

June Piry



Real Estate Education is in for a Change

New legislation, technological advances, and more sophisticated consumers have resulted in many changes in the real estate industry over the past few years. Now real estate education in BC may soon be in for a major overhaul. Although many relevant courses are available from a variety of sources, real estate education has basically operated the same way for the past decade or more, despite the declining number of Realtors® and new entrants into the industry. Many in the industry believe there must be a more efficient, cost-effective way to deliver education, while others believe “if it ain’t broke, don’t fix it.”

The British Columbia Real Estate Association (BCREA) is taking a leadership role in facilitating change to the way education is developed and delivered in the industry. BCREA’s Board of Directors appointed well-known Kootenay Realtor® and former Council member Barry Brown-John to chair an Education Action Team (EAT), comprised of major industry stakeholders.

The EAT is responsible for developing and assessing a new education model for the planning, development, and delivery of real estate education in British Columbia. The envisioned model will involve all aspects of real estate education from pre-licensing, post-licensing, and continuing education. It will also take into account the needs of the industry, licensing authorities, consumer protection, and technological advances in education delivery.

At BCREA’s request, Lamoureux and Associates has put together a team of specialists to develop the new education model. The team, led by Marvin E. Lamoureux, consists of experts in education modelling and adult education: Paul Gallagher, John Dennison, and Maxine Adam. They will present their report to BCREA’s Board of Directors in May 2002; BCREA will then circulate the report to the industry for feedback. During the following months, a business and implementation plan will be developed, culminating in an industry-wide symposium in the Fall 2002.

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During the next few months, the consulting team will conduct an education and training sector inventory of relevant real estate-related programs, followed by an examination of education models within real estate and other industries.

The consultants will develop the new real estate education model from a blank slate, with no preconceived notions. They will take into consideration the numerous real estate courses available through associations, community colleges and universities, real estate boards, real estate companies, and numerous other real

estate-related organizations, and how their courses are developed and delivered. The new model must be cost-effective and reduce, or eliminate, the duplication of existing services.

Among the options to be considered are whether education should become a distinct entity with its own board of governors, whether an existing organization should oversee education as a separate, self-supporting “education centre,” or whether the current system should remain the same.

Education continues to have an important role in the real estate industry. BCREA hopes to bring together all industry-related education under one umbrella. The challenge is to provide high-quality education in a timely, cost-effective manner to a diverse audience of real estate students, salespersons, agents, property managers, and others in the industry. The new model will be all encompassing; if endorsed by the industry, implementation will take place over the following 12 to 18 months.

Change is in the wind. ▲

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