



COMMERCIAL  
LISTING  
SERVICE

## COMMERCIAL DIVISION

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### Mission Statement

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*To provide and promote programs, services, and leadership which will enable commercial members to conduct their real estate profession in a competent, ethical and profitable manner, so that they may provide quality service to the public.*

### General Objectives

1. Create benefits for existing members.
2. Increase the volume of commercial transactions on the CLS.
3. Increase services to members.
4. Increase the level of members cooperating with other members.
5. Create an efficient information exchange network.
6. Develop a self-sustaining Division with a break-even budget.
7. Increase residential REALTORS' awareness of CREB<sup>®</sup> members who are commercial practitioners.
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### Commercial Membership Benefits

1. A separate commercial database "CLS" with a listing and sales side, and an "I" information side.
2. Currently 13,592 pictures of commercial product have been loaded on the database, under the "I" information listings.
3. Over 12,542 commercial properties loaded on the "I" side of the database, all visited by our appraiser to verify data.
4. All commercial sales downloaded from Land Titles to become the comparable sales data. Currently ten years previous sales, with pictures, Land Titles data, Alberta Data Search information, and Core Database.
5. A research department with full time commercial researcher building the commercial database.
6. Placing of all commercial listings on two websites for the public's viewing, [www.albertafirst.com](http://www.albertafirst.com), and [www.mls.ca](http://www.mls.ca). Site developed through the efforts of the Commercial Division.
7. Access to the Edmonton Board Commercial Stellar system for Edmonton listings and sales.
8. New Listing Agreements, Offers to Purchase, and Offer to Lease forms developed and distributed through AREA. Forms are now web-enabled.

9. All commercial members in the Calgary Real Estate Board are members of CREA's National Commercial Council, and placed in a national roster for referrals.
10. Local membership list and colored referral roster of commercial specialists produced annually for referrals.
11. An updated Commercial Introductory Course with seven modules, approved for Continuing Education credits and offered twice a year.
12. The ability for our members to receive commercial listings from Alberta Public Works and the Federal Government Services and Public Works Departments.
13. Commercial Stellar, Altaira, and Aurora computer training with a manual to facilitate creating professional presentation packages, and a disc of Altaira reports.
14. A team of Commercial Members to hear commercial disputes and provide mediation and arbitration services.
15. Communication with our members through our newsletter and articles in CREB Talk.
16. A professional brochure available to the members, explaining the benefits of listing with the Calgary Board Commercial Listing Service.
17. An upgraded, higher quality Commercial catalogue.
18. Commercial information for members found on REALTOR website, [www.realtorlink.org](http://www.realtorlink.org).
19. A commercial section in Calgary Real Estate News to promote commercial properties.
20. Delivery of CCIM courses locally for Calgary commercial practitioners.
21. Advertising to promote the CLS® system to create a higher public awareness of our service and members.
22. Placing of a booth in annual Real Estate Show to promote the Commercial Listing Service (CLS).
23. Developing an improved commercial website [www.crebdata.com](http://www.crebdata.com) for tax and sales information.
24. A commercial orientation course to integrate new members into the Board, and explain the services and benefits of the Commercial Division.
25. Board website presence; a commercial section of [www.creb.com](http://www.creb.com).
26. The ability to have extra photos on the database for commercial listings.
27. Introduction of www. website, along with a number of other relevant commercial real estate websites.