

MEDIA ADVISORY NOTICE

January 11th, 2007
For Immediate Release

NEW YEAR NEW PRESIDENT NEW NAME**Wes Schollenberg is WinnipegREALTORS® Association's 104th President**

The Board of Directors of the WinnipegREALTORS® Association is pleased to announce the election and confirmation of Wes Schollenberg, REALTOR®, as President for the 2007 calendar year. Mr. Schollenberg served as President-Elect in 2006 and succeeds Walter Boni as President.

As new President for 2007, Wes Schollenberg is eminently qualified. He is one of the few REALTOR® members who can say he understands both residential and commercial real estate well since he specialized in residential real estate for six years with NRS Block Bros. before embarking on a successful commercial real estate career. Wes is managing partner of the Avison Young Manitoba office, a partner-owned Canadian commercial real estate company offering a full range of commercial real estate services.

Wes has been a REALTOR® for 20 years, 13 of them as a real estate broker. He is a graduate of the University of Manitoba's Faculty of Management and has completed all courses for his CCIM designation (the MBA of commercial real estate).

Besides serving his time on the executive as lead up to taking on the presidency of the longest running real estate association in the country, he has chaired and served on the commercial division executive council (served on Board of Directors when he chaired commercial division), served as a regional representative on the Canadian Commercial Council of REALTORS® and on its technology task force, and served on other committees and task forces over the years such as finance, professional standards, investigative and user pay.

Wes is also active in the community as is a long time member of the Metro Business Club of Winnipeg, a volunteer for the Rehabilitation Centre for Children Foundation, Winnipeg Child and Family Services and his own church board. He is married to Christine and has 5 children.

If his own family is not enough to keep him busy and an exciting new opportunity as the managing partner of Avison Young Manitoba, there will certainly be demands on his time this year to preside over the growing REALTOR® family. The number of REALTORS® increased in 2006 to go comfortably over 1,200 to now sit at 1,248.

This should not be that surprising given how exceptionally well the MLS® market has performed over the past few years. It is hard not to be optimistic about 2007 after coming off back to back record-breaking years with MLS® unit sales eclipsing 12,000 and dollar volume continuing its upward trajectory to get closer to the \$2 billion mark.

“The leading real estate market indicators remain positive e.g. low unemployment numbers and mortgage rates and we have a strong network of well- trained, full time real estate professionals ready to employ the latest in real estate technology to serve all the needs of buyers and sellers, “said Schollenberg.

He added, “2007 will usher in new upgrades to our MLS® system, a major revamp to our commercial property information exchange database (cpix), the launch of a new commercial real estate magazine publication and enhanced web services for our REALTOR® members and the public.”

“We are an association that is always moving forward and to that end the Winnipeg Real Estate Board is rolling out a new operating name to better reflect and more accurately describe who it is – an association of REALTORS®,” said Schollenberg. “The full operating name is WinnipegREALTORS® Association while the logo and marketing name is WinnipegREALTORS®. It is supported by a tagline The tools. The team. The trust.”

Interestingly enough, to help launch the new name, the WinnipegREALTORS® Association is sponsoring this Friday’s Manitoba Moose hockey game against the Hamilton Bulldogs. Its Hamilton counterpart changed their name three years ago from the Hamilton-Burlington and District Real Estate Board to the REALTORS® Association of Hamilton-Burlington.

“There is clearly a trend across Canada where more local real estate boards and even provincial associations are changing their names to incorporate the REALTOR® name brand,” said Schollenberg. “In the United States where the National Association of REALTORS® (NAR) has 1.3 million members, with very few exceptions, local and state REALTOR® member associations are named as REALTOR® associations.”

Tradition dies hard however. The legal name remains The Winnipeg Real Estate Board and will be restricted to legal documents only.

Established in 1903, the WinnipegREALTORS® Association is a professional industry association representing over 1,300 real estate brokers, salespeople, appraisers, and financial members active in the greater Winnipeg area real estate market. It exists to serve its members with a state-of-the-art MLS® system, a commercial property information exchange, professional development sessions, computer courses, enforcement of a strict Code of Ethics and Standards of Business Practice and the

production of the Winnipeg Real Estate News – a weekly real estate paper that can be found online at www.winnipegrealestatenews.com.

The Association is active in civic affairs through its participation in inner city neighbourhood housing revitalization programs like HOP and through direct involvement in the drafting of the new City of Winnipeg zoning by-law. It established the Citizens Hall of Fame in 1986 – a program that recognizes Winnipeggers annually who have made outstanding contributions to Winnipeg's quality of life. Bronze busts of the Citizens Hall of Fame inductees can be viewed at the formal garden site in Assiniboine Park.

For further information, contact Peter Squire at 786-8854.