

Real estate sales people changed

Time was when any fast-talking salesman could hang out a real estate shingle and begin selling real estate.

That's why a group of concerned real estate people, who saw themselves as professionals surrounded by shysters, got together and formed the Ontario Association of Real Estate Boards in 1922.

From that beginning 60 years ago, the Association—now renamed the Ontario Real Estate Association (OREA)—has succeeded in upgrading standards and in pressuring the government to serve the public interest by licensing real estate sales people.

In the early '20s a prospective purchaser was totally dependent upon the personal honesty and integrity of the sales person.

Agents were not licensed. They received no formal real estate education. They were not aware of taxation and appraisal problems and their legal knowledge was rudimentary to say the least.

Now, however, no person can become a licensed sales representative or broker without passing the various mandatory courses and examinations and undergoing scrutiny of the Ministry of Consumer and Commercial Relations.

Once in the business—if he or she is a member of the Ontario Real Estate Association—the newcomer is expected to adhere to a strict code of ethics. Failure to do so can bring severe discipline from his peers.

Although the impetus for licensing and higher standards came from the industry, its value was not always seen.

Sadly, it took nearly eight years before the provincial government finally acted and introduced a rudimentary licensing system in 1930.

Progress in protecting the public was slow. Often it was a "two steps forward, one step back" situation. By the late sixties-early seventies, however, a full licensing and

educational programme was in place.

Long-time brokers remember fondly that it was OREA which led the way and which provided in-depth courses and examinations. So

much so that in the early '70s the government nominated OREA as the vehicle for providing the required professional licensing courses.

Now, the Association trains instructors, pre-

pare textbooks, sets examinations, keeps pass fail records and generally oversees the prospective licensee from the time of entry, into the three-stage mandatory course until

application is made for a license. Education doesn't stop there, of course. Continuing education for both brokers and sales representatives, plus courses leading to

management certificates and brokers licenses, are also offered by the Association.

The boards also operate the Multiple Listing Service (MLS).

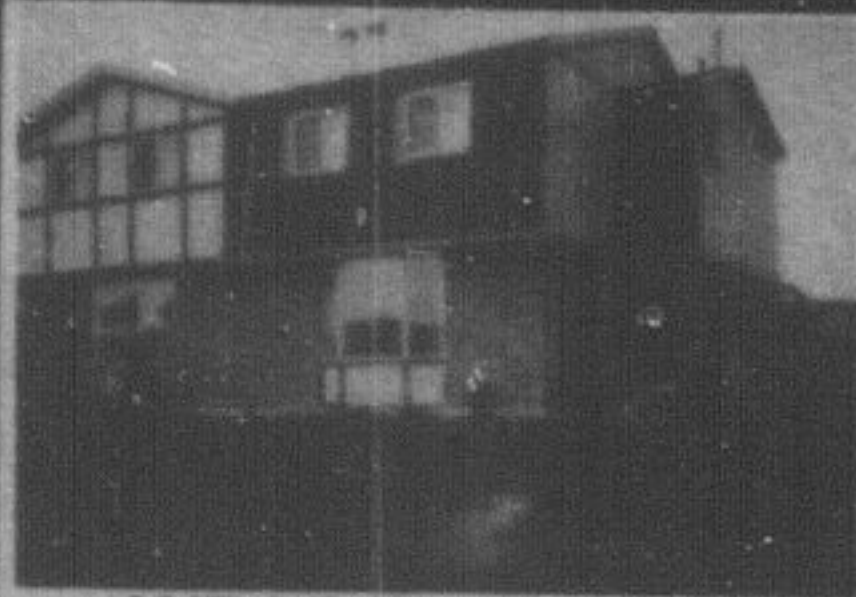
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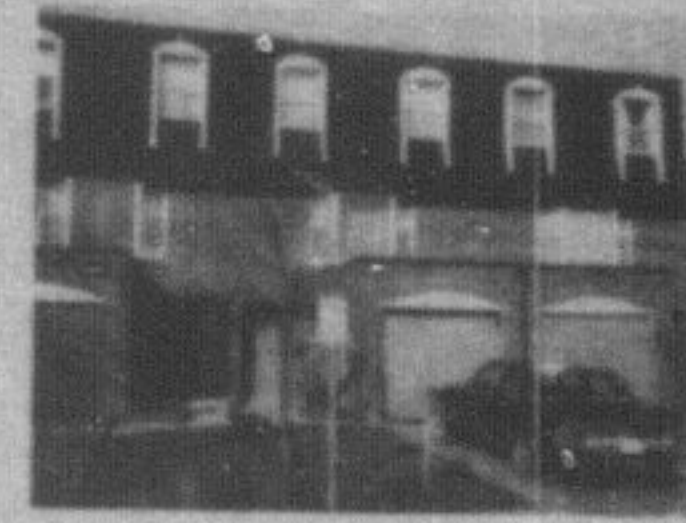
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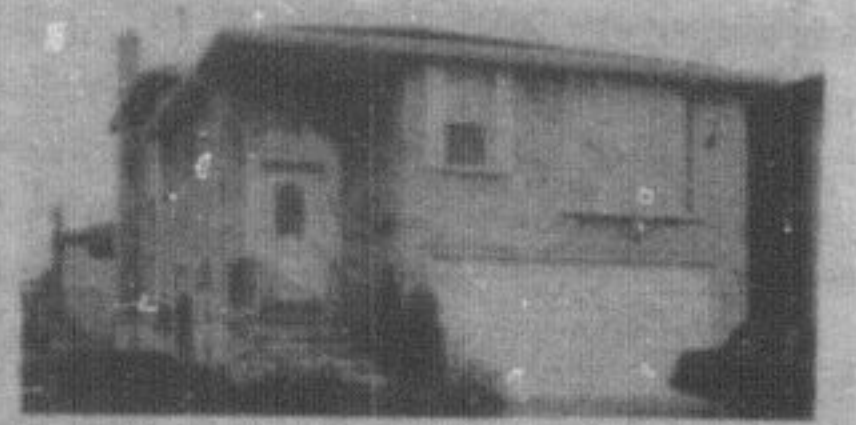
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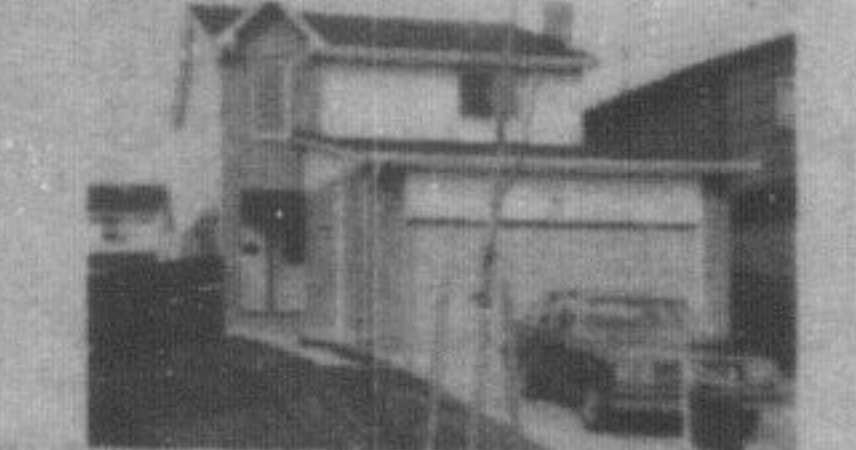
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