

Quality of life  
principles by the  
toronto real estate  
board



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Quality of Life Through the Years During 1990, the Liberal Task Force on Housing reported that the “ federal government has already abandoned its responsibilities with regard to housing problems” (Martin and Fontana). Currently, Canada is facing the pressure of providing affordable but decent housing (McMullen) as it is becoming a problem to other countries too. With the global recession and as more and more families earn low incomes, unstable and unsafe housing has become an apparent occurrence (Ontario Women’s Health Council).

The Ontario Real Estate Association had this in mind when they created the Quality of Life program and their other charitable foundations. Rooted with the goal to increase the peoples’ awareness that they are part of the community, they aimed to make people see that they do not only want to sell houses but even more - that they hope to create communities where people can live, work, and do other stuffs in a peaceful, safe and clean place (Ontario Real Estate Association REALTORS® “ Quality of” 2).

In realizing these goals, they founded the program with five major principles of “ protecting economic vitality, providing housing opportunities, preserving the environment, protecting property owners, and building better communities” (Ontario Real Estate Association REALTORS® “ REALTOR® Guide” 1). They believe, however, that these are broad and needs to be furnished more. Hence, the founders suggested that other realtors who want to apply these principles can modify the program according to the situation of each place.

Getting involved in local issues. Because real estate agents are involved in selling homes, they are responsible in knowing the condition of the place and the people as a whole. They can make an action plan that will involve the <https://assignbuster.com/quality-of-life-principles-by-the-toronto-real-estate-board/>

local police, municipal government, the media as well as the rest of the community in tackling important issues that can affect the quality of life. Visibility can be appreciated if realtors can provide significant contributions concerning the issue and not only tackle it. Instance like recommending to the government that the homebuyers' provincial land transfer taxes be reduced is one (Flood).

Supporting the Government's Plan. One of the innovations that are given focus by Mcguinty government as per report is to " create jobs today to prepare a strong economy for tomorrow" (Ontario Ministry of Finance 1). Moreover, an agreement that gives financial support to allow affordable housing was already signed in the year 2005 in partnership with homeownership developers and other appropriate agencies of the government (CMHC and Province of Ontario 2). These specific projects are exactly in line with the principles of the REALTORS®. Thus, the real estate people should make ways to support the government in its initiatives through enhancing their industry because by becoming a strong economy, businesses that will provide jobs and will develop manpower will eventually result to the improvement of the quality of life. This is one of the goals that are already becoming easily accessible.

Using Psychology. It is scientifically proven that if people are happy, they tend to remember the things that made them happy and the things related to it (Coon and Mitterer 267). In the pursuit of making the Quality of Life principles advance through the years, people behind OREA should make sure that they would live up to their promises in building better communities where everyone will have better chances of living. If they could, they will leave a good impression to the homebuyers that, indeed, their Quality of Life

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advocacy is effective. In turn, people will not only remember but advocate it themselves too.

In the current economic situation, it is certainly difficult to own a home.

Nevertheless, if people will help others instead of pulling them down, there'll surely be a better quality of life. Just like what Michael Jackson had written in his song We Are the World, " we are the ones who make a brighter day / so let's start giving." Kudos for the OREA REALTORS® who are trying to help in their own way.

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