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# THE COACH





## • **NEW CREB RULE**

- ***A member shall respond to all forms of communication from other members in a timely, truthfully and lawful manner or advise that their client has instructed them not to provide the information sought. This rule does not waive any obligations around disclosures of material latent defects.***
- ***This rule will promote professionalism, cooperation and communication between REALTORS®.***

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## • ***NEW CREB RULE***

***Situations where this rule may be applied include:***

- Failure to respond to a request inquiring about the conditionally sold status of a listing.***
- Lack of confirmation if an offer has been received or presented.***
- Request for more information on a property with no response received.***
- If you encounter a situation where you cannot provide the information being requested or have been prohibited from providing the information due to a client's lawful instruction,***

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## • **NEW CREB RULE**

***please do not ignore the request. You are still required to respond and can say, "my client has instructed me not to answer this question."***

***• All members must respond within a reasonable timeframe when another member communicates with them. To support positive client experiences, please respond to other member's requests appropriately.***

***• For questions on this topic, please contact CREB® Member Practice at 403-781-1336 or [mp@creb.ca](mailto:mp@creb.ca).***

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## ***Why Consider Training?***

### **1. Keep Your Skills Current.**

- Keeping your skills current will help you successfully market yourself in the continuously growing pool of actively practicing agents. Attending trainings provided by your office, brokerage or reliable sources will give you a competitive edge over the agent who passively reviews the market or industry news. This will help you stay up to date with best practices and the latest trends.
- As real estate agents continue to rely on different software products to generate and nurture leads, it is important to utilize the provided training materials, so that you can optimize the systems you're investing in. If there are training sessions available.

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## ***Why Consider Training?***

### **2. Stay Motivated.**

- Staying motivated will help keep up the momentum of your business. Leads are more likely to work with an agent if they can see that motivation in their work. Training will help inspire you to constantly improve your work habits, routines and day-to-day business practices.

### **3. Understand your Clients.**

- Real estate trainings give you insight on how to provide stellar customer service. Understanding what works best for your client will help you meet their needs quicker so you can focus more on building a relationship and creating a superior client experience.

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## ***Why Consider Training?***

### **4. Be<sup>®</sup> Productive.**

- Real estate training can provide you with best practices for utilizing your time effectively. Learning how to properly manage your time will help you adequately organize your day so that any work is productive work.

### **5. Grow your business.**

- Some of the best resources around you are other successful agents. Networking with other professionals helps you learn about the practices they've found prosperous in their business operations. The quickest thing you can do to grow your business is learn from other real estate agent's successes and failures.

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