



REALTOR.ca[®]

Board of Directors

Recruitment Launch

Presented by:

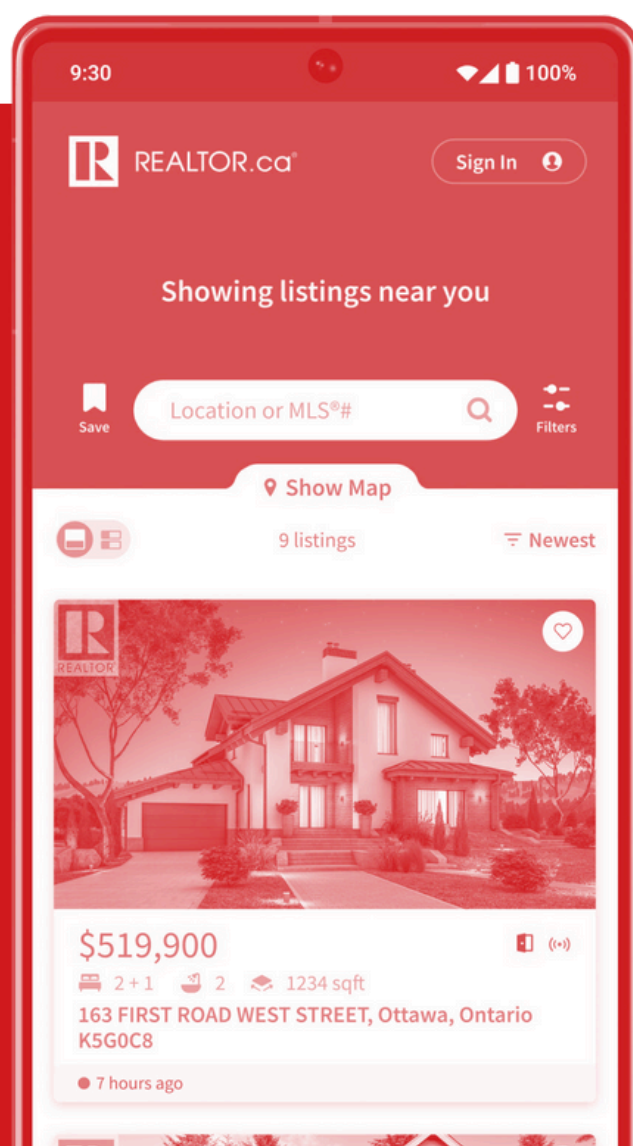
The Leadership Agency

Date Presented:

February 26th, 2025

Table of Contents.

1. Letter to REALTOR.ca Canada Inc.
2. What Led Us Here
3. Job Posting
4. How to Apply
5. Process Timeline



Opening Letter.

Dear REALTOR.ca Canada Inc.,

We are honoured to lead the search for a best-in-class Board of Directors for REALTOR.ca Canada Inc. At The Leadership Agency (TLA), we are committed to delivering an inclusive, strategic, and skills-based recruitment process that ensures the Board is composed of visionary leaders equipped to drive REALTOR.ca Canada Inc.'s mission forward.

We extend our gratitude to everyone who has contributed their expertise and support throughout this process. Your insights are invaluable as we execute a rigorous and results-driven recruitment strategy.

Our go-to-market approach will combine:

- Strategic headhunting to engage top-tier talent.
- Targeted referrals to leverage industry expertise and networks.
- Inbound applications to ensure a broad and diverse candidate pool.

Every candidate we present will undergo a thorough evaluation by our expert-level recruiters, ensuring alignment with REALTOR.ca Canada Inc.'s strategic needs, governance requirements, and long-term vision.

The Leadership Agency is a leader in high-stakes Executive and Board recruitment. We have successfully placed transformative leaders for high-growth companies, nonprofits, and mission-driven organizations worldwide. Our proven, structured, and collaborative methodology ensures we identify and place leaders who will drive technological advancements, innovation, and long-term success for REALTOR.ca Canada Inc.

Our process is transparent, data-driven, and deeply aligned with REALTOR.ca Canada Inc.'s objectives and values.

Thank you for your trust in The Leadership Agency. We look forward to delivering results with precision, integrity, and a shared vision for success.

Sincerely,
The Leadership Agency

What Led Us Here.

The Leadership Agency has held discovery meetings and in-depth sessions with key leaders and the Board to define the skills needed for building REALTOR.ca Canada Inc.'s Board of Directors. We analyzed the strategic needs of the organization and the evolving demands of the industry. This process allowed us to identify the critical expertise required to shape a high-impact and skills-based Board. One that will drive innovation, growth, governance, and long-term success.

Transformation & Innovation:

Focus on business acumen in a high growth, scaling environment, sales expertise, tech leadership, industry expertise, and business transformation. Differentiate skills needed for immediate transition vs. long-term growth.

Governance & Leadership:

Define Board skill metrics, emphasize leadership coaching, and prioritize a skills-based selection. Strong leadership is essential to navigate industry pressure and drive transformation.

Skills-based Board selection:

Board should have diverse industry insights. A significant strategic move after two years, aimed at unlocking revenue streams to better the platform for members and consumers. Priority on measurable outcomes in sales, revenue, and financial independence, with a Board emphasizing business strategy expertise.

Job Description.



REALTOR.ca®

THE
LEADERSHIP
AGENCY

Board of Directors

REALTOR.ca is a pillar of Canada's real estate market, and the envy of the global real estate community. REALTOR.ca has stood the test of time to become the essential platform in the real estate journeys of Canadians, consistently delivering value to both REALTORS® and consumers. Its array of tools and resources has evolved over the years, adapting to the dynamic landscape of the real estate industry. REALTOR.ca provides a rich and dynamic experience for users at every stage of their real estate journey.

REALTOR.ca is the most popular and trusted source of real estate information in the country. The new company will have its own skills-based Board, made up of diverse, experienced, and independent directors.

Highlights

- Canada's No. 1 real estate platform - commanding 50% market share in Canada.
- REALTOR.ca Canada Inc. is unlocking new opportunities for innovation and growth.
- REALTOR.ca Canada Inc. will remain wholly owned by CREA, ensuring that REALTORS® retain ownership through their membership.
- The platform will be managed with an independent Board and as a taxable entity, allowing for greater operational flexibility and revenue diversification opportunities.
- Any profit generated will be reinvested back into the platform for the benefit of REALTORS® and consumers alike.

Key Responsibilities

We are seeking experienced leaders to join **REALTOR.ca Canada Inc.'s Board of Directors**. As a Board member, you will provide strategic guidance, governance, and oversight to ensure the organization's long-term success and sustainability. This role requires collaboration with fellow Board members and the executive team to shape the company's vision, mission, and strategic direction.

- **Brand & Mission Alignment:** Ensuring REALTOR.ca Canada Inc. and CREA's brand remain top of mind while aligning with CREA's mission, vision, and values. Board members are expected to uphold the principles that guide the organization and contribute to its continued success in the real estate industry.
- **Strategic Planning & Oversight:** Developing, approving, and monitoring the company's strategic plan to ensure alignment with objectives.
- **Revenue Growth & Scalability:** Driving new revenue opportunities, optimizing existing revenue streams, and supporting strategies for sustainable growth and scale.
- **Governance & Compliance:** Ensuring adherence to legal, regulatory, and ethical standards while upholding corporate governance.
- **Financial Oversight:** Reviewing budgets, financial statements, and major financial decisions to ensure fiscal health.
- **Risk Management:** Identifying, assessing, and overseeing risk management strategies and policies.
- **Technology & Innovation:** Providing insights on emerging trends and supporting digital transformation initiatives.
- **Executive Development & Succession Planning:** Supporting leadership growth, succession planning, and
- **Performance Evaluation:** Assessing CEO performance, Board effectiveness, and individual contributions.
- **Strategic Involvement:** Participation in strategic planning sessions and special projects.
- **Meetings:** Regular Board and committee meetings (in-person and virtual).

Qualifications

- Previous Board of Director or Officer experience is required.
- Proven leadership experience in the high-growth or scaleup technology sector is an asset.
- Strong understanding of corporate governance and regulatory requirements.
- Demonstrated success in strategic planning and execution.
- Financial acumen with experience in risk management.
- Ability to provide insights on technology trends and innovation.
- Excellent communication, collaboration, and interpersonal skills.
- Real estate industry experience is an asset.

More agile. More innovative. More value to members and consumers.

That's the future of REALTOR.ca.

How To Apply.



How To Apply

If you are eager to contribute to REALTOR.ca Canada Inc.'s strategic direction and its commitment to delivering value to REALTORS® and consumers, we invite you to apply for a position on the **Board of Directors**. As a leader in the industry and the envy of the global real estate community, REALTOR.ca Canada Inc. is forming a new skills-based Board composed of diverse, experienced, and independent directors who will help shape its future. REALTOR.ca Canada Inc. has become the essential platform in the real estate journeys of Canadians, continuously evolving to meet the needs of both REALTORS® and consumers.

How to Apply:

Please submit your detailed resume and cover letter addressed to the REALTOR.ca Canada Inc. Selection Committee. All applicants must go to <https://zurl.to/a8qE?source=CareerSite> to apply.

Your cover letter should highlight:

- **Passion for Technology & Innovation:** Explain why serving as a Board Director for REALTOR.ca Canada Inc. resonates with your professional goals and personal values.
- **Value Proposition:** Articulate how your senior Board experience, executive leadership, or industry expertise aligns with REALTOR.ca Canada Inc.'s mission and key competencies.

Please note:

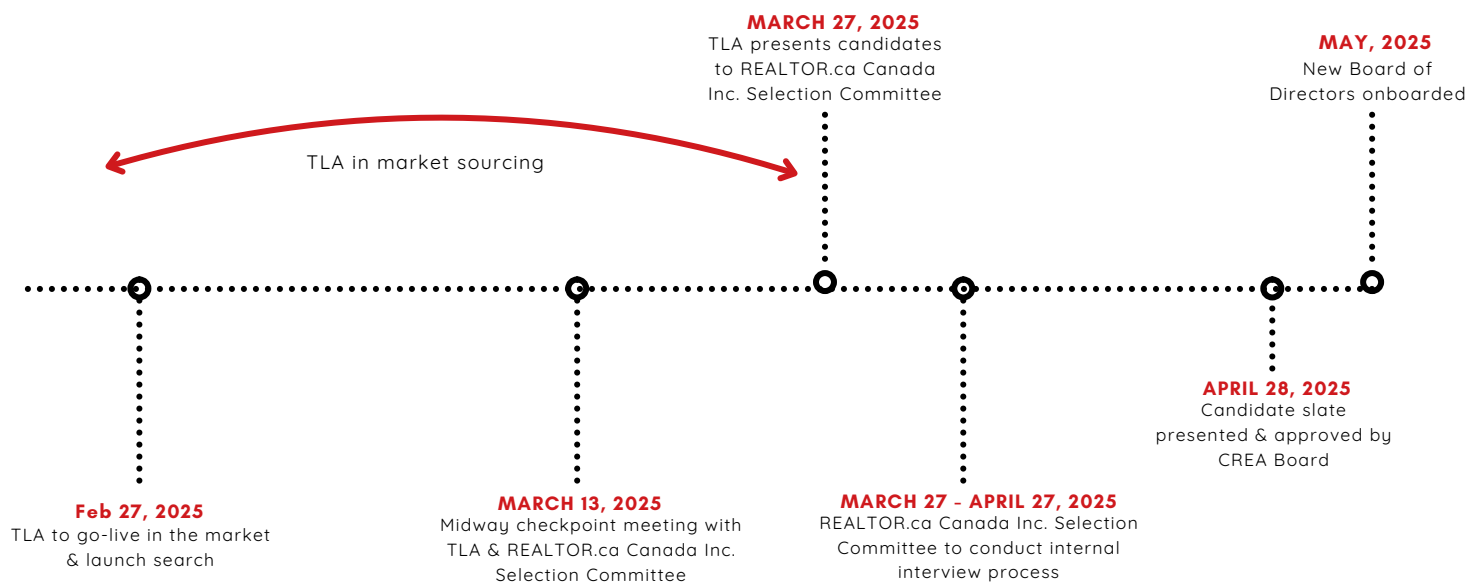
In addition to the current Board appointments, this process aims to engage with exceptional leaders for future Board opportunities. If you are passionate about driving innovation and governance in real estate technology, we encourage you to apply and contribute to shaping the future of REALTOR.ca Canada Inc.

We look forward to reviewing your candidacy and exploring how you can contribute to the future of REALTOR.ca Canada Inc..

More agile. More innovative. More value to members and consumers.

That's the future of REALTOR.ca.

Process Timeline.



Let's make Canadian real estate history.