BCrea 2020 By The Numbers

200 *Election on Our Doorstep* webinar attendees

103,000+ total views across Economics products

86% increase in website

43 Standard Forms Toolkits created

50% average open rate for *Resources for REALTORS®*

9,700+ member board learners

5,700+ online learners

160+ *Mastering Compliance* participants

40 COVID-19 impact presentations to REALTORS® & stakeholders

26 Standard Forms videos produced

19,500+ Standard Forms video views

11,500+ *Reopening Dashboard* views

Supported outreach to **39** MLAs at COVID-19 onset

55% average open rate for *Advocacy Update*

415% increase in website traffic from social media

3,000+ *Community of Practice* attendees

21 *Community of Practice* sessions

114 anti-money laundering social media posts

88% of staff said BCREA is a Great Place to Work®

65 engagements with public officials

BCREA 2020 Year-in-Review Video Transcript

Hi, there. I'm Darlene Hyde, CEO of the BC Real Estate Association.

2020 was anything but "business as usual" in the BC real estate sector, and in just about every aspect of our lives. Despite the challenges, I'm proud of everything BCREA was able to accomplish in service of real estate boards and REALTORS® and I want to share a few highlights with you.

At the onset of the pandemic, BCREA's Education team transitioned to a fully remote learning environment and hosted over 9,700 member board learners and 5,700 online learners over the course of the year.

In April, we launched the Managing Broker Community of Practice to provide support and resources to brokers in BC and hosted over 3,000 attendees during 21 virtual sessions in 2020.

BCREA 2020 Year-in-Review Video Transcript

To ensure Realtors have access to timely information and resources, we launched our bi-weekly *Resources for REALTORS®* newsletter to an audience of over 25,000 with an average open rate of 50%.

In 2020, BCREA Economics reports and forecasts were viewed over 103,000 times, helping Realtors better understand markets and advise their clients.

Our Government Relations team advocated on key issues impacting Realtors and consumers during the provincial election and hosted 200 attendees at the Election on Our Doorstep webinar.

In the fall, BCREA created and delivered the nine-week Mastering Compliance program to over 160 managing brokers and compliance officers, giving them the knowledge and skills to better meet their anti-money laundering responsibilities.

BCREA 2020 Year-in-Review Video Transcript

To help Realtors and their clients better use and understand BCREA Standard Forms, we produced 26 videos for Realtors and consumers, which received nearly 20,000 views.

Finally, 88% of staff said BCREA is a Great Place to Work – and I'd have to agree!

Thank you to the province's ten real estate boards and over 23,000 Realtors for your adaptability, innovation, and leadership throughout 2020. I also want to thank the BCREA staff, who worked tirelessly to support boards and Realtors in navigating our "new normal" and continuing safe operations.

Until next time, we wish you and your families a safe and prosperous 2021.