



**MEDIA RELEASE**

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For Immediate Release**

**FROM TRANSACTIONS TO CIVIC ACTION**

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**Deborah Goodfellow is WinnipegREALTORS®'s 106<sup>th</sup> President**

WinnipegREALTORS® Board of Directors is pleased to announce the election and confirmation of Deborah Goodfellow, REALTOR®, as its President for the 2009 calendar year. Deborah Goodfellow served as President-Elect in 2008 and succeeds Darlene Clare as President.

As new President for 2009, Deborah Goodfellow is well prepared and eager to put her extensive industry experience and enthusiasm to work for the betterment of the 1500 member strong REALTOR® association. Moreover, she intends to go beyond ensuring REALTORS® deal most professionally and proficiently with the thousands of real estate transactions they are responsible for by extending the venerable 106-year old organization's scope into important civic causes and undertakings.

"70 percent of our members volunteer in one capacity or another and that to me is vital to building a better city and quality of life for our citizens," said Goodfellow, President of WinnipegREALTORS®. She added, "REALTORS® collectively are inextricably linked and connected to the communities they work in through all the people and organizations they come into contact with. So it goes without saying REALTORS® get involved because they know what needs to be done and are can do people."

"One marquis project I am proud to say WinnipegREALTORS® is actively supporting is the Canadian Museum for Human Rights," said Goodfellow. "To date, through our campaign efforts, we have raised over \$160,000 for the Friends of the Canadian Museum for Human Rights. We plan to continue our campaign well into the spring of this year and are hopeful we can get some REALTOR® support from across the country."

Central to WinnipegREALTORS® original objectives set out in its 1903 constitution, Goodfellow is committed to improving the conditions of housing for Winnipeg through such REALTOR® shelter-related initiatives like the Housing Opportunity Partnership (HOP), Tipi Mitawa (a new Manitoba Real Estate Association/Assembly of Manitoba Chiefs program to help aboriginals attain home ownership), the Manitoba Real Estate Association's Shelter Foundation and homelessness efforts such as Siloam Mission where she serves on their Board of Directors.

“A house is more than a roof over your head,” said Goodfellow. “It gives you a sense of self-worth and pride which evolves into getting involved in local community efforts.”

Deborah Goodfellow began her real estate career in 1981. She is the real estate broker for Goodfellow and Goodfellow Real Estate Ltd. that she co-owns with her husband Bob. Prior to embarking on a successful real estate career she was in banking as an assistant manager of consumer finance and a regional mortgage marketing officer.

She believes in giving back to the industry that has brought her much success. Prior to being nominated and elected to the Winnipeg REALTORS® board of directors in 2006 as its treasurer, Goodfellow served two previous 2-year terms on the board and chaired committees such as investigative, hearings, MLS®/WREN and affordable housing.

It is her intention to remain on the Civic and Legislative Affairs Committee this year in addition to meeting all of her presidential obligations. In respect to this committee, as one of the six-person members serving on the Advisory Council on the City of Winnipeg Rapid Transit Task Force in 2004 and 2005, Goodfellow was pleased to see the committee and board of directors last year put its official support behind the concept of a comprehensive rapid transit system for the City of Winnipeg. She sees real and exciting rapid transit –oriented development opportunities coming as a result.

Her industry involvement does not stop at the local level. Goodfellow served three years on the Manitoba Real Estate Association board of directors starting in 2002. It culminated in her serving as MREA’s President in 2004. Goodfellow currently serves on both the Manitoba Real Estate Association and the Canadian Real Estate Association’s REALTORS Care® board. In 2005, she was partially responsible for bringing Winnipeg’s own Hannah Taylor of the Ladybug Foundation to speak in Ottawa to an annual gathering of REALTORS® at one of CREA’s political action sessions. Joe Fontana, a former federal housing minister, was also on hand to speak on housing issues including shelter-related ones.

Looking ahead to 2009, Goodfellow acknowledges it will come with its own set of challenges.

“From technology to governance to market issues, I am confident in the team and supporting cast I have behind me to provide our REALTORS® with the tools they need to better serve their clients,” said Goodfellow.

“As for the MLS® market, I feel optimistic we are in a better position than many other markets to counter the uncertainty arising as a result of a predicted national economic downturn (has already arrived in central Canada) in 2009. Winnipeg’s economy is still performing exceptionally well, interest rates are very favourable and likely to go lower, and there is more balance in our market than in the past number of years. Buyers have a greater inventory of listings to choose from in 2009.”



“Even with the price increases Winnipeg has seen in the last six years, we remain one of the most affordable housing markets in the country. It is also important to note our steady house price increases are based on real demand (not speculative) and growth such as the higher influx of new immigrants, less out migration and a solid employment picture.”

Established in 1903, WinnipegREALTORS® is a professional association representing over 1,500 real estate brokers, salespeople, appraisers, and financial members active in the Greater Winnipeg Area real estate market. Its REALTOR® members adhere to a strict code of ethics and share a state-of-the-art Multiple Listing Service® (MLS®) designed exclusively for REALTORS®. WinnipegREALTORS® serves its members by promoting the benefits of an organized real estate profession.

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