

# Your REALTOR<sup>®</sup> Connection



Summer 2009



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## Trademark & Competition Law

By Donna Metcalfe

What do you look for when designing your Corporate Logo, Business Card or Web Site? Attractive graphics? An esthetically pleasing presentation? Your profile and photograph? Or perhaps your contact numbers and range of services? Seems logical, but ...

... the use of CREA's 'Certification Trademarks' should be a first step toward your business success; as in Canada, a REALTOR<sup>®</sup> is not a Realtor; he or she is a specialist backed by best practices providing competency to those who use it and professionalism to those who need it.

When you use REALTOR<sup>®</sup> or MLS<sup>®</sup> the public knows that professionalism and training are involved, even though they may not know that the Canadian Real Estate Association developed the trademarks.

The next time you use these 'Certification Trademarks' do so with pride and entitlement, but use them correctly. If you don't know the rules, call MREB at 905-608-6732 and we'll direct you to CREA's Trademark Tool Kit. The improper use of domain names for e-mail addresses and in advertising is a compliance issue and subject to discipline.

The 'Competition Act' is Canada's principal competition legislation. It promotes fair competition in the market through enforcement by the Competition Bureau and applies to all sectors including real estate.

The penalties for anticompetitive conduct could see 1) criminal prosecution 2) tribunal proceedings and orders 3) civil actions for damage 4) disruption of business and 5) negative publicity.

REALTORS<sup>®</sup> must:

- Be AWARE of conduct prohibited by competition law
- Be SENSITIVE as to how Competition Law can and is applied to real estate and
- Have the CONFIDENCE to address anti-competitive conduct

Information on Competition Law can be found on REALTORLink. Take the time to review the key provisions of the Act and the Top Ten Rules of compliance. Such knowledge could mean the difference between the success or failure of your business.

**Do you call yourself Sales Representative  
or REALTOR<sup>®</sup>? E-mail your answer to  
newsletter @ mrebc.ca**

## MREB Half Yearly report

### Leadership:

- Twelve Leadership Courses were taken by Board Directors at the 2009 OREA Conference
- The use of Board Briefing Books, Briefing Papers, Resolution Papers and Action Sheets were Introduced for stronger board governance.
- An Executive Director was appointed.
- MREB's Annual General Meeting was held at the Credit Valley Golf and Country Club on Thursday, April 23, 2009. OREA President, Pauline Aunger was the keynote speaker.

**MCE Courses:** 60 courses were held in the first six months of the year.

**RECO Courses:** 13 RECO updates were held at MREB.

**Seminars:** MREB held a Member Orientation on February 27, 2009. This was the first of two Orientation sessions for the year. Mississauga News and Insuranceland presented, along with staff who introduced Board departments and operations.

### Government Relations:

MREB fought the PST/GST Harmonization Tax through a quarter page, full colour ad, compliments of the Mississauga News. Issues such as the Land Transfer Tax and Mandatory Environmental Assessment legislation received a "Call for Action", available now through MREB's website.

### Commercial Council:

John Cassan was appointed as the Board's representative to the Commercial Real Estate Federation.

**Strategic Planning** - Strategic Planning and Board Orientation were undertaken in January 2009.

### Events:

- The Board's Annual Civic Reception was held on Thursday, May 21, 2009 in the Great Hall of Mississauga's City Hall, with several representatives from the three levels of government in attendance.
- On Friday, May 22, 2009, Past Presidents' and Past Directors' met as a focus group to discuss MREB's approach to Non-Member Brokerages.
- New Member Orientation sessions were held at the Board on February 27 and June 5, 2009
- The Board's Annual Paul Coughlin Memorial Golf Classic was held at the Royal Ontario Golf Club on Monday, June 22, 2009

## Social Page

### Events.....

For more of these pictures visit [www.mreb.ca/events](http://www.mreb.ca/events)



*Jeffery Kostick and his team with the 2009 Golf Cup presented by Mary Hurley  
Congrats!*

Paul Coughlin Memorial Golf Classic, June 2009



Annual Civic Reception, May 2009



Annual General Meeting, April 2009

### Upcoming Events.....

- The MREB will host the Fifteen Large Boards at dinner in the Glen Erin Inn on Monday, September 28, 2009; followed by a meeting of the Large Boards on Tuesday, September 29 at the Delta Meadowvale Hotel.
- MREB's Election Meeting and Trade Show will be held on Tuesday, November 17, 2009. Venue to be determined.
- The Board's annual Past President's Luncheon will be held at the Mississauga Golf and Country club, Tuesday, December 1st, 2009. On Wednesday, December 16, 2009, there will be a combined Board of Directors' meeting and Volunteer Luncheon.

For Participation, contact [membership@mreb.ca](mailto:membership@mreb.ca)

### New MREB Members....

#### Brokerages

Hodgins Realty Group Inc. Brokerage  
Realty Executives Domator Inc. Brokerage

#### June

HARPER JONES, Corinne	Re/Max Realty Enterprises
MCCRACKEN, James	Re/Max Realty Enterprises (125 LS)
MENDONCA, Allwyn	Royal LePage Meadowtowne
DIAB, Anthony	Royal LePage Real Estate Service (LS)
WALLACE, Lindsay A.	Royal LePage Meadowtowne
JAFFREY, Shan	Signature Services/GMAC
MIRZA, Zeshan	Signature Services/GMAC
KHAN, Haseeb	Signature Services/GMAC
BROOKES, Donna	Re/Max Aboutowne
KUNDA, Keri	Hodgins Realty Group
ROSSI, Andrew	Prudential Town Centre
FRAME, Lorna Angie	Royal LePage (CC)
KANIA, Teresa	Sutton Group Summit
ROBIC, Tomislav (Tom)	Re/Max Realty Specialists (ST)
CAMPITELLI, Rena	Royal LePage Real Estate Service (LS)
WAHEED, Tania	Royal LePage Real Estate Service (LS)
ELIAS, Fady	Royal LePage Real Estate Service (LS)
CEBIC, Andja	Sutton Group Summit

#### May

BELL, Brian	Realty Executives Plus (Milton)
BLAIR, Craig	Re/Max Realty Enterprises Inc.
BUCCI, Mauro	Re/Max Realty Specialists (ST)
EVANS, Maria	Sutton Group Summit
IRANI, Rayomand	Re/Max Realty Specialist (CV)
KENDRICK, Brodie	Royal LePage Realty Plus
LAM, John	Signature Services/GMAC
McDonald, Dodie	Keller Williams Real Estate
MCQUAID, Tina	Sutton Group Summit
MIAN, Mansoor	Re/Max Professionals(DD)
REID, Damian	Sutton Group Summit
SADEH, Danibel	Royal LePage Real Estate (CC)
SALOWSKI, Derric	Royal LePage Meadowtowne
SANGHA, Devinder S.	Royal LePage Real Estate Service (LS)
SAVIC, Mirko	Royal LePage Kingsbury
SCAMURRA, Jonathon	Sutton Group Quantum
SECKO, Gregory John	Sutton Group Quantum
SEVENTIKIDIS, Chris	Prudential Town Centre
SIDRAK, Antonius	Royal LePage Real Estate (CC)
WRIGHT, MARLENE	Sutton Group Summit
YORK, Julia	Signature Services/GMAC

#### April

BAJIC, Marena	Sutton Group Summit
CLARK, Jason	Royal LePage Meadowtowne
EMANUEL, Mareen	Re/Max Realty Enterprises (LS)
FERRI, Dino	Hodgins Realty Group Inc.
GUL, Zeba	Re/Max Professionals Inc. (DD)
KOSTYNIUK, Susi	Signature Service/GMAC
MICHALOWSKI, Jack	Royal LePage Realty Plus
PILOZZI, Rick	Re/Max Realty Specialists (ST)
PRIBIC, Rade	Re/Max Realty Specialists (ST)
ROY, Sara	Re/Max Realty Specialists (ST)
SCERBINA, Andrew	Re/Max Realty Specialists (ST)
SPIHLMANN, Cecilia	Prudential Town Centre
SZTORK, Paul	Royal LePage Realty Plus
	Royal LePage R.E. Services (CC)

## An Interview with Adrian Cox & Grace Kelleher Recipients of 35 Years MREB Membership

*Grace Kelleher and Adrian Cox were among the seven members awarded the MREB 35 years membership Pins at the Board's Annual General Meeting in April.*

*Partners at the Century 21 Kelleher Real Estate Inc., both Grace and Adrian have been members of the Mississauga Real Estate Board since they started their company in the mid 70s and have been active in Board activities ever since.*

*Adrian raised over \$28,000 last year for community services at the YMCA; in addition to sponsoring over 20 kids to summer camp each year.*



*During our interview, Grace and Adrian gave the following 'bird's eye view' of the industry today.*

### ***How will you compare the industry today with that of the seventies?***

"Today, the market is more adversarial. In the old days, there were not many fax machines. Offers were done on a 'one-on-one' basis, using the personal touch".

"In the past, commissions were 6% up to 100,000, escalating to 2.5%. It was divided 60% and 40% between listing and selling agents and the commission break-up had to be shown on the listing". Today, things are done by fax or through e-mail. There are no walk-ins and leads are now available on the website".

### ***Is there any difference between the education offered to agents then and those offered now?***

"Education makes you learn. Today, courses are mandatory. In the past, brokerages arranged for training, courses and personally helped out". "Today, brokers are more concerned with commissions and agents with personal compatibility. In days past, brokers sponsored the license and signed for the agent before a license was released. Nowadays, a prospective agent interviews a broker before they join".

***"Giving back to the Community is important"***

### ***How do you gain the customers' trust over the years?***

"We gained 'customer trust' by serving and participating in the community. We did it through children's programs. We serve the community and in return get our business from them. We sponsor an event, involve the newspaper, radio and television. Giving back to the community is important; remember that happy clients refer".

### ***What is the secret behind your successful partnership for over 35 years?***

"Give and take is the secret behind our success. We both argue over almost everything but settle down before the end of the day".

### **FIFTEEN REASONS WHY YOU SHOULD BE A MEMBER OF THE MISSISSAUGA REAL ESTATE BOARD**

- MREB as one of the fifteen largest Boards in Canada, has earned a reputation for excellence at all levels of organized real estate
- MREB has a voice through votes at OREA and CREA
- MREB has a voice in Ottawa, at Queen's Park and with City Council
- MREB offers mandatory continuing education programs in the community
- MREB has lockboxes and supplies for both homes and condominiums
- MREB communicates through technology: a Website and Stratus
- MREB offers local networking through events and activities
- MREB has connections to broad community involvement
- MREB is your first line of business support through networking
- MREB offers professional development through volunteer work
- MREB is your opportunity to belong
- MREB listens, hears and acts on the wishes of its members
- MREB offers week-end Open House listings
- MREB provides you with local endorsement (important to your clients)
- MREB is your connection to real estate through history and collegial support

**Send your 'Have Your Say', 'Community Affairs', 'Real Estate Anecdotes', 'comments' and 'Questions' to newsletter @ mrebc.ca**

### **Your REALTOR® Connection Committee**

John Kaunds, Chair/Editor

M.K.Areola, Staff Liaison

Allan Todd

Ebrahim Sulaiman

Lisa McDonald

Cheryllyn Flower

***E-mail: newsletter@mreb.ca***

## News You Can Use

**Continuing Education Programmes at MREB**

<b>Date</b>	<b>Time</b>	<b>Code</b>	<b>Title</b>	<b>CUE</b>	<b>Instructor</b>
Thu. July 2	9:30 - 4:30	AB09078	<b>RECO Real Estate Update - Residential</b>	6	Dianne Brennan
Tue. July 7	9:30 - 12:30	A09080	Topical Issues Facing REALTORS®	3	Cassandra A. Walker
"	1:30 - 4:30	B09081	Privacy & The Real Estate Profession	3	"
Thu. July 9	9:30 - 12:30	A09082	Recognizing Structural Deficiencies in Homes	3	Graham Clarke
"	1:30 - 4:30	B09083	Understanding Home Energy Evaluations: Making Them Work For You	3	Anabela Azevedo
July 13 - 24	8:30 - 12:30	B09068	<b>Articling Phase Course: Principles of Mortgage Financing</b>		OREA
Thu. July 30	9:00 - 12:00	A09084	Land Registry & Assessment Data	3	David Baldwin
"	1:00 - 4:00	B09085	Land Registry & Assessment Data	3	"
Tue. Aug. 4	9:30 - 4:30	AB09086	<b>RECO Real Estate Update - Residential</b>	6	Agost Vaday
Thu. Aug. 6	9:30 - 1:30	A09088	<b>SHIFT: How to thrive in a Shifting Market</b>	4	Garry Klassen
Aug. 10 - 21	8:30 - 12:30	A09089	<b>Articling Phase Course: Principles of Appraisal</b>		OREA
Tue. Aug. 11	1:30 - 4:30	B09090	Achieving Success Through Careful Deal Negotiation	3	Mark Weisleder
Thu. Aug. 13	1:30 - 4:30	B09091	Vital Issues Facing REALTORS® re: Residential Tenancies	3	Harry David Fine
Tue. Aug. 18	1:30 - 4:30	B09092	Forms In Plain Language	3	Ron Abraham
Thu. Aug. 20	1:30 - 4:30	B09093	Bullet-Proof Your Business	3	Garry Klassen
Tue. Aug. 25	9:30 - 4:30	AB09094	<b>RECO Real Estate Update - Residential</b>	6	Marina Bolletta
Thu. Aug. 27	9:30 - 12:30	A09096	Safe-House Self-Protection For REALTORS®	3	Robbie Cressman
"	1:30 - 4:30	B09097	ID Theft & Technology Safety	3	David Lang
Tue. Sep. 1	9:30 - 12:30	A09098	Diversity, Culture & Real Estate	3	David Lang
"	1:30 - 4:30	B09099	Real Estate & Human Rights Code	3	"
Thu. Sep. 3	9:30 - 12:30	A09100	Buying New Condominiums	3	Nick Iannazzo
"	1:30 - 4:30	B09101	Legal Issues Concerning Condominiums	3	"
Tue. Sep. 8	9:30 - 4:30	AB09102	<b>RECO Real Estate Update - Commercial</b>	6	Louis Radomsky
Thu. Sep. 10	9:30 - 12:30	A09104	For Sale By Owner	3	Michael Appleton
"	1:30 - 4:30	B09105	Effective Time Management	3	"
Thu. Sep. 17	9:30 - 4:30	AB09109	<b>RECO Real Estate Update - Residential</b>	6	Ron Gee
Tue. Sep. 22	9:30 - 12:30	A09111	Reverse Mortgages	3	J.P. Wade
"	1:30 - 4:30	B09112	Niche Marketing Innovations	3	"
Tue. Sep. 29	9:30 - 12:30	A09115	Maintenance Issues	3	Mary Jones
"	1:30 - 3:30	B09116	Calculating Square Footage	2	"

For more details visit: [www.mreb.ca/education](http://www.mreb.ca/education) or contact the following persons at the Board Office:

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