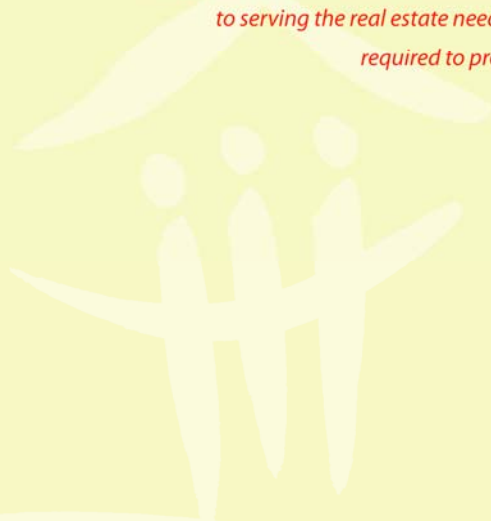




# ANNUAL GENERAL REVIEW 2007

Best Western Lamplighter Inn  
Thursday, April 17, 2008

**Mission Statement:** *The London and St. Thomas Association of REALTORS® is a professional organization committed to serving the real estate needs of the community and to providing its Members with the services and education required to promote excellence, knowledge, and high standards of ethics and business practices.*



# AGENDA

***Please turn off all cell phones and pagers for the duration of the meeting.***

|          |  |
|----------|--|
| 8:30 AM  | Event registration & Trade Show begins   |
| 9:30 AM  | LSTAR prize draw   |
| 11:00 AM | Call to order and welcome by 2008 President Bruce Sworik   |
| 11:25 AM | Approval of AGM Minutes (April 10, 2007) and adoption of<br>2007 Annual General Review<br>AND audited financial statement<br>AND appointment of the Board's 2008 auditors and solicitors   |
|          | Presentation to and remarks of 2007 President<br>Presentation to 2007 retiring Directors<br>Address of 2008 President  |
| 11:45 AM | Other business (consists of presentations to/of): <ul style="list-style-type: none"><li>• REALTORS Care Foundation Presentation to LSTAR President</li><li>• Mission Services</li><li>• Outstanding Service Awards</li><li>• Community Service Awards</li><li>• Long Service Membership Pins/Plaques</li><li>• CREA 25-Year Certificates</li></ul> |
| 12:00 PM | Introduction of Guest Speaker:<br>Gary Ford, Vice-President of Professional Development, with<br>First Canadian Title<br>MCE Session – <i>Power of Persuasion</i>  |
| 1:00 PM  | Grace and toast to the Queen<br><br>Lunch and Adjournment  |

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# MINUTES OF THE 2007 AGM

Tuesday, April 10, 2007

Best Western Lamplighter Inn

1. **Call to Order and Welcome**

LSTAR's President for 2007, Mike Carson, welcomed everyone and called the meeting to order at 10:15 a.m.

2. **Introductions**

Introductions began with Mike introducing the Master of Ceremony, Darrin Laidman after which Darrin introduced the head table and invited guests. Mike asked that all Past Presidents, Honourary Members and volunteers stand and be recognized.

3. **Presentation to Melissa Hardy-Trevenna, Director of Communications**

As Melissa will be leaving the Association after more than 16 years, recognition was made by Mike on behalf of the entire Association. Mike complimented Melissa on her outstanding work ethics and her expertise to a number of industry-related groups. Although Melissa will not be at LSTAR on a full-time basis, Mike noted that she will do some consulting work for LSTAR on a part-time basis.

4. **Approval of Minutes**

Prior to approval/adoption of the following items, the President pointed out that all Members, with the exception of Honourary Members, invited guests and Board staff, had the right to vote at Annual General Meetings.

**MOTION**

that the Minutes of the April 11th, 2006 Annual General Meeting be approved.

**CARRIED**

5. **Adoption of 2006 Annual General Review**

**MOTION**

that the 2006 Annual General Review, which contains the 2006 Committee Reports, be adopted.

**CARRIED**

6. **Adoption of Audited Financial Statement for the Year Ended December 31<sup>st</sup>, 2006**

**MOTION**

that the Statement of Revenue and Expenditures for the year ended December 31<sup>st</sup>, 2006, as pre-published to all Brokers and posted on REALTOR Link®, be adopted.

**CARRIED**

7. **Appointment of 2007 Board Auditors and Solicitors**

**MOTION**

that Ford Keast Chartered Accountants continue to be the Board's Auditors for 2006.

**CARRIED**

**MOTION**

that David Broad from Siskinds the LAW FIRM and Mervin Burgard, Q.C. continue to act as the Board's Solicitors for 2007.

**CARRIED**

**8. Presentation by Peter Whatmore, Chair of REALTORS Care Foundation**

Peter Whatmore provided background information to the REALTORS Care Foundation formerly known as the OREA Foundation. He noted that the Foundation, like LSTAR, supports shelter-based organizations in Ontario. He noted that each year the Foundation receives numerous requests for support and unfortunately, there is never enough available income. Peter introduced the REALTORS Care Key Program – a great after-sale tool for REALTORS® who make a minimum \$25.00 donation to the Foundation. REALTORS® will receive a card and a key that can be cut to fit the home. Peter challenged all REALTORS® to donate \$25.00 to the Foundation payable on the closing of the sale of a home and noted BMO Nesbitt Burns has agreed to match every dollar donated through this program in Ontario. Mike Carson accepted the challenge and became the first person to support the cause.

**9. Presentation of Gifts to President (2006)**

Mike and Betty presented Costa with his scrapbook and gifts.

**10. Presentation to Outgoing Directors**

The retiring Directors (as noted below) were asked to come to the podium to receive their Directors' plaques in recognition and appreciation for their efforts during their terms of office:

- Vito Campanale
- Michael Hines
- Eavan Travers
- Barb Whitney

**11. Address of 2007 President**

Mike Carson then gave his address.

**12. Other Business**

- a) **Mission Services** – Presented with a cheque for \$13,273.37 bringing the total the Board has raised for Mission Services since 1992 to approximately \$170,903.00
- b) **Outstanding Service Award** – Presented to Rick Odegaard
- c) **40 Year Plaque Recipients** – Mike Ansari; Bev Bosveld; James Hays; Wayne Jolly; and Joe Vivinetto.
- d) **35 Year Pin & Plaque Recipients** – Norman Chesterfield; Ralph Dodds; Ben Lansink; Robert Lauckner; and Lew Lint.
- e) **30 Year Pin Recipients** – Rebecca Carnegie; Euclides Cavaco; Jeff Chapman; Nick Dysktra; Terry Greenwood; Michael Hines; Jim Holody; Mike Kozumplik; John Lauckner; Bill McCarvell; Manual Medeiros; Ed Milani; Douglas Paul; Joe Pinheiro; Teri Robertson; Diane Ryan; Tony Scarpelli; Norm Shaw; Bernie Sheridan; and Roy Smith.
- f) **25 Year Pin & CREA 25 Year Certificate Recipients** – James Brothers; Catherine Burns; Rachid Chams; Marjorie Crowe; Diane Gordon; Joseph Halford; June Harris; Douglas Howell; Kay MacLean; Bernard Matthews; Jim McCarvell; Ted Mitchell; David Roby; Teresa Stevens; John Thurman; and William Warder.

**13. Guest Speakers – Allan Johnston, Registrar; Brian Scholtzhauer, Deputy Registrar; John Burnet, CCD Manager****14. Entertainment – Comedian Ian Tyson****15. Adjournment**

Following lunch, the Chair adjourned the meeting.

# PRESIDENT'S REPORT



Mike Carson, President

## Communication

At the beginning of my term I committed to you, LSTAR's members, to increase communication, and we have made good strides, while we are continuing to improve. Communication is two way, and I have received many great comments and suggestions made through my [president@lstar.ca](mailto:president@lstar.ca) email. We have also endeavored to keep you abreast of key matters through the new *e-Prez* bulletin. It has been a great tool for me to express my thoughts and pass on timely information. I hope you have enjoyed it.

## Reflections ...

I was often asked, how did you find the time to perform all the duties required, attend meetings and leadership conferences, juggle daily emails and countless pages of industry information, and still make a living selling real estate? We are blessed with an incredible Executive Vice-President, Betty Doré, who has guided me and advised me, been a mentor and a friend, and helped me to grow as a leader for our Association. I am also indebted to our great staff at LSTAR; Lyn for her timely research and feedback, Joanne for keeping me organized, Kathryn and Melissa for their great communication skills, and Megan for her energy and enthusiasm! Each and every one of our staff at LSTAR is dedicated to serving you, the members, on a daily basis to the utmost of their ability, and we are truly thankful for their dedication. I owe a great deal of thanks also to our committed and active Board of Directors for their many efforts and support during the year.

## Statistics

2007 quietly smashed all previous records for home sales in our area. We saw steady growth in sales throughout the year, without a lot of the frenzy seen in other markets, and all sectors reported substantial increases in both unit sales and increased average sale prices. The total number of homes sold in LSTAR's jurisdiction (Middlesex and Elgin Counties) in 2007 came in at 9,378, breaking 2006's previous record of 8,916 by 462 units. In fact, that record was already broken by the end of November, when year to date sales reached 9,007 units. In 2007, sales of detached homes were up 4.9%, while sales of condos were up 6.1%. The average price of a home in LSTAR's jurisdiction rose 7.0% to \$202,256.

The following table shows the number of sales and average home prices in the London CMA over the past 10 years:

| Year | Units Sold | Average Price |
|------|------------|---------------|
| 2007 | 9,378      | \$202,256     |
| 2006 | 8,916      | \$188,942     |
| 2005 | 8,859      | \$178,058     |
| 2004 | 8,903      | \$166,465     |
| 2003 | 8,120      | \$152,586     |
| 2002 | 8,097      | \$142,106     |
| 2001 | 7,307      | \$136,636     |
| 2000 | 6,505      | \$134,593     |
| 1999 | 6,720      | \$131,899     |
| 1998 | 6,416      | \$129,706     |

The best-selling house styles in LSTAR's jurisdiction in 2007 were two-storey homes, followed by bungalows, ranches, and townhouse condos:

| House Style     | Units Sold | Average Price |
|-----------------|------------|---------------|
| Two-storey      | 2,032      | \$276,238     |
| Bungalow        | 1,547      | \$163,167     |
| Ranches         | 1,042      | \$249,778     |
| Townhouse Condo | 985        | \$136,120     |

The following table compares the number of sales and average prices in London<sup>1</sup> for 2005 to 2007:

| Area         | 2005  |           | 2006  |           | 2007  |           |
|--------------|-------|-----------|-------|-----------|-------|-----------|
|              | Sales | Price     | Sales | Price     | Sales | Price     |
| North London | 1,671 | \$216,727 | 1,653 | \$234,416 | 1,781 | \$248,490 |
| South London | 2,495 | \$174,426 | 2,477 | \$182,821 | 2,648 | \$201,236 |
| East London  | 2,002 | \$152,213 | 1,989 | \$160,506 | 2,036 | \$172,622 |

Outside London:

| Area             | 2005  |           | 2006  |           | 2007  |           |
|------------------|-------|-----------|-------|-----------|-------|-----------|
|                  | Sales | Price     | Sales | Price     | Sales | Price     |
| St. Thomas       | 774   | \$155,595 | 751   | \$162,250 | 867   | \$172,550 |
| Middlesex County | 558   | \$226,090 | 618   | \$228,283 | 587   | \$239,894 |
| Elgin County     | 541   | \$161,821 | 564   | \$177,561 | 556   | \$174,665 |

Despite price gains, the London CMA continued to be very affordable and compared favorably with other Canadian centres throughout the year. According to the Canadian Real Estate Association's Major Market Release for December 2007, the average price January 1, 2007 – December 31, 2007 year to date for:

- **London and St. Thomas was \$202,908;**
- Calgary was \$414,066;
- Durham Region was \$265,620;
- Edmonton was \$338,636;
- Hamilton-Burlington and District was \$268,857;
- Kitchener-Waterloo was \$252,429;
- Ottawa was \$273,058;
- St. Catharines & District was \$217,841;
- Toronto was \$377,029; and
- Greater Vancouver was \$570,795.

<sup>1</sup> For MLS® purposes, London is divided into three sectors, as determined by the Thames River: North, South, and East. There is no "West London".

According to a study prepared for the Canadian Real Estate Association by Altus Clayton that calculates the average amount of economic spin-off generated by a real estate transaction over the two-year period spanning 2004 to 2006 at \$32,200 per transaction, MLS® sales in the Association's jurisdiction injected approximately \$301,971,600 into the local economy in 2007. Total dollar volume in 2007 also topped that of the previous year: \$1,896,758,895, up 12.6% from last year's \$1,684,610,263.

### **Strategic Plan**

Your Board of Directors, joined by Executive Vice-President Betty Doré and facilitator Gary Simonsen (CREA's Assistant Executive Officer) gathered at the Elmhurst Inn in Ingersoll, ON from August 28 to 29 to conduct a strategic planning session for the Association. The Directors plan this retreat once every three to four years in order to discuss and plan the future strategic direction of your Association. The resulting 2007 Strategic Plan, a copy of which can be found on page 33 of this publication, will guide LSTAR's direction for the next three years. Your Directors have approved this plan and have already begun working towards its implementation.

### **Keep London Growing Coalition**

Throughout the year, there has been a great deal of controversy surrounding the issue of new development at London City Hall. Since March 2007, the review of virtually all new subdivision development applications has been halted pending the implementation of a City committee's recommendations (The Blue Ribbon Panel Implementation Committee) and the development of a new internal process that will streamline development. In the meantime London is rapidly running out of serviced lots on which to build. In fact, the province has mandated that a City the size of London have at least a two-year supply of serviced lots to ensure stable, healthy growth and strong economic development. At this rate, we will run out of serviced lots in only six to nine months. Without an adequate supply of lots to meet market demand for families wishing to live or relocate to London, construction trade workers as well as home builders are left without long-term work or the ability to plan for their businesses in our city.

In response, LSTAR joined the Keep London Growing Coalition, a group of concerned Londoners (construction workers, labour unions, contractors, home builders, business owners, land developers, manufacturers, suppliers and residents) alarmed at how City Hall's current actions will directly affect workers in our community. The Coalition has been lobbying city council for improved consistency and improved efficiencies in the development approvals process. Consistency in approvals means more consistent and reliable work for the construction trades. It also allows home builders and developers to implement long-term business plans to invest in London.

City staff and KLGC members presented jointly to Board of Control on October 24. This is the first time in recent history that an external industry group was asked to work collaboratively with staff to develop materials for a joint presentation. Even though ward councillor questions and interaction only allowed for half of the presentation to actually be presented, the first half was enough to dispel some of the common myths related to the cost and affordability of growth. Vic Cote, the City's General Manager of Finance & Corporate Services, confirmed for the first time that residential growth pays for residential growth – a huge success in seeing growth as an investment, not a cost.

Following the success of this presentation, the Coalition was asked to work with city staff once again to bring examples of current development applications to a special meeting of the Planning Committee on December 18. The purpose of this meeting was to enable the Planning Committee to better understand the development application process and identify areas for improvement. The City and KLGC put forth a number of joint recommendations to improve processes and systems, in addition to recommendations put forward by the Coalition.

At year's end, City staff and KLGC members continue to work together to prepare for a third joint presentation to the Planning Committee at the end of March 2008. Although we have had great success, there is still much work to be

done to monitor progress that will see additional single family residential building lots come onto the market for servicing and building permit.

Thank you to all LSTAR members who responded to the Coalition's call for action, either by returning a Keep London Growing postcard to City Hall, or visiting [www.keeplondongrowing.ca](http://www.keeplondongrowing.ca) to send an email direct to Council in support of the Coalition's position. Your continued support will help ensure a resolution to this issue, to ensure stable, healthy growth and strong economic development for our city.

### **Home at Last (HAL)**

2007 also saw the successful completion of our first *Home at Last* (HAL) affordable homeownership pilot project. Modeled on a similar and, to date, very successful home ownership initiative called the *Home Ownership Affordability Project* (HOAP) in Hamilton, ON, the goal of HAL is to increase the supply of affordable housing in London and to provide homeownership opportunities for a family currently living in assisted housing, but able to afford a low mortgage. Thanks to the efforts of our community partners, and the generosity of more than 60 donors, the pilot project was a complete success and we hope to do more such projects in the future. I draw your attention to the HAL report on page 18 for further details.

### **Quality of Life**

In our last Strategic Plan, LSTAR adopted 'Quality of Life' (QOL) – a philosophical and analytical tool for looking at how cities and the people in them live and thrive. It can be said to be an evaluation of our social, economic and physical environments.

The five principles of QOL are:

1. Ensuring economic vitality
2. Providing housing opportunities
3. Preserving our environment
4. Protecting property owners
5. Building better communities



The whole QOL concept is a belated recognition that how cities, towns and their people live, thrive and are happy is a complex and vitally important thing. Merely measuring the economy is no longer enough because there are many components to human and civic well-being (a good example of this is the environment. Until recently it was considered a niche area for specialists; now concerns about the environment are mainstream and of pressing interest to most people in our communities). QOL provides a powerful framework for analysis of the present and planning for the future in economics, government and society as a whole. It is a mechanism to determine social policy, to define, strive for and reach the greater good.

The real estate profession is committed to improving Quality of Life by supporting growth that encourages economic vitality, provides housing opportunities and builds communities with good schools and safe and healthy neighbourhoods. Why? Because, as LSTAR Past President Michael Hines would say, "it's the right thing to do!"

QOL also provides a powerful framework for government relations activities and a way to form alliances and work with other groups toward common goals. In many ways, QOL is just a way of branding what LSTAR and like-minded associations have been doing for the past decade. However, it does represent a shift in focus from only real estate concerns to broader interests. Adopting and implementing QOL allows associations to build credibility with all three levels of government, including local government, and other decision makers. Credibility translates into greater



influence for the Association. Even better, it enables us to build better communities, better provinces and a better Canada.

Myself and LSTAR's Executive Vice-President, Betty Doré, had the opportunity to attend the Quality of Life meeting held in Winnipeg in October 2007. We were truly inspired by the work of so many Boards/Associations - including the British Columbia Real Estate Association, the Alberta Real Estate Association, the Manitoba Real Estate Association and the Nova Scotia Association of REALTORS®, just to name a few - who have embraced the five QOL principles and are working towards improving the communities in which their members live and work. This meeting has provided a good framework for discussion for LSTAR's own Quality of Life Task Force which I will chair, and which has already commenced for 2008.

### In Conclusion

I would like to thank you, my fellow REALTORS® and members, for your support. It has been the highlight of my career to have served you as President in 2007. I encourage each of you to participate actively in what is the greatest profession in the world, being a REALTOR®.

A professional is described as a person who always puts the needs of their clients ahead of their own. We as an industry are proud to have a high standard of ethics and professionalism, and are continually striving to improve. Whether you volunteer at a committee, task force or event, or if you represent our profession at any of the local community clubs and associations, continue to be proud that you are a REALTOR®!

Finally, please help me to welcome my successor, Bruce Sworik, your President for 2008. Bruce is a dedicated and knowledgeable leader who will serve you well in the year to come. I look forward to working with Bruce, our 2008 Board of Directors, and of course all of our fine members and staff of LSTAR.

Thank you for a great year.

**Mike Carson, 2007 President**

### 2007 LSTAR Directors

Front Row (l-r):

Ken Harper

2<sup>nd</sup> Row (l-r):

Richard Haddow, Bruce Sworik (President-Elect), Betty Doré (Executive Vice-President), Richard Thyssen

3<sup>rd</sup> Row (l-r):

Mike Carson (President), Larin Shouldice (Commercial Director), Joe Hough (Vice-President)

4<sup>th</sup> Row (l-r):

Jim Holody, John Sandor, Jack Lane

Back Row: Costa Pouloupoulos (Past President),

José Medeiros, Peter Hoffman



Jim Hockings / Off Broadway

# EXECUTIVE VICE-PRESIDENT'S REPORT



E.L. (Betty) Doré, CIM, CAE  
Executive Vice-President

## Education

In addition to maintaining the MLS®, delivering Mandatory Continuing Education (MCE) continues to be our most important function as an association.

A total of 203 MCE courses were run in 2007. Of these, 144 took place in our state-of-the-art computer lab, including hands-on training in Microsoft Office 2007 and specialty classes such as REALTOR® Resources, Filogix DMS training, Top Producer, GeoWarehouse®, and TouchBase. Another 59, including LSTAR's *MLS® Rules, Regs and Respect* course, were held in the downstairs REALTOR® Hall. There were also MCE credits available for sessions rolled into various special events, including the President's Breakfasts held in Strathroy and St. Thomas, which featured presentations on grow houses and methamphetamine ('meth') labs. Five orientation sessions for new members were also held.

2007 also saw the second successful year of OREA licensing education and articulating courses held at the Association office.

## Data Security and Integrity

One of the key objectives of LSTAR's 2007 Strategic Plan (page 33) is to ensure that member and LSTAR data and passwords are secure.

If you cast your minds back to July 2007, you may recall that someone using a valid User ID and password gained access to CREA's Member Management System (MMS) and despite safeguards that were in place, an internet 'robot' was used to copy or acquire some membership information from the MMS. The potential for harm was immeasurable - if email addresses were aggregated, they could be used to spam members and there was also a possibility that the robot operator could try to figure out the passwords that accompany an ID. If successful, this would have provided access to other internet services provided by CREA or password protected sites operated by individual real estate boards, including MLS®.

The security of member and MLS® data has always been paramount for our Association, and within 24 hours of the security breach becoming known LSTAR had installed a prompt on Filogix to request all members to change their passwords. Thanks to you all, the majority of passwords were changed overnight, and all passwords had been changed within the week. I'm sure you'll agree that this incident serves as a stark reminder of just how serious the issue of data security is.

In response, your Board of Directors has created a new Task Force, to be struck in 2008, to examine security and security systems for our Association. This will include security applications to protect unauthorized access to the MLS®. Part of this process will involve a free, 60-day trial of Touchbase Doorman™ ([www.touchbasedoorman.com](http://www.touchbasedoorman.com)), a voice authentication ('voice ID') security system for our MLS®. This technology relies on the fact that vocal characteristics, like fingerprints, are unique to each person. When a member attempts to access the MLS®, the Doorman™ verifies their identity by authenticating their voice combined with their MLS® access code and password. The trial is scheduled to begin in March 2008.

Following on from data security, is the equally-important issue of data integrity. It is imperative that LSTAR members have access to full, complete and accurate MLS® listing information. In May 2007, the Association introduced a 'Corrections to MLS® Listings – Data Integrity Service' form, also known as the 'Anonymous DIS' form. Available via LSTAR's REALTOR Link® site, this form allows members to anonymously report missing or incorrect information on an MLS® listing (including late reporting of sales). By year's end, 45 forms had been received by the Association and all errors were corrected by the Listing Brokerage within 24 hours of a phone call from us. Thank you to all members for their diligence and cooperation in this regard.

### **Project Connect**

2007 saw the launch of 'Project Connect' – a new data sharing initiative between LSTAR, the REALTORS® Association of Hamilton-Burlington, the Ottawa Real Estate Board and the Toronto Real Estate Board. When it is complete, the project will allow members to search and view listings and recent sales history of each participating board in their own local MLS® format (e.g. Filogix). We are working on the technology side of the initiative right now, with an expected implementation date of fall 2008. At that time, other Ontario associations/boards will be invited to join on a simple, cost-sharing formula.

### **Industry Involvement**

In addition to working with the Directors and our various Committees, Task Forces, and Advisory Groups to accomplish their goals, part of my role as Executive Vice-President is to attend a wide range of meetings, conferences and seminars to ensure that our Association is always at the forefront of developments in the real estate industry. This year I attended:

- CREA's Fall and Special Assemblies, two Large Board meetings, as well as CREA's Leadership Conference and PAC Days;
- National Association of REALTORS® (NAR) Conference and Association Executives Institute;
- OREA Leadership Conference and PAC Days;
- Banff Western Connection VII; and
- MLS® Data Topics Workshop.

I also sit on the REALTORS Care Foundation Board of Governors and the Filogix Client Advisory Board. Locally, I am a Director of Community Living London, and also sit on the Municipal, Provincial and National Affairs Committees of the London Chamber of Commerce.

### **Conclusion**

2007 proved to be yet another busy year for the Association, what with the completion of our first *Home at Last* (HAL) project, the launch of our new public website ([www.lstar.ca](http://www.lstar.ca)), the successful trial and implementation of the TouchBase program ... and much, much more! It is thanks to the hard work and dedication of our many REALTOR® volunteers that we are able to celebrate a long list of accomplishments throughout this Annual General Review. Thank you to all LSTAR members who contributed their time, energy and expertise to the Association this year.

I would also like to thank the Board of Directors and President Mike Carson for what has been a fantastic year working together. You embraced the many challenges of 2007 with diligence, enthusiasm and a forward-thinking approach; proving, once again, that LSTAR's leadership is second to none. Last, but certainly not least, I would like to acknowledge and thank my amazing staff, whose work 'behind the scenes' is integral to the smooth operation and success of the Association. I simply couldn't ask for a better team.

**E.L. (Betty) Doré, CIM, CAE**  
**Executive Vice-President**

# REGIONAL COMMERCIAL COUNCIL



Larin Shouldice  
RCC Chairperson

The Regional Commercial Council (RCC) of the London and St. Thomas Association of REALTORS® is committed to assisting its members to succeed in commercial real estate.

The Council's mandate is to:

- Represent the interests of its membership;
- Contribute to the Council members' professional development and expertise;
- Develop recommendations on matters of public policy of a commercial nature, and forward to appropriate authorities; and
- Foster cooperation in the exchange of information among Council members.

In pursuing its mandate, the Council recognizes that the LSTAR Board of Directors has the primary responsibility and authority to manage the Association's affairs and agrees to conduct its activities in such a way as to avoid conflict or duplication.

## Membership

There were 72 members of the LSTAR RCC in 2007. A complete membership roster is available online at [www.lstar.ca/Commercial.Members.asp](http://www.lstar.ca/Commercial.Members.asp).

## Education

The following courses, targeted at Commercial practitioners, were offered in 2007:

- CCIM CI-103: User Decision Analysis for Commercial Investment Real Estate
- RECO Real Estate Update – Commercial
- LEED® Canada – NC (New Construction) 1.0 Technical
- Fundamentals of Commercial Real Estate Investment Analysis
- CCIM CI-101: Financial Analysis for Commercial Investment Real Estate
- The Commercial Landlord's Rights and Obligations

An MCE component was also included in the RCC Spring Commercial Breakfast.

## Special Events

The following commercial events took place in 2007:

- The annual RCC Spring Commercial Breakfast meeting was held on May 2. With the Leadership in Energy and Environmental Design (LEED®) Green Building Rating System as its focal point, this informational session generated a keen interest in 'going green' amongst the REALTORS® who attended. Offering their expertise on the LEED® system were Stephen Carpenter (Enermodal Engineering) and Mark Chapman (Giffels Design-Build Inc.). With an impressive turnout of almost 100 REALTORS® from both LSTAR and

## CHAIR

Larin Shouldice

## CHAIR-ELECT

Greg Harris

## PAST CHAIR

Eavan Travers

## EXECUTIVE

Piper Badgley

Chris Burgard

Jack Lane

Rick Odegaard

## STAFF LIAISONS

Betty Doré

Lyn Coupland

Melissa Hardy-Trevenna

Kathryn Olde

Joanne Shannon

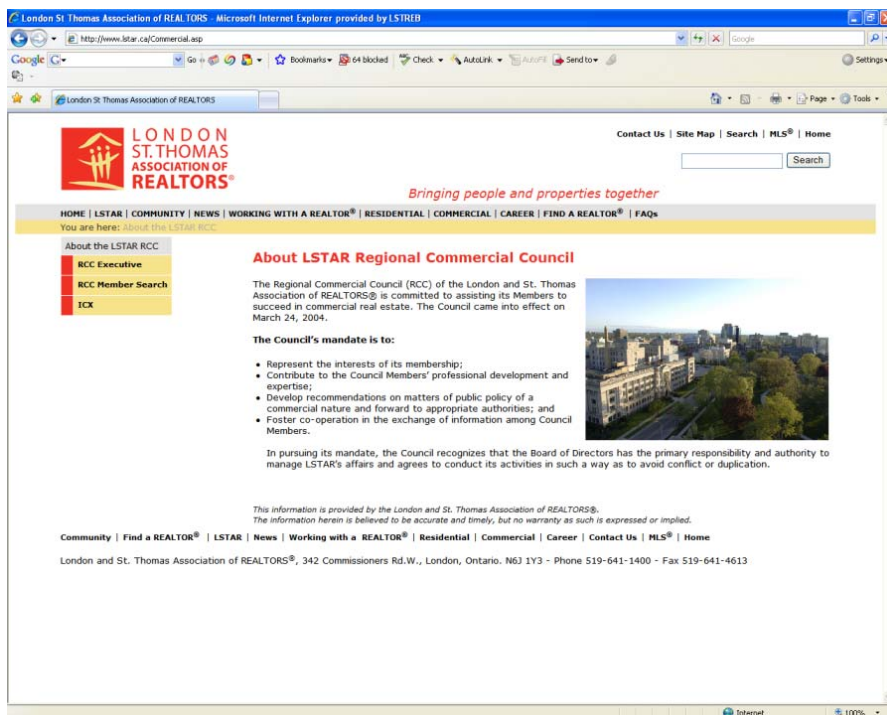
other Boards, it is the Association's hope that this event will be a stepping stone towards integrating LEED® standards within our jurisdictional area.

- LSTAR's 8<sup>th</sup> annual Commercial Breakfast & Mini Trade Show was held on October 11 and featured an Economic Development Panel with representatives from London, St. Thomas, Chatham, Sarnia/Lambton, Tillsonburg, Windsor/Essex, and Woodstock.
- An Election Meeting to fill two vacancies on the 2008 RCC Executive (two-year terms) was held on November 6. J. Michael Hanna, C.A., Vice-President and General Manager of the O.R.E. Development Corporation was the guest speaker, providing an overview of O.R.E.'s commercial developments in both Canada and the United States (of particular interest was the information presented on Ontario, including the Highbury Business Park in London). The breakfast sponsor, Colin Glasgow, Account Manager for the Business Development Bank of Canada, also provided an update on BDC's services.

**Communications**

LSTAR continued to publish two regular e-newsletters for commercial practitioners throughout the year: *e-commercial* (updated commercial news and information) and *e-CI Connect* (notification of up-coming commercial events and education courses).

The new LSTAR website, launched in July, was also updated to include information about the RCC, including a commercial membership search function and a link to [www.icx.ca](http://www.icx.ca). A screen shot of the commercial entry page ([www.lstar.ca/Commercial.asp](http://www.lstar.ca/Commercial.asp)) is shown below:



**Forms**

A new Commercial Agreement to Lease form was adopted by the Association in August for use by our Members.

**PAC**

LSTAR representatives continued to lobby the Federal Government to amend the Income Tax Act to enable a deferral of both the capital gains tax and recaptured capital costs for real property investments, when one property is sold and the proceeds are invested in another within a specific time period. This was one of the two issues taken to the Hill during CREA's PAC Days at the end of March.

The RCC also sent forward to the PAC Issues Advisory Group a request to ask OREA PAC to look at individual incorporation for licensees. A letter expressing LSTAR's strong support for OREA lobbying the provincial government for the right of REALTORS® to incorporate was sent in June. The RCC congratulates TREB for bringing this issue forward and OREA for recognizing its value.

**LEED® Standards**

The popularity of the LEED® seminar held at the Spring Commercial Breakfast encouraged LSTAR to explore the possibility of further engaging the local real estate community in the LEED® system.

On July 31, LSTAR representatives met with Jamie Skimming, Air Quality Manager, and Sean Russell, Corporate Energy Management Engineer, from the City of London. The purpose of this meeting was to investigate green building initiatives undertaken by the City and to discuss ways in which LSTAR could support those initiatives. With respect to the RCC, LSTAR is seen as a key partner in reaching out to the commercial business sector, encouraging the development of new green buildings. Sean also provided an overview of the City's LEED® initiatives at the September 11 meeting of the RCC Executive.

On August 22, myself and Chair-Elect Greg Harris met with Jeff Fielding, Chief Administrative Officer for the City of London, to formally offer their support of the City's green building initiatives.

LSTAR also held an all-day LEED® education workshop on October 1, providing a technical overview of LEED® Canada-NC 1.0.

**Participation**

Representatives of the LSTAR RCC attended the CCC AGM in Ottawa; the CREA Leadership Conference; the OREA Annual Conference; the Banff Western Connection Conference; the CCC Forum in Toronto; and the NAR REALTORS® Conference & Expo. As a member of the LSTAR Board of Directors, I also participated in the Association's 2007 Strategic Planning Session.

**Other**

- At our August 22 meeting with Jeff Fielding, myself and Chair-Elect Greg Harris discussed the possibility of LSTAR obtaining access to servicing information on *CityMap*. This request was still being considered by the City at year's end.
- The Executive continued to work with LSTAR staff to develop statistics that commercial practitioners can use. Work on this item is ongoing.
- The RCC has asked OREA to include a commercial component in its Grow House Course.

**Larin Shouldice**

**2007 Regional Commercial Council Chairperson**

# STANDING COMMITTEES

## Arbitration

The mandate of the Arbitration Committee is to arbitrate disputes over commissions between Firm Members.

There were five Claims for Arbitration during 2007, the disposition of which is as follows:

- Claim 1: Upon receipt of the Claim, the Defendant paid the full amount claimed
- Claim 2: Settled at conciliation (Agreement reached - Defendant paid Claimant \$750)
- Claim 3: Claim determined to be invalid as the Defendant brokerage was no longer an LSTAR member.
- Claim 4: Settled at conciliation (Agreement reached – Defendant paid Claimant \$1,500)
- Claim 5: Conciliation declined – Hearing resulted in the Claim being denied

### CHAIR

Ron Rossini

### VICE CHAIR

Dennis Sonier

### MEMBERS

Phil Anrep

Rebecca Carnegie

Terry Greenwood

Eddie Ippolito

Ken Lyons

Peter Meyer

Harry Tugender

Bill Warder

### STAFF LIAISONS

Lyn Coupland

Joanne Shannon

## Discipline

The mandate of the Discipline Committee is to act as judge and jury in cases of alleged violations (that do not fall within the jurisdiction of the Real Estate Council of Ontario) of the CREA Code of Ethics, CREA Standards of Business Practice, MLS® Rules and Regulations, the Bylaw and Policies and, based on the evidence presented at a Hearing, to render a finding of guilty or innocent. The Discipline Committee deals with complaints referred to it by the Professional Standards Committee. If a respondent is found guilty, the Discipline Hearing Panel imposes appropriate disciplinary action.

### CHAIR

Paula Bodkin

### MEMBERS

Sharon Allison-Prelazzi

Dave Bowring

Donna Koenen

Sharron McMillan

Maureen O'Halloran

Ron Rossini

Warren Shantz

Brian Toth

Harry Tugender

### STAFF LIAISONS

Lyn Coupland

Joanne Shannon

## Executive

The mandate of the Executive Committee is to act on urgent matters only on behalf of the Board of Directors; to examine and review executive policies of the Association and recommend to the Directors any additions, deletions or changes; to conduct an annual performance review of the Executive Vice-President; to select and approve all Committee Chairs, Committee Appointees, Advisory Groups, and the Political Action (PAC) Representative, following the General Election Meeting in each calendar year; and to appoint substitutes to serve for members temporarily unable to act upon any Committee for such time as they may direct. Such appointments shall also be confirmed at the next Board of Directors meeting. In addition, it may perform other such duties as the Directors may delegate.

### CHAIR

Mike Carson  
*(President)*

### MEMBERS

Costa Pouloupoulos  
*(Past President)*  
Peter Hoffman  
*(Finance Chair)*  
Joe Hough  
*(Vice-President)*  
Bruce Sworik  
*(President Elect)*

### STAFF LIAISONS

Betty Doré  
Lyn Coupland  
Joanne Shannon

## Finance

The mandate of the Finance Committee is to regularly review and report to the Directors on the financial position of the Association. The Committee approves all accounts for payment and presents recommendations to the Directors relating to finances, including, but not limited to:

- Needed changes in the financial operation of the Association and/or the fees paid by members;
- The management of all assets and investments of the Association; and
- The annual revenue and expense budget, including adjustments.

It is also the duty of the Finance Committee to do all things and/or engage in such services which are deemed necessary in order to protect, maintain and/or improve the interior and exterior of the Association's building, its contents and its property generally, which will include:

- Review of all contracts;
- Review of insurance;
- Yearly inspection of the premises, both interior and exterior, for any work needed; and
- Review equipment needs in relation to the building.

In 2007, the Finance Committee reviewed the use of 'on demand' photos and recommended to the Board of Directors that this service be discontinued, given that only 5% of all listings use these photos (i.e. most REALTORS® now take their own digital pictures or access the Photo Library). The Directors approved this recommendation, eliminating 'on demand' photos as of December 31.

### CHAIR

Peter Hoffman

### MEMBERS

Vito Campanale  
Mike Carson  
Tom Kahnert  
Doug Pedlar  
Warren Shantz  
Eavan Travers

### EXTERNAL MEMBERS

Ron Murdoch  
*(Ford Keast LLP)*

### STAFF LIAISONS

Betty Doré  
Karen Gillespie  
Joanne Shannon



The Committee also recommended that a Task Force be struck to review the criteria for monthly Association statistical data. Acknowledging the tremendous value and importance of statistical data to the membership, the Directors agreed to revisit this recommendation, pending changes to Filogix DMS.

The Finance Committee also recommended that a Task Force be struck to review death benefit amounts under the LSTAR Members' Life Insurance Policy, however this recommendation was not approved by the Directors.

The Finance Committee also dealt with a number of issues having to do with the Association building throughout the year, including the replacement of the Association roof and the rental of the downstairs REALTOR® Hall to non-members.

The auditor's report, which completes the 2007 Finance Committee's Report, will be sent out under separate cover to each Broker member of the Association. It will also be available via REALTORLink®.

## Professional Standards

The mandate of the Professional Standards Committee is to examine and investigate the conduct of any member of the Association. This conduct is analyzed against four objective standards. These are:

- The CREA Code of Ethics;
- The CREA Standards of Business Practice;
- The Bylaw of the Association; and
- The MLS® Rules and Regulations, and other Policies of the Association.

There were eight complaints prescreened in 2007 to determine jurisdiction and, of those, five were scenario "C's" (had some elements that appeared to fall within RECO's jurisdiction *and* some that fell under LSTAR's jurisdiction) and three were scenario "A's" (appeared to be solely within RECO's jurisdiction).

Two of the complaints dealt with by the Committee were dismissed after the initial investigations as there was either no evidence or insufficient evidence to proceed with charges. Three were MLS® rule infractions and proceeded to Discipline Hearings whereat one Respondent was found not guilty and two Respondents were found guilty and appropriate disciplinary action was taken. Neither of the two Respondents who were found guilty appealed the decision.

**CHAIR**  
Helen Tomlinson

**MEMBERS**  
Barbara Allen  
Heather Arnott  
Christopher Fowler  
Ken Lyons  
Terry McSpadden  
Peter Meyer  
Stephen Ord  
Tony Scarpelli

**STAFF LIAISONS**  
Lyn Coupland  
Joanne Shannon

# ADVISORY GROUPS

## Brokers Issues

The mandate of the Brokers Issues Advisory Group is twofold:

1. To provide a peer forum at which brokerage and real estate industry issues might be identified, vetted, discussed, and debated.
2. To make recommendations to the Board of Directors (or appropriate Committees, Advisory Groups or Task Forces) on issues that have the potential to impact real estate brokerage and/or the real estate industry and, through this mechanism, to alert organized real estate at the provincial and national levels to issues impacting brokers.

In 2007, the Advisory Group discussed the issue of 'phantom offers' and recommended to the Board of Directors that an appropriate rule addressing this problem be added to the Association's MLS® Rules and Regulations. This recommendation was tabled by the Directors for future consideration.

Acting on a 2005 recommendation made by the Advisory Group, the OREA Legal Resource Committee has begun compiling a directory of lawyers familiar with RECO's Rules & Regulations, to be circulated for members' use should they ever need to defend themselves in a consumer complaint to RECO.

## Community Relations

The mandate of the Community Relations Advisory Group is to raise the profile of the Association within the community and to enhance the image of REALTORS® through promotional vehicles and community service. As our community service has become more fully integrated with our political agenda over the past several years and as we have made great strides at the local, provincial and national levels to address the problems of homelessness and the inadequate supply of affordable rental housing, it was deemed important that the Association have the wherewithal to "put our money where our mouth is" in terms of how we target donations. For that reason, the Executive, in its wisdom, has placed persons with a good understanding of the strategic component of our community service on this Advisory Group, in the knowledge that they would make their decisions in such a way as to complement and further our political agenda.

### CHAIR

Jim Holody

### MEMBERS

Vito Campanale

Glen Gordon

Terry Greenwood

Ken Harper

Michael Hines

Peter Hoffman

Sandy Krueger

Doug Pedlar

Joe Pinheiro

Gary Robinson

Dennis Sonier

Bruce Sworik

Gerry Weir

### EX-OFFICIO

Mike Carson

### STAFF LIAISONS

Betty Doré

Lyn Coupland

Melissa Hardy-Trevenna

Kathryn Olde

Joanne Shannon

### CHAIR

Jack Lane

### MEMBERS

Dennis Broome

Stacey Evoy-Smith

Glen Gordon

Michael Hines

Gerry Weir

### EX-OFFICIO

Mike Carson

### STAFF LIAISONS

Betty Doré

Melissa Hardy-Trevenna

Kathryn Olde

Joanne Shannon

### **Home at Last (HAL)**



The most significant project initiated by the Community Relations Advisory Group has been the *Home at Last* (HAL) affordable homeownership project, with partners LSTAR, the London Home Builders Association, the London Affordable Housing Foundation, and Canada Mortgage and Housing Corporation.

Modeled after a similar program in Hamilton and similar to Habitat for Humanity, but with a renovation rather than a new build, HAL allows a family currently living in assisted housing, but able to carry a low mortgage, to achieve homeownership. Chairperson Mike Carson represents the Association on HAL's Steering Committee, along with Executive Vice-President Betty Doré.

The objectives of the HAL partnership are to:

- Strengthen the community by assisting tenant families who reside in assisted housing realize the dream of owning their own home and in doing so, to free up an assisted housing unit for a household on the London and Middlesex Housing Corporation (LMHC) waiting list.
- Build strong public-private partnerships between organizations with complementary goals and interests.
- Grow a pool of skilled labour in our community through education and hands-on training in the trades to students/apprentices wishing to pursue a career in construction/renovation.
- Use existing infrastructure to revitalize neighbourhoods through direct investment and through a commitment to improving the quality of life in our communities on the part of families and the Partners.
- Educate homeowners in the responsibilities inherent in homeownership.

Work on the first HAL project, the renovation of 836 Lovett Street, began in Autumn 2006 and ended when the keys to the property were officially handed over to the family of Andy Neilson and Vicki Schnurr on March 22, 2007 at a very well attended media event. At its wrap-up meeting in May 2007, the Steering Committee deemed the pilot project to be a complete success and will be starting work on a second HAL project in early-2008.



### **New Principal Beneficiary**

In 2007, the Community Relations Advisory Group met with representatives of the Unity Project for the Relief of Homelessness in London ([www.unityproject.ca](http://www.unityproject.ca)), which has provided emergency shelter beds and transitional housing accommodations to youth and adults aged 18 years and over in a renovated older property in Old East Village since 2003. The shelter provides a safe, secular, home-like setting for residents, and is open and staffed 24 hours every day. It fills a unique niche by offering a small scale, family-like atmosphere suitable for couples or individuals. Residential services are supported by life-skills training, peer support, assistance with seeking, obtaining,

and maintaining employment, and mental health referrals. The Advisory Group recommended that the Unity Project be added to LSTAR's list of principal beneficiaries; a decision approved by the Board of Directors.

The Unity Project joins *Home at Last* (HAL), Mission Services of London, Women's Community House, and Violence Against Women, Services Elgin County, as a principal beneficiary of the Association.

In support of the Unity Project, the Association also embraced a new fundraising initiative to contribute to the well-being of the shelter's residents. LSTAR members were encouraged to bring donations of new toiletry items (e.g. toothpaste, soap, shampoo) each time they visited the Association office for education courses, meetings or to access member services. Donation bins were placed at various locations throughout the office (including MLS® reception) and two boxes overflowing with items were delivered to the shelter in December. The toiletries drive will be an ongoing initiative for LSTAR.

The Advisory Group also considered holding a Texas Hold'em tournament to raise funds for the shelter, however these plans had to be cancelled due to legal concerns.

### **REALTORS Care Foundation**

Through financial support to many local, charitable organizations, the REALTORS Care Foundation assists REALTORS® in re-investing in the communities in which they work and live. The Foundation is unique among charitable foundations in Canada, because all administrative costs are covered by OREA, which means 100 per cent of donations are invested in the Endowment Fund. Since its original inception, the Foundation has granted more than \$2 million on behalf of Ontario REALTORS® to shelter-based organizations across the province ("shelter" being defined as temporary or permanent human shelter that provides protection against injury, danger or discomfort and is a place of safety of immunity, a home, a lodging or dwelling). LSTAR member Peter Whatmore chaired the Foundation in 2007 and Executive Vice-President Betty Doré serves on the Board as a Governor.

Every October, the Foundation considers grant applications from registered charitable organizations and real estate associations for Ontario shelter-related causes. Local charities that have previously received grants from the Foundation include the women's shelters in St. Thomas and London, Mission Services of London, the London Area Food Bank, the Unity Project and Community Living London. This year, a \$10,000 grant was awarded to the *Home at Last* (HAL) project.

In 2007, LSTAR pledged \$1/member/month (for a total of \$16,560) in support of the Foundation's 'Every REALTOR®' campaign. The idea behind this provincial-wide initiative is that even a small donation (\$12 per year) from each Ontario REALTOR® has the potential to make a large collective difference, i.e. *"44,607 members x \$12 = \$535,284 has the power to house several families a year!"*

The Association also purchased a REALTORS Care Foundation Fellowship for outgoing 2007 President Mike Carson, as is done each year. LSTAR also attended and sponsored such Foundation fundraisers as the annual Shelter Ball and golf tournament.

### **Other Fundraising Initiatives**

As usual, two clothing drives were held for Mission Services in 2007, as well as a toy drive for the Women's Community House (held at the annual Children's Christmas Party). LSTAR also sponsored its seventh annual flu shot clinic for members, with donations collected for St. John's Ambulance. The Association also participated in the Business Cares Food Drive, and LSTAR office staff raised \$300 to support the Salvation Army Christmas Campaign.

### Charitable Donations

A breakdown of the amounts LSTAR raised for charity in 2007 is shown below:

| BENEFICIARY  | MANDATE  | AMOUNT             |
|--|--|--------------------|
| City of London   | Community Safety Week  | \$500.00           |
| <i>Home at Last</i> (HAL)                              | Affordable homeownership project   | \$20,625.00        |
| Mission Services of London                             | Provides for the homeless and disadvantaged  | \$14,706.45        |
| REALTORS Care Foundation                               | Assists REALTORS® in re-investing in the communities in which they work and live by supporting shelter-based organizations across Ontario. | \$16,560.00        |
| Salvation Army Christmas Campaign                      | Helps raise money for the homeless and others who often remain invisible during the holidays and throughout the year.                      | \$300.00           |
| Unity Project for the relief of homelessness in London | Provides emergency shelter beds and transitional housing for youth and adults aged 18 years and over                                       | \$1,000.00         |
| Violence Against Women, Services Elgin County (VAWSEC) | St. Thomas women's shelter   | \$1,000.00         |
| Women's Community House                                | London women's shelter   | \$1,000.00         |
|  | <b>TOTAL</b>   | <b>\$55,691.45</b> |

Of these monies, \$4,500 were straight donations from LSTAR; \$16,560 represented the \$1/member/month pledge to the REALTORS Care Foundation 'Every REALTOR®' campaign; \$10,000 represented a REALTORS Care Foundation grant, endorsed by the Association, to *Home at Last* (HAL); and \$300 was raised by LSTAR's office staff for the Salvation Army Christmas Campaign. The remainder was raised by the Association through various special events, including the annual Christmas Gala and *Homes for Hope®* Funspiel; the sale of *Homes for Hope®* pins; the LSTAR Business Partners Program; and through sponsorship.

By way of benchmarks and to show that, by providing ongoing support we can make a significant difference, to date (since 1992), we have raised the following amounts for our principal beneficiaries:

| BENEFICIARY  | AMOUNT              |
|--|---------------------|
| <i>Home at Last</i> (HAL)                              | \$20,625.00         |
| Mission Services of London                             | \$172,336.45        |
| Unity Project for the relief of homelessness in London | \$22,310.00         |
| VAWSEC   | \$23,009.00         |
| Women's Community House                                | \$23,578.00         |
| <b>TOTAL</b>   | <b>\$261,858.45</b> |

## PAC Issues

### Federal

- **2007 CREA PAC Days**

President Mike Carson, PAC Chair Michael Hines, Executive Vice-President Betty Doré, and Director of Communications Melissa Hardy-Trevenna joined over 200 REALTORS® and representatives of more than 100 real estate boards/associations from across Canada at the 2007 CREA PAC Days, held in late March.

Lobbying issues included:

- The Home Buyer's Plan;
- Capital Gains Tax Rollovers;
- Property Rights; and
- Developing a national housing strategy for Canada.

Highlights of the conference included:

- Michael Ignatieff, Deputy Leader of the Liberal Party of Canada, outlining his Party's position on national and REALTOR® issues;
- Rod Bruinooog, Parliamentary Secretary to the Minister of Indian Affairs and Northern Development, giving an overview of the Department of Indian Affairs and Northern Development's plans for aboriginal housing in Canada; and
- The Honourable Monte Solberg, Minister of Human Resources and Skills Development (and the Minister in charge of CMHC), outlining the government's priorities for national housing policy.

LSTAR also sponsored a new issue at the PAC Town Hall Meeting entitled *A Case for the Environment – Green is the New Gold*. President Mike Carson gave a well-received presentation on the issue, requesting CREA broaden its public policy outreach to take a greater role in environmental affairs.

We were also able to meet with all MPs from our Association's area during CREA PAC Days.

In mid-December, PAC Chair Michael Hines and LSTAR's new Director of Communications, Kathryn Olde, met with Irene Mathysen, MP for London Fanshawe, to further discuss the issues of capital gains tax rollovers and the Home Buyers Plan.

- **REALTOR® Call for Action - Federal Money Laundering and Terrorist Financing Regulations**

LSTAR members answered the October call for action issued by CREA's Federal Affairs Committee in response to new Federal money laundering and terrorist financing regulations that will come into effect in June 2008. As part of the call for action, CREA launched the "Lets Be Fair" web site to get REALTORS® involved in making the federal government aware of inequities in the new regulations. Thousands of REALTORS® responded by using the site to send an electronic letter to their MP and the Prime Minister. More than 12,000 letters were sent and as a result of this campaign, representatives from CREA had the

#### CHAIR

Michael Hines

#### MEMBERS

Mike Carson

Glen Gordon

Richard Haddow

Rick Odegaard

Dennis Sonier

Gerry Weir

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Kathryn Olde

opportunity to meet with Federal Finance Minister Jim Flaherty on October 29. The Minister agreed to revisit the proposed new rules and timelines for the regulations, and to review CREA's request for remedial action on its unresolved concerns with certain new requirements. Work by our national association on this issue is ongoing.

## Provincial

### ▪ OREA PAC Days

In late November, President Mike Carson, PAC Chair Michael Hines, Executive Vice-President Betty Doré, and Director of Communications Kathryn Olde attended the 2007 OREA Political Affairs Conference in Toronto. The two issues selected for lobbying this year were Municipal Land Transfer Taxes and Funding Municipal Government.

Highlights of the conference included:

- A political 'pundit' panel, including: Warren Kinsella (Liberal Pundit); Graham Murray (New Democratic Pundit); and Paul Rhodes (Progressive Conservative Pundit).
- A Queen's Park Media Panel giving their taken on the political landscape in Ontario following the recent provincial election. Moderated by Paula Todd, host of *Person-2-Person*, the panel included: Sue Kelley, Queen's Park Bureau Chief and Senior Producer of *The Agenda with Steve Paikin*, TVO; James Wallace, Queen's Park Bureau Chief, Osprey News Network; and Keith Leslie, Queen's Park Bureau Chief, Canadian Press/Broadcast News.
- Barbara Mullally Pauly, Senior Chief, Housing Programs, Office of Energy Efficiency, Natural Resources Canada, on improving homes with the ecoEnergy Retrofit Program.
- Nancy Searchfield, LEED® Accredited Professional and Vice President of the Canada Green Building Council, on "greening" Ontario's buildings
- David O'Gorman, Principal, Mortgage Land Inc., on Ontario's new Broker's legislation

The Leader of the PC Party of Ontario, John Tory, and the Honourable Ted McMeekin, Ontario Minister of Government and Consumer Services, were keynote speakers at the two luncheons held during the conference.

Unfortunately, the timing of the conference coincided with the opening of the new legislative session, meaning that it was simply not practical to arrange meetings with MPPs during OREA PAC Days. However, LSTAR has made a long-term commitment to lobbying alongside our provincial association on the issue of funding Ontario's municipalities, as we firmly believe that this is an area of critical importance to all Ontario communities. Namely, that Ontario's municipalities simply do not have sufficient revenues to fund provincially mandated health and social services programs like social assistance, public health care, child care and social housing. As a result, property tax revenues have been diverted away from property-related services in order to fund these programs – to the tune of more than \$3 billion per year. In the City of London, 25 cents of every dollar collected through property taxes goes to provincially downloaded social service programs<sup>2</sup>. Unless urgent action is taken to ensure that these services are uploaded back to the province, we will continue to see increases in property taxes with no corresponding infrastructure investment. Municipalities will also be forced to seek additional revenue raising powers, as illustrated by the recent (October 2007) introduction of a second land transfer tax in Toronto. LSTAR has committed to lobbying our local representatives for a resolution to this issue, and will continue to do so until the situation

<sup>2</sup> Cote, V 2008, 'Tax comparison misleads Londoners', *London Free Press*, January 26.

is resolved once and for all.

President Mike Carson, Executive Vice-President Betty Doré, and Director of Communications, Kathryn Olde, have already met with Khalil Ramal, MPP for London-Fanshawe, and additional MPP meetings will be held in 2008.

- **Reforming the Ontario Corporations Act**

The Ontario Ministry of Government and Consumer Services has undertaken a project to review and reform the Ontario *Corporations Act*. The purpose of the project is to develop a new legal framework to govern the structure and activities of charities and not-for-profit corporations. In early August, LSTAR joined forces with the REALTORS® Association of Hamilton-Burlington, the Ottawa Real Estate Board and the Toronto Real Estate Board to successfully lobby OREA for immediate assistance by engaging specialized outside legal counsel to follow and review this process as well as future discussion papers to ensure the interests and concerns of Real Estate Boards/Associations are addressed and protected. As requested, OREA retained specialized outside counsel to assist in a review of the Ministry's first consultation paper and drafted a REALTOR® response in time for the September 30, 2007 deadline set by the Ministry for comment.

## **Municipal**

The Association continues to work in conjunction with the London Economic Development Corporation, the City of London, and the London Chamber of Commerce to attract and retain business to the area. Further to this, our Executive Vice-President continues to sit on the Chamber of Commerce's Municipal, Provincial and National Affairs Committees and, acting in this capacity, has brought forward the Chamber's positions on a number of issues.

LSTAR is also involved at the municipal level by virtue of having joined forces with other community groups to combat homelessness and to increase the supply of affordable housing in our jurisdiction. Our Director of Communications continues to sit on the London Housing Advisory Committee as a resource member and to attend Council Housing Leadership Committee meetings, furthering our understanding not only of how Council works, but also of the impact made of provincial downloading and provincially and federally mandated programs. She also continues to represent the Association on the St. Thomas - Elgin Social Housing Advisory Committee.

In 2007, LSTAR also joined the Keep London Growing Coalition, a group of concerned Londoners (construction workers, labour unions, contractors, home builders, business owners, land developers, manufacturers, suppliers and residents) alarmed at how City Hall's current actions will directly affect workers in our community. Not only are new development applications getting mired in a very problematic approvals system, but there is also a significant backlog of previously approved applications. This means London is rapidly running out of serviced lots on which to build and at the current rate we will run out of serviced lots in only six to nine months (far below the Province's mandate of a two-year supply). This will financially impact not only skilled workers, but their families and London's economy as a whole. The Coalition continues to lobby City Hall for an immediate resolution to this issue to ensure stable, healthy growth and strong economic development for our City.



## Scholarship

The Scholarship Advisory Group is responsible for selecting the recipients of the LSTAR Scholarship Award, which is intended to recognize a university or college-bound male and female student in their last year of high school who have demonstrated academic excellence, a high level of involvement in school and/or the community, maturity and responsibility, initiative and/or strength of character, and to promote their higher education through a bursary of \$1,000 each. Eligible applicants must be the children or grandchildren of an Association member or staff.

In 2007, the Advisory Group awarded its fourteenth annual scholarship to Marcia Hay, the daughter of LSTAR members Christine and Curtis Hay, and Michael Radford, the son of LSTAR member Barb Radford. They were presented with their cheques at an informal ceremony held at the Association office on August 21.

### CHAIR

Ron Rossini

### MEMBERS

Carol Belanger

Brian Dalton

Vera Palmeri

### STAFF LIAISON

Megan Silk

## TASK FORCES

### Branding

The mandate of the Branding Task Force, struck in response to the 2004 Strategic Plan, is to make recommendations on the following:

- Core Values;
- Vision Statement;
- Mission Statement;
- Association Name;
- Logo;
- Corporate Colours;
- Website Strategy; and
- Branding that identifies REALTORS® as professionals, as opposed to industry or trade workers.

### CHAIR

Rick Thyssen

### MEMBERS

Ken Harper

Ty Lacroix

Cheryl Miller

Costa Pouloupoulos

Peter Van Geffen

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Betty Doré

Lyn Coupland

Melissa Hardy-Trevenna

Joanne Shannon

Tasks identified in the 2004 Strategic Plan that have implications for or pertain indirectly to the Branding Task Force include redeveloping our consumer website to make it more user-friendly and navigable, promoting REALTOR® services and the Association to consumers through the redeveloped website, and developing and promoting our Association brand both to the public and to the members.

Following the Association's name change and re-branding in 2006, construction of the new consumer website was completed in 2007, with the official launch of [www.lstar.ca](http://www.lstar.ca) on August 24. The new site features residential and commercial real estate information; links to property listings (mls.ca and icx.ca); monthly Association statistical reports; useful links to a wide range of community and business-related services; guides to affording, buying and selling a home; information about finding and working with a REALTOR®; an improved LSTAR member search function; and much more!

## Data Management

Objective 5 of the Association’s March 2001 Strategic Plan was to: “Determine what information should be available to the public”. The underlying purpose of this objective was to look at mechanisms by which our members could maintain their competitive edge on the Internet. Accordingly, the Data Management Task Force investigated Internet Data Exchange (IDX) and made recommendations to the Board of Directors regarding the implementation of such a program by our Association. The resulting program, which was hard-launched in October 2003, continues to be an unqualified success. Seventy five companies and 470 individuals participated in IDX in 2007; by year end the site had received a total of 7,093,780 hits, up 11.3% over 2006.

In 2007, the Task Force met with representatives from Filogix to discuss the possibility of developing a secured and authenticated connectivity to our MLS® listing data through the Filogix network. This would enable electronic delivery of listing data (required for mortgage applications) to mortgage lenders, resulting in quicker loan processing times, speeding up the waiving of financing conditions, and, as a value-added service on behalf of the member, once again ensuring that the REALTOR® is at the centre of the transaction. The Task Force is continuing its negotiations with Filogix on this item.

- CHAIR**  
Vito Campanale
- MEMBERS**  
Jeff Chapman  
Debbie Collins  
Terry Greenwood  
Michael Hines  
Jim Holody  
Joe Hough  
Costa Pouloupoulos  
Dennis Sonier
- EX-OFFICIO**  
Mike Carson
- STAFF LIAISONS**  
Betty Doré  
Lyn Coupland  
Melissa Hardy-Trevenna  
Joanne Shannon

## Key Box

The Board of Directors approved a suggestion made by the Key Box Task Force and 2007 LSTAR President, Mike Carson, to purchase stickers for the back of LSTAR members’ DKeys in case of loss or theft.



The stickers encourage the finder to return the DKey to the Association office for a \$50 reward. One free sticker was issued to each LSTAR member in September 2007, with additional stickers available for purchase from the Association office for use on cell phones and other communication devices. A sample is pictured to the left.

At the time of writing, three DKeys had already been returned to the Association office thanks to the new stickers.

- CHAIR**  
Barb Whitney
- MEMBERS**  
Mike Carson  
Rob DiLoreto  
Richard Haddow  
Terry McSpadden  
Costa Pouloupoulos  
Warren Shantz  
Bruce Sworik  
Julie Varley
- STAFF LIAISONS**  
Betty Doré  
Lyn Coupland  
Joanne Shannon

## MLS® Rules and Regulations

In 2007, OREA used the following criteria to review and revise its standard Board MLS® rules and regulations:

- Is the rule necessary for the efficient operation of the MLS® system?
- Is the matter already dealt with somewhere else – in the RECO Code, the REALTOR® Code or some other Ontario law?
- Does the rule create barrier to competition?
- Does the rule restrict or prohibit different types of business models for brokerages and/or REALTORS®?

In response, the MLS® Rules and Regulations Task Force was struck (for the first time since 2003) to review and recommend appropriate changes to LSTAR's rules and regulations. A meeting was also held with the Tillsonburg District Real Estate Board and the Woodstock-Ingersoll & District Real Estate Board to try and match-up, wherever possible, our three sets of rules and regulations in accordance with OREA's recommendations (this is seen as a real benefit to those members who work the corridors).

A list of proposed changes was then submitted to the Board of Directors, who, in turn, took them to a Members Meeting in October. The changes were subsequently approved by the floor.

### CHAIR

Barb Whitney

### MEMBERS

Kathy Amess  
Terry Greenwood  
Ken Harper  
Theresa Holmes  
Peter Meyer  
Doug Pedlar

### EX-OFFICIO

Mike Carson

### STAFF LIAISONS

Betty Doré  
Lyn Coupland  
Joanne Shannon

## TouchBase

The mandate of this Task Force was to investigate TouchBase, a web-based communication tool developed specifically for the real estate profession to provide a mechanism by which members can contact other members directly and instantaneously using the communications tool of their choice – pager, telephone, e-mail, or blackberry – to request or confirm showings, to make appointments, or for any other kind of message.

A free, 60-day trial of TouchBase began in February 2007, with the Association providing subsidized training for members and their administrative staff during this period. The response was overwhelming: by mid-April, 964 members (69% of the membership) had an active TouchBase profile; 24,290 messages had been sent between members; and 68,794 messages had been sent by administrative staff. As a result, the Directors formally adopted the TouchBase program for the Association at the conclusion of the trial. By the end of 2007, 1,200 LSTAR members were using TouchBase, representing 85% of the total membership and a 25% increase since the trial began; a total 109,147 messages had been sent between members; and a total 453,323 messages had been sent by administrative staff.

The Task Force also discussed the possibility of utilizing TouchBase for crime prevention. Members could use this technology to report any suspicious activity they may witness during their day-to-day business to police. In emergency situations, REALTORS® could also respond to police-activated alerts regarding missing or abducted people, suspicious vehicles, or people with medical conditions who may be in danger. A similar program – *Realty*

### CHAIR

Joe Hough

### MEMBERS

Debbie Collins  
Ken Harper  
Jim Holody  
Stephen Ord  
Costa Pouloupoulos  
Gerry Weir  
Barb Whitney

### EX-OFFICIO

Mike Carson

### STAFF LIAISONS

Betty Doré  
Lyn Coupland  
Melissa Hardy-Trevenna  
Joanne Shannon

*Watch* – currently operates across the lower mainland of British Columbia and is a partner agency of the AMBER Alert System in the United States. The Task Force will further investigate implementing a *Realty Watch* program for LSTAR in 2008.

## Vermiculite

The Vermiculite Task Force was struck to formulate a response to the problem posed to the real estate industry by vermiculite insulation that may contain asbestos, the fibres of which, when breathed, pose a significant health risk. It was the Directors contention that sooner or later, REALTORS® will be obliged to disclose whether or not a building has vermiculite insulation, which means that education is required. In addition, REALTORS® must work with professional Home Inspectors to identify vermiculite and must know how to get it tested for asbestos and safely removed; otherwise public health may be at considerable risk. Because of the issue's broad scope, non-members representing other impacted sectors were also asked to sit on the Task Force.

The Task Force continued its lobbying efforts in 2007 by encouraging both CREA and OREA to take a proactive and leadership role on this issue: encouraging CREA to continue working with CMHC and the Minister of Health to educate the public on the risks associated with vermiculite insulation, and urging OREA to designate vermiculite as a Quality of Life Issue. The Task Force also successfully lobbied OREA to include a clause in the Seller Property Information Statement (SPIS) asking if there is vermiculite insulation present and if it has been tested for asbestos. This clause came into effect at the end of 2007.

At a local level, the Association offered two vermiculite training sessions throughout the year, inviting LSTAR members, members of the Renovators Council of the London Home Builders Association, and home inspectors to attend. A list of local companies qualified to test and remove vermiculite was also compiled by the Association and shared with REALTORS®, home inspectors and the general public.

### CHAIR

Costa Pouloupoulos

### LSTAR MEMBERS

Vito Campanale

Michael Hines

Peter Hoffman

Joe Hough

### EXTERNAL MEMBERS

Judy Binder

(CMHC)

Jim Brennan

(CREA)

Brian Collie

(MREA)

Craig Hardy

(Renovators Council, LHBA)

Ollie Hiemstra

(London Home Inspection)

Lois Langdon

(LHBA)

Laura Leyser

(OREA/CREA)

Paula Lombardi

(Siskinds Law Firm)

Steve Olmstead

(BCREA)

George Webb

(HOMEPRO Inspections)

Lorne Weiss

(WRA)

### EX-OFFICIO

Mike Carson

### STAFF LIAISONS

Betty Doré

Lyn Coupland

Melissa Hardy-Trevenna

Joanne Shannon

# Social Committees

## Bonspiel

2007 marked the tenth anniversary of LSTAR's *Homes for Hope*® Funspiel, held on Saturday, January 20 at the Ilderton Curling Club. This popular annual event is a fundraiser for Mission Services of London, which has provided shelter and assistance to the homeless and disadvantaged in our community for over fifty years. Fourteen teams participated, enjoying the festivities both on and off the ice, but it was the squad consisting of Eavan Travers, Dave Gillespie, Janni Ippolito and Sallie McFarlane who took out the Championship.

A great day was had by all, with a total \$8,100 raised for Mission Services. Since its inception, the Bonspiel has raised over \$60,000 for this very worthwhile cause.

Special thanks to Sid Kemp of Scotiabank, the Bonspiel's Major Sponsor, as well as Filogix, the event's dinner sponsor, and Title PLUS, the lunch sponsor.

### CHAIR

Glen Gordon

### MEMBERS

Joan Butler  
Barb Ginson  
Ken Harper  
Ron McDougall  
Gail McMahon  
Geraldine Tripp  
Robert Tyrrell

### STAFF LIAISONS

Sonya Holt

## Children's Christmas Party

The mandate of the Children's Christmas Party Committee is to organize an annual holiday event for the children and grandchildren of LSTAR members and their office staff. This year's party was held on Saturday, November 24, at the Hellenic Community Centre in London. Entertainment included a Christmas show with Santa, 'Children's Adventures', face-painting, balloons, and refreshments. Each child received a special Christmas gift. Toy donations were collected for the Women's Community House under the theme "children helping children".

A big thank you to the sponsors of this year's party: Royal LePage Triland Realty (Peter Hoffman), Baskets for all Reasons (Pauline Blackwell), Sutton Group – Select Realty Inc. (Bruce Sworik), HOMEPRO Inspections (George Webb), Century 21 First Canadian Corp. (Vito Campanale), Theresa Holmes, Stewart Thomson, and Barb Whitney.

### CHAIR

Barb Whitney

### MEMBERS

Theresa Holmes

### STAFF LIAISONS

Megan Silk

## Christmas Gala

The mandate of the Christmas Gala Committee is to organize LSTAR's annual holiday celebration.

Following on from last year's "Cruise into Christmas" theme, this year's gala – held on Friday, November 30 at the Hilton Hotel in London - set sail for Mexico! LSTAR members and their guests enjoyed dinner, dancing, and entertainment provided by a mariachi band and flamenco dancers. All proceeds from the night (\$2,000) were donated to the "Home at Last" (HAL) homeownership project.

A special thanks goes out to all of generous gala sponsors, but especially Filogix Inc. (Jason Lo), JMC Lawyers (Jed Chinneck), Terzis Family Dentistry (Bill Terzis), Sutton Group - Select Realty Inc. (Bruce Sworik), Homes & Land Magazine (Penny Dickenson), RE/MAX Centre City (Carl Vandergoot), RBC Mobile Mortgage Specialist Team, Sutton Group – Preferred Realty Inc. (Gerry Weir), JMAC Home Inspections (John MacDonald), and Century 21 First Canadian Corp. (Vito Campanale).

### CHAIR

Laura Bielak

### MEMBERS

Carol Barnard  
Christine Cecchetto  
Danny DePrest  
Terry McSpadden  
Daniela Schmidt  
Gordon Starr

### STAFF LIAISONS

Sonya Holt  
Megan Silk

## Slo Pitch

LSTAR's fourteenth annual Slo-Pitch Tournament was held on Friday, June 8, at Slo Pitch City in Dorchester. Eight teams took to the field:

- Coldwell Banker 1st London
- Elgin Realty
- Royal LePage Landco
- Royal LePage Triland
- Sutton Group – Preferred
- Sutton Group – Select
- Century 21 First Canadian
- RE/MAX Centre City

After a heated battle against Elgin Realty, Royal LePage Landco claimed the 2007 Championship title. Congratulations also go to Joan Butler and Brandon Graham, named this year's MVPs.

Special thanks go out to Sid Kemp of Scotiabank for once again being the event's corporate sponsor. The generosity of the following individuals and companies is also greatly appreciated: London Home Inspection Inc. (Ollie Hiemstra), Vince Bogdanski Real Estate (Vince Bogdanski), Thomson, Mahoney, Delorey (Stewart Thomson), and Realty Street.ca.

### CHAIR

Barb Whitney

### MEMBERS

Laura Bielak  
Danny DePrest  
Brian Herschell

### STAFF LIAISONS

Sonya Holt  
Megan Silk

# SPONSORS

LSTAR hosts a number of special events throughout the year, many which are fundraisers for charity. In 2007, the generosity of our sponsors helped us raise over \$14,000 for *Home at Last* (HAL), Mission Services of London; Women's Community House; Violence Against Women, Services Elgin County (VAWSEC); and the Unity Project.

Thank you to the following sponsors for their support:

## **Titanium Supreme**

(More than \$3,000)

- Filogix Inc.

## **Titanium Plus**

(More than \$2,000)

- Scotiabank

## **Platinum Plus**

(More than \$1,000)

- Homes and Land Magazine
- JMC Lawyers
- Sutton Group – Select Realty Inc.
- Terzis Dentistry

## **Platinum** (\$1,000)

- RE/MAX Centre City

## **Gold Plus** (More than \$500)

- Bogdanski Real Estate
- First Canadian Title
- London Home Inspection
- Royal LePage Triland Realty
- Sutton Group – Preferred Realty Inc.
- Title PLUS

## **Gold** (\$500)

- Business Development Bank of Canada
- Century 21 First Canadian Corp.
- Douglas Cassino
- JMAC Home Inspections
- Libro Financial Group

- Ontario Real Estate Association
- RBC Mobile Mortgage Specialist Team
- Stewart Title
- TD Canada Trust
- Touchbase

## **Silver Plus**

(More than \$250)

- HOMEPRO Inspections
- Siskinds The Law Firm

## **Silver** (\$250)

- Bowsher & Bowsher
- Harrison Pensa LLB
- Inwood McKenna
- QIS Contracting
- Real Estate Advertiser
- Thomson Mahoney Delorey

## **Friends of LSTAR**

(Monetary donation of up to \$100, prizes and/or services provided)

- A First Impression - Professional Home Staging
- Above & Beyond Promotions
- Audrey Allen Salon
- Back 'N Motion
- Baskets For All Reasons
- Bell Canada
- Best Western Lamplighter Inn
- Better Than Flowers
- Betty Doré

- Boyd Collectibles
- Bud Gowan Antiques
- Cadillac Hummer of London
- Classic Realty
- CMHC
- Coldwell Banker First London
- Computers Canada
- Crabby Joe's Tap & Grill
- Delta London Armouries Hotel
- Dominion Lending Centres Great Lakes
- Ford Keast LLP
- Fox Golf Club
- Freedom 55 Financial
- Friend of Mission Services
- Gail Verweel Photography
- Glen Gordon Real Estate
- Gomes Design
- GoodLife Fitness
- Steve Hadskis
- Theresa Holmes
- Hilton Hotel
- Idlewyld Inn
- Ilderton Curling Club
- KJ Stub & Associates
- Lamar Advertising
- Lighthouse Inn
- London Commercial Realty
- London Webmasters
- Lowry Signs 1981 Ltd.
- MAC (The Bay, Masonville)
- Mary Kay
- Mervin Burgard, Q.C.
- Miller Thomson LLP
- Mortgage Intelligence
- My Visual Listings

- NAPA Auto Parts B & M Auto Supply
- National Leasing
- Pet Valu
- RE/MAX Advantage
- RE/MAX Bluewater
- RealtyStreet.ca
- Robert Tyrrell
- Royal LePage Landco
- Sanders Pro Distributors
- Simply Staged
- Somerset Fine Wines and Gifts of London
- Staged Advantage
- Staged To Move
- Stonetown Promotions
- Sutherland Furniture
- The Mortgage Centre
- The Tasting Room
- The Waltzing Weasel
- Under the Volcano
- What's Up Clothing Company
- Barb Whitney
- Wine Lovers

## BUSINESS PARTNERS

The LSTAR Business Partners Program enables interested members of the business community to establish a formal affiliation with the Association. In order to become a Business Partner, an individual (who must not be registered to trade in real estate) or company must agree to act consistently with LSTAR's mission statement and purposes, and pay an annual fee for membership of the Program. All proceeds from the Business Partners Program (\$8,625 in 2007) are donated to the *Home at Last* (HAL) affordable homeownership project.

The Association was pleased to share a formal affiliation with the following Business Partners in 2007:

- 1-800-GOT-JUNK?
- A First Impression (Home Staging)
- Agent's Equity
- Baskets For All Reasons
- BuyWise Inspection Services Ltd.
- Gomes Design
- HOMEPRO Inspections
- Homes & Land Magazine
- KiTS Communications
- Libro Financial Group
- Mortgage Intelligence
- O'Donnell Brinac Law Professional Corp.
- RBC Royal Bank
- Red Razberry Design Group
- Simply Staged
- Siskinds Expedited Realty Services
- Staged Advantage
- Staged to Move
- Surface Pro Inc.
- Thomson Mahoney Delorey



# STRATEGIC PLAN 2007

*LSTAR's plan to set and uphold standards of industry excellence and to ensure the continued vitality of the Association and its relevance to both its Members and the communities it serves.*

## Participants

The following Directors and Staff participated in the planning session:

- Mike Carson, President
- Costa Pouloupoulos, Past President
- Bruce Sworik, President-Elect
- Joe Hough, Vice-President
- Richard Haddow, Director
- Ken Harper, Director
- Peter Hoffman, Director
- Jim Holody, Director
- Jack Lane, Director
- José Medeiros, Director
- John Sandor, Director
- Larin Shouldice, Director
- Rick Thyssen, Director
- Betty Doré, Executive Vice-President
- Kathryn Olde, Director of Communications

## The Process

In advance of the session, which took place at the Elmhurst Inn on August 28 and 29, 2007, facilitator Gary Simonsen, CREA's Associate Executive Officer, sent out a questionnaire to each participating Director and staff person in order to identify key issues. The survey consisted of seven questions:

1. What are the most important challenges or threats that REALTORS® will face in the next two to three years?
2. What are the most important challenges or threats that the Association will face in the next two to three years?
3. What are the major strengths of the Association?
4. What are the major weaknesses of the Association?
5. Is there anything that you think the Association should stop doing?
6. Is there anything that you think the Association should start doing that it presently is not doing?
7. If you could describe the ideal state of the real estate industry in London-St. Thomas area how would it be different from today?

Using the responses to this questionnaire, planning session participants were able to identify internal and external issues impacting the Association, its Members and the real estate industry and to determine which issues should be addressed in LSTAR's strategic plan.

Based on those issues that were deemed priorities, four overall areas were identified as being significant: Association Governance; the establishment and enforcement of Association regulations and standards; the

representation and promotion of REALTORS®; and the provision of products and services to our Members. These areas were broken down into objectives and implementation strategies determined so that these might be achieved.

## **AREA I: ASSOCIATION GOVERNANCE**

### **Objective A): Members recognize LSTAR as a provider of value in its products and services.**

The strategies devised to achieve this objective are as follows:

- To prepare a strategic communications plan for the Members.
- To strike an Area Member Task Force to make recommendations on how to increase awareness of the Association in outlying areas and to review the effectiveness of current Member events held in these areas.
- To monitor trends impacting Members, including the development and implementation of appropriate responses to those trends.

### **Objective B): LSTAR has a strong and diversified volunteer leadership.**

The strategies devised to achieve this objective are as follows:

- To utilize OREA's leadership materials and courses
- To establish a Task Force to develop a leadership recruitment plan.

### **Objective C): LSTAR is managed by well-trained and prepared senior staff.**

The strategies devised to achieve this objective are as follows:

- To maintain a succession plan for senior staff.
- To ensure that the Directors are updated annually by the Executive Vice-President as to the status of the succession plan.

## **AREA II: ASSOCIATION REGULATIONS AND STANDARDS**

### **Objective A): Members and consumers rely on and value MLS® data as the more accurate, complete and reliable data available.**

The strategies devised to achieve this objective are as follows:

- To educate Members/Brokers on the importance of data integrity.
- To expedite a new data integrity form and establish a process by which Members can anonymously complain about security breaches.

**Objective B): Members understand and protect the MLS® trademark.**

The strategies devised to achieve this objective are as follows:

- To educate Members on the correct use of the MLS® trademark and the repercussions of misusing it.

**Objective C): LSTAR and its Members promote and act in compliance with all competition-related legislation.**

The strategies devised to achieve this objective are as follows:

- To educate Members on competition-related issues.
- To monitor Member compliance.

**AREA III: REPRESENTATION AND PROMOTION OF REALTORS®****Objective A): The public and LSTAR Members recognize the value of REALTOR® services and expertise.**

The strategies devised to achieve this objective are as follows:

- To strike a Task Force to review existing research on the public perception of REALTORS® (e.g., CREA, OREA and NAR research).
- To explore new and existing courses that could be offered to Members.
- To create new courses, if required.
- To investigate and create a plan to use different forms of media to increase public awareness of REALTORS® (e.g., spot ads on radio, newspaper articles).

**Objective B): LSTAR Members are recognized by the public as a group of professionals.**

The strategies devised to achieve this objective are as follows:

- To establish links from *mls.ca* to *lstar.ca*.
- To investigate new signage on the LSTAR building.
- To explore the idea of REALTOR®/public fundraisers (e.g., motorcycle ride).
- To develop an annual community design or building award (e.g., Green, Residential and Commercial).
- To establish an Education Outreach Task Force to develop programs to educate students about careers in real estate and real estate in general.

**Objective C): LSTAR's relationship with other local organizations provides benefits to the Association and its Members.**

The strategies devised to achieve this objective are as follows:

- To establish beneficial relationships with other organizations and associations (e.g., Law Society).
- To monitor existing relationships to identify new opportunities for mutual benefit.
- To review current alliances and identify new opportunities (e.g. Commercial Council's relationships).
- To review and expand LSTAR's representation on civic bodies within its jurisdiction (e.g., Middlesex and Elgin Counties, St. Thomas, etc.).

**Objective D): LSTAR can service its members and assist the community in the event of a disaster.**

The strategies devised to achieve this objective are as follows:

- To develop an internal plan, using other Associations' plans as a template (e.g. TREB).
- To develop a disaster plan for the Association.
- To provide education opportunities for Members on disaster preparedness and emergencies.
- To work with the City of London, City of St. Thomas and Emergency Services on the development of LSTAR's internal/external plans.
- To research the possibility of public use of LSTAR facilities in the event of a disaster.

**AREA IV: PROVISION OF MEMBER PRODUCTS AND SERVICES****Objective A): Member and LSTAR data and passwords are secure.**

The strategies devised to achieve this objective are as follows:

- To strike a Task Force charged with investigating mechanisms to increase the security of the MLS® system such as the key fob system used in the U.S. and recently implemented by TREB or a voice-recognition system such as that offered by TouchBase.
- To communicate to the Members the importance of data security.

**Objective B): Members understand and are meeting consumer needs.**

The strategies devised to achieve this objective are as follows:

- To lobby CREA to conduct a national survey on consumer needs.

- To establish an Advisory Group to investigate new tools, websites and services (Web 2.0) that could be developed and offered at a cost saving to Members.
- To hold speaker sessions on new technologies/tools.

**Objective C): Boards outside LSTAR's boundaries understand how the Association operates and how to access its services.**

The strategies devised to achieve this objective are as follows:

- To set up a joint Task Force to identify surrounding Board/Association opportunities for cooperation and development.

**Objective D): LSTAR services meet the needs of buyer brokers and salespeople.**

The strategies devised to achieve this objective are as follows:

- To investigate the establishment of a buyer registry.
- To survey other Boards/Associations with a registry in place.
- To educate brokers and members on buyer registry.

**Objective E): Loading and handling of listings, listing changes and photos are managed in the most cost effective way for Members.**

The strategies devised to achieve this objective are as follows:

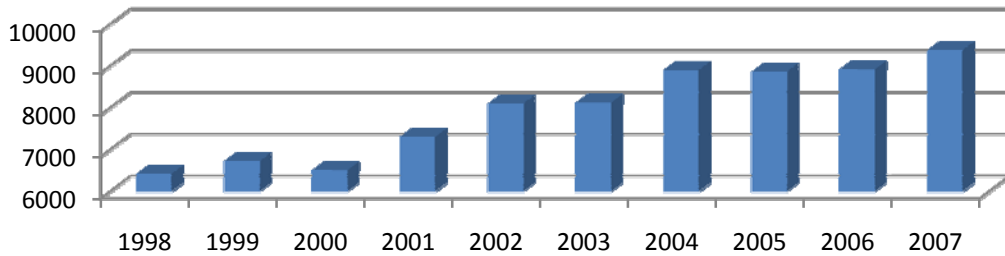
- To create an implementation plan and schedule for broker/Member loading of listings, listing information and photos.
- To move to a user-pay system for staff load.
- To investigate elimination of LSTAR taking photos.
- To investigate eliminating LSTAR receipt of hard copies, excluding random checks.
- To investigate copyright/ownership of photos.
- To investigate with supplier process for elimination of incomplete listings.

**Conclusion**

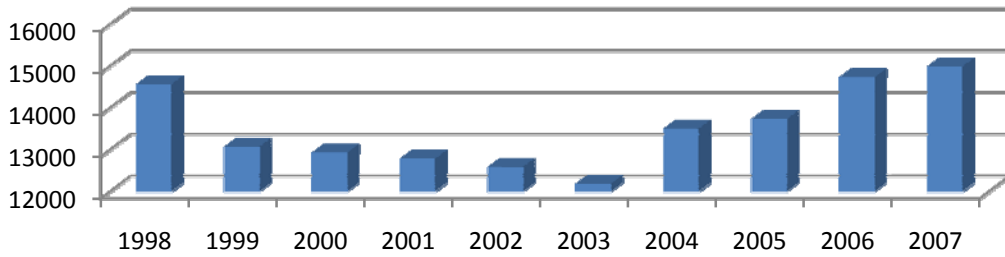
The Board of Directors agreed that the objectives set in this new strategic plan are achievable and will further serve to strengthen the Association and its Members in the years to come.

# 2007 STATISTICAL GRAPHS

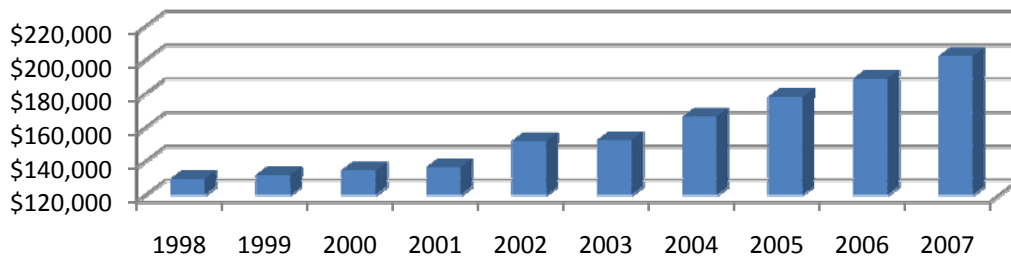
**MLS® Residential Sales**  
(Jan. 1 to Dec. 31 – a 10 year review)



**MLS® Residential Listings**  
(Jan. 1 to Dec. 31 – a 10 year review)



**Average Residential Price**  
(10 year review)







The London and St. Thomas Association of REALTORS® (LSTAR) is a professional organization committed to serving the real estate needs of the community and to providing its members with the services and education required to promote excellence, knowledge and a high standard of ethics and business practices.

www.lstar.ca

342 Commissioners Road, W.  
London, Ontario N6J 1Y3

Members of LSTAR also belong to the Canadian Real Estate Association (CREA), one of Canada's largest single-industry trade associations, representing more than 92,000 real estate Brokers/agents and salespeople working through more than 100 real estate boards and associations. They also belong to the Ontario Real Estate Association (OREA), which represents over 45,000 Brokers and salespeople who are members of the province's 43 real estate boards.

Phone: 519-641-1400  
Fax: 519-641-4613

President: Mike Carson  
Executive Vice-President: Betty Doré, CIM CAE  
Editor: Kathryn Olde

## 2007 STATISTICAL YEAR END REPORT

|                               |   |
|-------------------------------|---|
| <b>Market Activity</b>        | Sales of detached homes in the Association's jurisdiction (Middlesex and Elgin Counties) were up 4.9% for 2007 and sales of condos were up 6.1%. A total of 9,378 homes exchanged hands in 2007.  |
| <b>Type of Market</b>         | A sellers' market   |
| <b>Listings</b>               | At the end of 2007, active listings were down 2.5% for detached homes and up 7.2% for condos.   |
| <b>Average Price Year End</b> | All detached homes in LSTAR's jurisdiction up 7.4% to \$216,846<br>All condos in LSTAR's jurisdiction up 5.6% to \$146,062<br>Two-stories up 5.9% to \$276,238<br>Bungalows up 10.0% to \$163,167<br>Ranches up 4.7% to \$249,778<br>Townhouse Condos up 3.8% to \$136,120            |
| <b>Most Popular</b>           | Two-storey homes followed by bungalows, ranches, and townhouse condos.  |
| <b>Economic Spin</b>          | Approximately \$301,971,600 from residential and condo MLS® sales.  |
| <b>Market Factors</b>         | Reasonable interest rates, consumer confidence and a strong economy locally, provincially and nationally continued to fuel the market throughout 2007, making it the best year on record for the London and St. Thomas Association of REALTORS®. LSTAR began keeping records in 1978. |