



A message from
Incoming CMBA Chair

ROB REGAN-POLLOCK

As the incoming co-chair of CMBA I had hoped to introduce myself under very different circumstances from those facing all of us today. As I write, the coronavirus pandemic is taking the world into uncharted territory.

Like virtually every other business sector, mortgage brokers face unprecedented challenges which will require unprecedented responses to emerge intact and able to rebuild when the pandemic passes.

In a time of social distancing, mandatory lockdowns and forced isolation we need find ways to maintain contact with our key stakeholders – clients, lenders, realtors and others – to keep our businesses and those of the people who depend on our services from suffering any more than is inevitable during this crisis.

I'm sure that each one of you has already implemented a contingency plan to get through this as best you can. I urge you stay in touch with your colleagues and share what may be working for you so that others can benefit from your experiences.

This is the power of brokers helping brokers, and it's the foundation of CMBA, our broker-led umbrella organization consisting of four Associations and seven member provinces. Each Association appoints two people to serve as CMBA directors. Our interprovincial network shares information and resources to promote the broker channel and help each local region be as strong as possible, which is what we need right now.

But as we weather this storm, we must not lose sight of why CMBA and its affiliates exist: education, government relations, events, and shared resources to create economies of scale, and drive consumer awareness through MB® logo. These support mechanisms will be more important than ever as we rebuild when the pandemic is over.

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Let's also not overlook the positives in our industry. Thanks to your support, CMBA and CMBA affiliates are marking significant milestones this year. On April 21, CMBA will be celebrating its fifth anniversary. CMBA-BC recently celebrated its 30th anniversary with a conference and trade show in Vancouver. One of my personal highlights was hearing from our past presidents how 30 years ago a small group of brokers, fearing a change in the Mortgage Brokers Act, each put \$50 into an account and formed MBABC (now CMBA-BC) so they could have a unified voice representing the interests of mortgage brokers with the Ministry of Finance. In speaking with a few of the founders they expressed their awe in seeing a sold-out conference with 600 delegates and a thriving local association with 1,300-plus members.

This year also marks the 20th anniversary of CMBA-ON and I look forward to helping celebrate its history and success when its conference is held later this year. I also want to congratulate CMBA-ATL on its eighth anniversary.

Our most recent addition to the CMBA family is Quebec, which is celebrating its second anniversary and gaining traction within the broker community. We are pleased to see ACHQ launch its CH® consumer branding initiative which is the French equivalent of the MB®.

With respect to our branding and consumer awareness, I'm pleased to announce we will soon be launching a new consumer facing MB advice website. This site will be included in our new social media campaign to be delivered on YouTube, Facebook and Instagram where the most important 25 - 40-year-old demographic spend the majority of their screen time. The campaign will consist of MB-branded videos targeted to consumers who will be directed to the MB advice site where they can search for a local member broker. We will let you know when we are online.

I would like to end by telling you a little about myself. I am a former airline pilot who had the good fortune to find this amazing industry by accident after being furloughed by Canadian Airlines in 1993. I started out as a sole practitioner 26 years ago and built a business which led to me becoming a broker/owner in a national network. During this time, many people have been instrumental in helping me, which is why I'm honored to volunteer my time and give back to the industry. In my view the spirit of collaboration and sharing is what CMBA is all about.

And finally, thank you all for supporting your local Mortgage Broker association. We appreciate your commitment.

