

INSTRUCTIONS:

REALTOR.ca Tools is a product that enables CREA members to check their latest listing statistics and email leads, enhance their REALTOR® profile as well as maximize their presence on REALTOR.ca to generate more leads. This product can be accessed by CREA members through both the website *member.realtor.ca* and the recently released *REALTOR.ca Listing Stats* app.

Your task:

Based on the data attached, please determine the usage of the website *member.realtor.ca* and the *REALTOR.ca Listing Stats* app by CREA members in each Board and Province and summarize your findings in a PowerPoint presentation of no more than 3 slides.

There are 3 files attached that you could use in your analysis:

- 1) "member.realtor.ca product usage by CREA ID – 202001"
-This file contains data on the members who had accessed the website member.realtor.ca
- 2) "REALTOR.ca Listing Stats app product usage by CREA ID – 202001"
-This file contains data on the members who had accessed the REALTOR.ca Listing Stats app
- 3) "Member info. – 202001"
-This file contains information on which Board/Province a member belongs to