

# PROFESSIONALISM SYMPOSIUM



## Re-visioning the Future

OCTOBER 9, 2019



# EVENT DETAILS

Thanks for agreeing to attend this event! Your participation will help us define a standard of professionalism that will guide future generations of REALTORS®.

## DATE

October 9, 2019

## TIME

9AM to 4:30PM

(Hosted reception to follow)

## LOCATION

Delta Hotels by Marriot Burnaby Conference Centre  
(4331 Dominion Street, Burnaby)

## DRESS CODE

Business casual

## PDP-ACCREDITED

You'll earn three PDP credits for attending



# AGENDA

**9:00** Registration and Breakfast

**9:30** Welcome from REBGV Leadership

- Brad Scott, CEO, REBGV
- Ashley Smith, President, REBGV

**9:40** **THEME 1:** Individual REALTORS® – Ideals and priorities

- See THEME 1 description on page 2

**10:45** Networking break

**11:00** **THEME 2:** REALTORS® as Peers – Working together

- See THEME 2 description on page 3

**12:00** Lunch

**1:00** **THEME 3:** Clients – What do (and will) they expect?

- See THEME 3 description on page 4

**2:00** **THEME 4:** Professionalism, Trust, and the Public Interest

- See THEME 4 description on page 5

**2:45** Networking break

**3:00** **THEME 5:** What should the profession expect of its members, and vice versa?

- See THEME 5 description on page 6

**4:15** Closing remarks

- Ashley Smith, President, REBGV

**4:30** Hosted reception

# THEME SUMMARIES

**THEME 1:** Individual REALTORS® – Ideals and priorities

**Spark session:** Panel of Pros

## PANELISTS

### MANDEEP MANN

*Past Chair, Vancouver Chapter CPA BC*

### DAVID MARCHAND

*Lower Mainland Vice-Chair, ACEC-BC Young Professionals Group*

### AINSLEY REIMER

*Co-Chair, Canadian Bar Association (BC Branch) - Young Lawyers Lower Mainland*

**Moderators: BRIAN & LAURA FRIEDRICH**

### Focus of the spark session

Panelists from professional accounting, engineering, and law will discuss how they, as young professionals, see the challenges facing their respective professions in the future, and how their ideals and priorities might differ from those of the previous generation.

### Focus of activities

What are the professional expectations, priorities, and ideals of the next generation of leaders of the real estate profession, and what does “success” mean to them?



## **THEME 2:** REALTORS® as Peers – Working together

### **Spark session:** Professional Courtesy

Video message from

#### **KIM SPENCER**

*Manager, Professional Standards, REBGV*

Thoughts from member survey

#### **BRIAN & LAURA FRIEDICH**

#### **Focus of the spark session**

Kim will review what professional courtesy looks like for REALTORS® and where the common challenges are. Brian and Laura will review relevant information from a member survey on how and why REALTORS® work together.

#### **Focus of activities**

What does the next generation of leaders expect from their peers and what do they consider to be the strengths and weaknesses of previous generations and their own?



## **THEME 3:** Clients – What do (and will) they expect?

**Spark session:** Deloitte Journey Maps: Clients’ perceptions of REALTORS®

### **PRESENTERS**

#### **SARAH WEST**

*Senior Manager, Customer and Applied Design, Deloitte Digital*

#### **LAURA READ**

*Senior Consultant, Deloitte*

#### **Focus of the spark session**

Sarah and Laura will review the findings from their study of client perceptions of REALTORS®, looking at the perspective of various client types.

#### **Focus of activities**

What should the profession’s brand identity and value proposition for clients now and in the future be?



## **THEME 4:** Professionalism, Trust, and the Public Interest

**Spark session:** Professionalism and the public interest

### **PRESENTERS**

**BRIAN & LAURA FRIEDRICH**

#### **Focus of the spark session**

Brian and Laura will review how various professions view their responsibility to the public, and the impact this has on public trust.

#### **Focus of activities**

What duty is owed to the general public, and how does this duty get met?



**THEME 5:** What should the profession expect of its members, and vice versa?

**Spark session:** Regulatory approach to entrance and continuance standard, and what REBGV expects from members

## PRESENTERS

### MICHEAL NOSEWORTHY

*Superintendent of Real Estate*

### ERIN SEELEY

*Executive Officer, Real Estate Council of BC*

### BRAD SCOTT

*CEO, REBGV*

### Focus of the spark session

Micheal and Erin will explain the roles of the Superintendent, the Council, and REBGV, and will explain the profession's approach to regulation. Brad will discuss what REBGV expects from members.

### Focus of activities

How can the profession and REBGV ensure that new members are "career ready" and that they stay that way throughout their career? More specifically, what should REBGV focus on in the future to support members?



# SPEAKERS



**BRIAN FRIEDRICH,**  
*MED, LL.M, C.DIR, FCPA*

**LAURA FRIEDRICH,**  
*MSC, CIA, FCPA*

Brian and Laura are the principals of *friedrich & friedrich corporation*, a research, standards, and education consultancy firm that has shaped their work experience for over 20 years. The firm helps build institutional capacity and develop strategic, policy, program, governance, and ethics guidance for established and emerging professional and regulatory organizations.

Both Laura and Brian have served as authors, lecturers, and examiners for numerous Canadian and international post-secondary programs, and have led more than 250 professional development sessions across a wide range of topics including governance, leadership, ethics, education, and professional standards. Together they have co-authored numerous World Bank publications in the area of competency-based education, training, and certification.

Brian sits on the REBGV as a public director and also represents Canada on the International Ethics Standards Board for Accountants. Laura serves on the CPA BC Bylaws Committee and is a member of the BC Public Guardian and Trustee's Audit Advisory Committee.





**MANDEEP MANN,**  
*CPA*

Mandeep is a CPA with over 10 years of auditing and accounting experience spanning both the public and private sector. Elected as Chair of the inaugural Vancouver Chapter Board of CPA BC in 2016, she has also served as an official ambassador for CPA BC, as well as a facilitator for the CPA program of studies - mentoring and training budding CPA students. Outside of the office, Mandeep loves to travel and can also be found enjoying Vancouver's offerings of mountains, seawall, and all the green space in between.



**DAVID MARCHAND,**  
*P.ENG*

David Marchand has been with Binnie for nine years, joining after graduation. He is a Shareholder and Project Manager in Binnie's Development and Infrastructure Division. He works with developers' projects throughout the Lower Mainland for industrial, commercial, and mixed-use residential.

David is an active participant in Binnie's Young Professionals Committee and volunteers with the Association of Consulting Engineering Companies - BC Young Professionals Group as the past Chair of the Provincial Committee, where he helps oversee networking, professional development, and student outreach initiatives throughout the province.





## **MICHEAL NOSEWORTHY,**

*BA, LL.B*

The Superintendent of Real Estate is the non-partisan public official responsible for leading the regulation of the real estate industry in BC. As Superintendent, Micheal Noseworthy leads the office responsible for providing oversight and regulation of the real estate industry in BC. Under the Real Estate Services Act, the Real Estate Development Marketing Act, and the Strata Property Act, the Office of the Superintendent of Real Estate exercises statutory jurisdiction, takes enforcement action against misconduct, and provides regulatory oversight to the Real Estate Council of BC.

Mr. Noseworthy has extensive experience as a regulator and public sector leader, previously serving as a senior government regulator for Yukon. Before taking on his current role, Mr. Noseworthy most recently served as Yukon's Superintendent of Real Estate, Superintendent of Insurance, Registrar of Lotteries, and Registrar of Medical Practitioners. Prior to that role, he served as Yukon's Director of Residential Tenancies and Employment Standards, and was awarded the Premier's Award of Excellence for his work as part of the team that developed Yukon's first-ever Housing Action Plan. A lawyer by profession, he also previously worked in Newfoundland and Labrador in a private practice that included real estate and administrative law. He received both his law degree and a Bachelor of Arts in political science from Dalhousie University in Halifax.





**LAURA READ,**  
*MDES*

Laura Read is a Senior Experience Designer with Deloitte and focuses on using design principles to solve business, policy, and real-world problems. She received her Master of Design in Strategic Foresight and Innovation from OCAD University in Toronto.



**AINSLEY REIMER,**  
*J.D.*

Ainsley is an associate lawyer at Hammerberg Lawyers LLP, where she practices in the area of personal injury litigation. She was called to the bar in 2013. Ainsley has effectively resolved claims through informal negotiations, mediations, and trial. She has trial experience in both the Provincial and Supreme Courts of British Columbia.

Ainsley is active in the legal community. She is currently co-chair of the Canadian Bar Association’s Young Lawyers Vancouver section, and a member of the Women Lawyers Forum mentoring committee. She previously sat on the Canadian Bar Association’s BC Board of Directors as the Young Lawyers representative.





**BRAD SCOTT,**  
*DIPL.ULE, ICD.D*

Brad has been with the Real Estate Board of Greater Vancouver (REBGV) since 1978 and has served as its CEO since 2013. He's a member of the Real Estate Institute of British Columbia and holds both the R.I. (B.C.) and Institute of Corporate Directors (ICD.d) designations.

His strongest focus is to ensure REBGV continuously improves everything it does and expands on the tremendous legacy previous REBGV leaders built. Since 1996, he has played a central role in helping REBGV achieve numerous quality management awards, including Excellence Canada's Canada Order of Excellence (Quality).



**ERIN SEELEY,**  
*BA, MA*

Erin is an experienced senior leader, having served most recently as Executive Director of the Immigration Programs Branch in the Ministry of Jobs, Tourism, and Skills Training, where she was responsible for the strategic direction and operations of BC's immigration programs. Erin has also served as the Executive Director of Finance for two Crown corporations: the BC Immigrant Investment Fund and the BC Renaissance Capital Fund. Before joining the BC government in 2006, Erin worked in the technology sector as Manager of International Business Development for MDA (MacDonald Dettwiler & Associates) in Richmond. She has a B.A. from UVic and an M.A. in International Studies from SFU.





## ASHLEY SMITH

Ashley became a REALTOR® in 2008. Four years later she became one of the youngest people ever elected to the Real Estate Board of Greater Vancouver's (REBGV) Board of Directors. A self-described governance enthusiast, Ashley has completed the Institute of Corporate Directors Not-For-Profit Governance Essentials program, WATSON's Governing with Intention, and BoardSource's Leadership Certificate for Not-For-Profit Board Chairs. Business in Vancouver honoured Ashley with its Top 40 under 40 Award for 2019. The award highlights the achievements of 40 of B.C.'s outstanding young entrepreneurs, executives, and professionals



## KIM SPENCER

Kim has been a real estate educator for 35 years, teaching the real estate pre- and post-licensing courses and a number of professional development courses dealing with ethics, risk management and agency. He began his real estate career with Block Bros. Realty and later served as the national sales manager at Top Producer Systems and the Director of Member Services and Relations at the BC Real Estate Association. Today he manages the Real Estate Board of Greater Vancouver's (REBGV) Professional Standards and Business Practices departments. He's known among REBGV's members as "The Ethics Guy®", working with REALTORS® and managing brokers to promote professionalism and member cooperation.





**SARAH WEST,**  
*BCOMM, MBA*

Sarah leads Deloitte’s Customer & Applied Design practice in Vancouver with a strong focus on customer-driven organizational strategy and transformation. She brings over 15 years of experience across a range of sectors and has worked with mature, public and private organizations, as well as start-ups across the spectrum of B2B and B2C offerings.

In the last few years, Sarah has worked closely with a number of Residential Property and Resort Developers as well as an US-based Architecture Firm, to define their unique storylines/strategies and bring their projects to market. Sarah received her MBA from the UCLA Anderson School of Management.

