

December 31, 2020

My Fellow AREA Members,

As we reach the end of what has become for many of us one of the most challenging years in our lifetime, I would like to leave you all with a few thoughts to carry forward into a more positive New Year.

2020 has certainly tested us all in many ways, financially, emotionally, physically, in our relationships both personal and professional and in many other ways that have made us all want this year to just end. Hoping that a new year will be a fresh start for the better.

While I am sure you will agree with me on that, we need to be mindful of two things. Most of us are far more fortunate than millions of people across the globe and even most of those in our own country, and 2021 may not deliver a recovery from this economically crippling pandemic that has closed our borders to the rest of the world.

I believe we all need to prepare ourselves for any eventuality that may face us in the coming year and adapt ourselves and our businesses to work through it. It can be done, and change is not necessarily bad.

It is always easy to say “stay positive”, but it is not that easy when you, your business or your colleagues are experiencing difficulties and the cause is beyond your control.

In challenging situations there is even greater need to be mindful of your actions and regardless of the circumstances, no one should compromise their ethical values, standards of practice, professional conduct and especially their reputation. Consider whether your actions are beyond reproach, and of your own reaction if the tables were turned.

I am extremely proud to be a part of an Association that for over 30 years has shown such commitment to serving its members and seeking the interest of the real estate industry, and for the support of all of you, our members, who have shown equal commitment to our professional standards.

AREA will be launching several new initiatives in 2021 aimed at increasing the value of your membership by improving your business via access to new opportunities and other financial benefits.

In June, we succeeded in the passing of the Real Estate Agents Act 2020 and are working to assist the Registrar General to implement the new law. While there is still a lot of work to be done with this legislation to better serve our industry and you the practitioners and stakeholders, we are grateful that this first step has at last been taken.

Contrary to some opinions, AREA has always been an all-inclusive body, open without exception, to all who are interested in being part of a professional association with international standards and guidelines. One only needs to make contact with the Secretariat to appreciate the truth of this. For this reason, it is truly disappointing to hear false claims that AREA is an exclusive club and has nothing to offer the majority of agents. Statements by people who have never taken the time to make contact or get the facts. As members of AREA we must all seek to educate the less informed so that we can grow our membership and network of agents who are protected by the regulations of the Association and its Standards of Practice.

Most importantly, there are opportunities for our members to participate, effect and influence change in the Association and industry by joining any of our Standing Committees or our Board of Directors. We welcome your participation as we welcome new energy and ideas to keep the Association vibrant and relevant.

We must all continue to do better, for ourselves, our families, our communities, our country and the world. One person at a time and one action at a time.

I want to thank each and every one of you for your valued support and wish you all a very Happy, Safe, Healthy and Successful New Year 2021.

May God continue to guide and bless us all.

Sincerely yours,



Mark Edghill
President
Association of Real Estate Agents (AREA)