tournament, MLS® Family Picnic, REALTORS Challenge Blood Donor Clinic, and the Annual Christmas Luncheon.

The organization of these events is no longer the responsibility of a standing committee but is coordinated by the Public Relations Department. Of course, individual members continue to play an important role in these events.

The Edmonton Real Estate Board has successfully hosted provincial and national conferences of AREA and CREA. Most recently the EREB hosted the 1995 CREA conference. Its theme was "Focus on the Future." One topic was on the three-month pilot project launched in September where approximately 15,000 properties were listed on the Internet. Through a Home Page established by CREA, Internet users can obtain information, including pictures, from the four participating test sites: Barrie, Calgary, Halifax, and Oakville. The delegates were also informed of the efforts of the Fraser Valley and Vancouver boards to link their MLS® systems.

The Edmonton Real Estate Board held a high tech mortgage burning ceremony, September 11, 1990. The certificate was ignited by laser.
(Edmonton Real Estate Board)

Staff changes

The most significant change to Board staff was the retirement in 1983 of Norm Winterburn, who had been active in various capacities with the Board since the late 1940s. Art Jones was appointed executive vice-president in his place. Art joined the Edmonton Real Estate Board in 1976 as public relations and education administrator. As executive vice-president, Jones had the challenge of coping with the after-math of the recession of 1982 and the move to the new building.

He was active in the Executive Officers Council, serving as a member of the Board and as chairman in 1988/89. By virtue of his position with this organization he served on the Board of CREA and was active on many committees with AREA. He has received a Life Membership from the EREB as well as from AREA and CREA.

Art Jones' positive attitude towards the future of real estate in Edmonton and his public relations skills helped the Board make the transition into the post-golden age. His leadership was evident in the ongoing expansions of the computer system.

Ron Hutchinson succeeded Art Jones as executive vice-president in January 1993,

after an intensive nationwide search for someone with both industry and association experience. A native of Assiniboia, Saskatchewan, Ron moved to Edmonton in 1970 after he received a Diploma in Business Administration from the Saskatchewan Technical Institute. He started as a sales representative in 1975 with Weber Brothers Real Estate. He later moved to Canada Trust, where he was a branch manager and training coordinator before starting with the Board in 1986. He was manager of the Education and Membership Department and later manager of membership services.

Restructuring of the Board

In 1995 a report by the Ad Hoc Futures Committee led to the modification of voting rights and the standing committee system during the term of Wayne Moen. The major changes made in the bylaws dealt with voting rights, structure of the board of directors, and the system of standing committees. Under the new bylaws all members after two years of continuous membership will have the right to vote on all matters. The one exception is that sales representative members may only vote for sales representative directors and agents may only vote for agent directors. Agents and agent designates cannot vote for sales representatives. The board of directors is to be made up of four members each from the agents and the sales representatives. These changes reduced the power of the agent members in the organization.

Another revolutionary change was the reduction in the number of standing committees from sixteen to six. The committees that remain are: the Arbitration and Professional Standards; Audit; Government and Political Action; Industrial, Commercial and Investment; Member Services; and Sales Representatives. These committees continue to perform their traditional duties.

Charitable Foundation

The EREB has a long tradition of community service. Before 1987 the Executive Committee had handled requests for donations individually. In 1987, however, the Edmonton Realtors' Charitable Foundation was created.

Now the Charitable Foundation has its own board of governors and committee system to plan specific directions for donations to charities, primarily shelter-related projects.

The Foundation went into operation in 1989 following receipt of its registration number from Revenue Canada. The first chairman was Gary Comrie. Gary began his real estate career in 1967 as a salesman with Canada Permanent Trust Co. For six years he managed its first residential sales office. He then opened an office for Ashford Realty, a division of NuWest Homes. After four years there, he opened his own firm of Comrie-Coughlan Real Estate in 1978. He has served as chairman of the Membership Committee and as a director of the Edmonton Real Estate Board. He was made a Life Member of the Board in 1987.

Interest on Board investments since 1986 was allocated as seed money. The objective was to create a \$1 million capital fund. To ensure that such an amount would be accumulated, 75 percent was retained as capital reserves while 25 percent was to be donated. Raising additional funds and accepting donations was expected.

In 1990, a Donor Wall was built to recognize members who have contributed to the Foundation. Engraved brass name plates are used to honour donors who have contributed \$100 or more. The Donor Wall also includes donations that have been made in memoriam of others.

The first major fundraiser was a silent auction at the December 13, 1991, Christmas Luncheon. The event was a great success. Over 108 items along with cash donations were received. Net proceeds to the Foundation were \$14,147.00, well exceeding the goal of \$10,000.

A second fundraiser was a 5-kilometre Classic Run on August 29, 1993. A 3-kilometre Fun Walk, 1/2 kilometre Tots Toddle/Pedal, Mascot Race, and a Corporate Challenge have been added. The events were organized in association with the Running Room. The event was repeated in 1994 and 1995.

The Edmonton Realtors' Charitable Foundation has made donations to the United Way, Catholic Services, Marion Centre, Bissell Centre, and the Edmonton Christmas Bureau. Commitments have also been made to the Youth Emergency Shelter Society and Grant MacEwan College, Senior Studies Institute.

Art Jones (right) was Executive Vice-President from 1983 to 1993. He is shown here receiving CREA Honorary Membership from CREA President Michael Ziegler in 1992.

(Edmonton Real Estate Board)



Ron Hutchinson, Executive Vice-President (right) is shown with 1994 President Stephen Cook acknowledging volunteers at Committee Appreciation Night.

(Edmonton Real Estate Board)



This van was donated by the EREB to Camp Health, Hope and Happiness as part of the activities of the Edmonton Realtors' Charitable Foundation. (Edmonton Real Estate Board)

Projects in 1992 included a contribution towards the purchase of a lot in the Norwood community to build a home for a needy inner-city family. The official sod-turning for the building of the first Habitat for Humanity home in Edmonton took place on Tuesday, May 26, 1992. In 1993 the Foundation provided funds for the construction of a second home.

At the initiative of the Farms and Acreages Committee, the Edmonton Real Estate Board created a working partnership with the Rural Crime Watch Program. Since sales staff travel widely, they can assist in being the "eyes and ears" of the community and report any suspicious activity to the police.

The Board also sponsored the "Parents against Drug Abuse Program" begun by radio station 1260 and FM 100.3. The "Guide to Fight Substance Abuse" gives valuable information to parents, families, or anyone with a substance abuse problem. The Board distributed 33,000 copies through the *Real Estate Weekly* in March 1992.

The Edmonton Real Estate Board adjusted to the new realities ushered in by the 1982 recession. It is a leader in applying technology to the real estate industry. This is particularly evident in the new computer system. It has also made some fundamental changes to its organization. The Board has reduced the number of standing committees and the two-tier structure of the membership, making agents and sales representatives more equal. The Board has also played a major role in bringing about the self-regulation of the industry through the creation of the Real Estate Council of Alberta. The Board has thus found a new and innovative way of achieving the original goal as stated in 1909 and again in 1927 of maintaining high ethical standards.

Top and Middle Photos: Enthusiastic runners and families participate in The Annual Edmonton Realtors Charitable Foundation (ERCF) Fun Run and Walk.

(Edmonton Real Estate Board)



Bottom Right Photo: Graham Downey joins 1994 President Stephen Cook (right) on behalf of ERCF in donating a van to Danielle Larson, the victim of a violent crime.

(Edmonton Real Estate Board)



Bottom Left Photo: Graham Downey presents a donation to the Franciscan Sisters Benevolent Society on behalf of the ERCF.

(Edmonton Real Estate Board)



Conclusion

The Edmonton Real Estate Exchange of 1909 was the first association of real estate agents and sales personnel in Edmonton that promoted the idea of a code of ethics and a cooperative approach to listings.

It was created during an era of excessive land speculation that involved practically the whole community. The real estate industry was inundated during this era by people attracted by the quick profits to be earned.

The creation of the Edmonton Real Estate Association in 1927 was mainly concerned with drafting a code of ethics, which could then be enforced in a formal way through an association working in cooperation with the provincial government. The Edmonton Real Estate Association achieved this objective through legislation that required real estate sales persons to be licensed. The drafting of that legislation and its subsequent enforcement and revision was a cooperative effort between the Association and the provincial government. This was the first step in making the selling of real estate a full-time occupation with professional standards and methods of certification.

Combined with the Association's efforts to establish the real estate industry as a profession were its efforts to protect the role of real estate agents in the community. The need to take action was evident after the First and Second World Wars when the federal government prevented real estate salesmen from earning a commission by selling land to veterans.

During the golden age, progress was made towards self-regulation through a strong Board, the cooperative approach to listings, and the superintendent of the Real Estate Agents' Licensing Act. This objective has been carried forward with the creation of the Real Estate Council of Alberta.

The creation of a co-operative listing service in 1952 was another step made by the industry and the Board. This service gave the Board a central role in marketing property. It provided the information that was essential for success in the industry.

Throughout its history, the Edmonton Real Estate Board has relied on the dedication of its members to staff the many committees that provide direction for its activities. The standing committee system was adopted in 1909. It gave the members control over the organization and was the only approach possible given the economic realities of the Board through to the 1950s. This system has shown its ability to be flexible and get results. The incorporation of new committees such as the Education Committee and the Sales Representatives Committee are evidence of this fact. In 1995 this structure was changed when the committee system was downsized. Changes to voting privileges in 1995 have helped to make agents and sales members equal within the Board.

Since 1909 organized real estate in Edmonton has a number of achievements to its credit. The restructuring of the Edmonton Real Estate Board and the contribution to the creation of the Real Estate Council of Alberta are further accomplishments. Both of these developments reflect new ways to achieve the long-term goal of building an industry with integrity that meets the needs of both the public and members of the industry.

Today, Board members have access to professional development and training specific to the industry. Licensing requirements protect agents and the public alike. A Charitable Foundation, created by the Board, gives thousands of dollars annually to needy local organizations. Social activities are organized to promote friendship and exchange information with other members. A state-of-the-art computer system provides valuable statistics