The Chinese Real Estate Brokerage Alliance (“CREBA”) Outstanding Realtor Awards Ceremony Concludes Successfully on February 22, 2026!

Industry Witnesses the Successful Conclusion of the Chinese Real Estate Brokerage Alliance (“CREBA”) Outstanding Realtor Awards on February 22, 2026

Amidst a period of deep adjustment in the Canadian real estate market and a phase of rebuilding industry trust, a grand event aimed at establishing professional benchmarks and consolidating industry consensus ended on February 22, 2026, at the Hilton Suites Markham Conference Centre & Spa. Hosted by the Chinese Real Estate Brokerage Alliance (“CREBA”), the "CREBA2025 Year Outstanding Realtor Awards" ceremony not only honored exceptional individuals but was also regarded as a landmark industry self-recovery and upgrading initiative within the Chinese real estate community.





Over 600 guests gathered, primarily consisting of Brokers of Record, company principals, and top real estate agents from major Chinese real estate brokerages, along with key real estate developers, builders, and vendors. The event was attended by leaders from the tri-level Canadian government, sponsors, and representatives from related industries. Witnessed by senior leaders from industry regulatory bodies including the Toronto Regional Real Estate Board (TRREB), the Ontario Real Estate Association (OREA), and the Canadian Real Estate Association (CREA), the Alliance presented "Excellence Awards" to 52 realtors selected from nearly 9,000 practitioners. This was more than just an honor; it was a collective affirmation of professionalism and ethical conduct during a market downturn.

Breaking New Ground: Reshaping Trust with "Industry Consensus"

Against the backdrop of weakening market expectations and widespread pressure on practitioners, credibility has become crucial for the industry's survival.



Jim Jinpeng Zhang, Executive Chair of the Canadian Chinese Real Estate Alliance, emphasized in his speech that the Alliance represents 34 brokerages, comprising over 85% of Chinese real estate brokerages, nearly 9,000 realtors, and more than 40,000 investor members and homeowners. The Chinese Real Estate Brokerage Alliance is playing a vital role in uniting brokerages beyond their individual interests, aiming to enhance industry representation, elevate professional standards, and promote sustainable real estate business development.



Zhang stressed that the Alliance is committed to addressing challenges by strengthening industry self-regulation. For the first time within a non-profit organizational structure, a supervisory committee composed of licensed real estate Brokers of Record oversees management decisions. This aims to redefine "Trust" as the core tenet of professionalism in the real estate industry and reshape the public's trusting image of realtors.

"The highest award must stem from the consensus of the entire industry," Zhang stated. "The judging panel for these awards was formed collectively by the Brokers of Record from each member brokerage, aiming to select, through peer review, benchmarks that truly represent the highest standards of the industry."

Full Participation and High Recognition from Mainstream Real Estate Regulatory and Professional Bodies

The event received collective attendance and public support from senior leaders of Canada's core real estate regulatory institutions.



Daniel Steinfield, current Chair; John DiMichele, current CEO; Elechia Barry-Sproule, Immediate Past President; and Frank Farghangi, Director from the Toronto Regional Real Estate Board (TRREB) participated throughout the ceremony and delivered speeches.



Larry Cerqua, Past President of the Canadian Real Estate Association (CREA), and Winson Chan, Regional Director, attended in support and spoke, praising and encouraging the Alliance's growth.



Frank Gagliardi, Partnership Specialist from the Ontario Real Estate Association (OREA); Don Inouye, CEO; and Amber Wavryk, Director of Operations from the Real Estate Institute of Canada (REIC) were also present and addressed the gathering.



Additionally, Selwyn Lo, President, and Steve Ni, Vice President from the Alliance's strategic partner, the Chinese Real Estate Professionals Society of Ontario (CREPSO), attended and witnessed the event.

In their on-site speeches, leaders from these organizations unanimously agreed that the awards represented a positive exploration of professional standards, self-regulatory mechanisms, and transparent processes, setting a noteworthy example. TRREB leaders remained until the ceremony's conclusion and publicly commended the Alliance's unity and progress in

institution-building, expressing a desire for strengthened future cooperation to jointly enhance professional levels and standardize market order.



Current TRREB Chair Daniel Steinfield specifically encouraged Alliance members to actively participate in Townhall Meetings and invited everyone to the upcoming Realtor Quest annual conference on May 13th and 14th. Don Inouye, CEO of REIC, also expressed interest in collaborating to invite Alliance members into professional education and certification programs.



Within Canada's real estate industry governance structure, such collective public recognition of an ethnic professional alliance by mainstream regulatory bodies is uncommon. This event therefore held significant historical importance.

Nearly Thirty Real Estate Developers Attend in Support



Another highlight of the event was the presence of representatives from nearly thirty major real estate developers in the Greater Toronto Area. As key players in the industry, developers play a crucial role in market supply, project planning, and guiding industry trends. The attendance of senior executives from these development companies not only reflected the Alliance's growing influence but also signified closer interaction and cooperation across the industrial chain.

"Best of the Best" Principle Ensures Industry Significance



The selection followed a rigorous institutional design. Tony Ma, Chair of the Awards Committee and President of Homelife Landmark Realty Inc., explained that the inaugural selection adhered to the "Best of the Best" principle:

All candidates had to be formally nominated by Alliance member companies; self-applications were not accepted.

The judging panel conducted cross-reviews based on four dimensions: professional competence, ethical conduct, market performance, and industry contribution.

The entire process was backed by standard documentation and a collective voting mechanism, ensuring traceability and results that withstand industry scrutiny.

This institutionalized approach ensured the award's industry-wide recognition and credibility.

Strong Support from Government, Business, and Sponsors


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2025杰出经纪颁奖典礼
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The grand event received significant support from various government representatives and numerous enterprises. Markham Mayor Frank Scarpitta, Richmond Hill Deputy Mayor Godwin Chan, Markham Regional Councillor Alan Ho, Markham Councillors Amanda Yeung Collucci and Isa Lee, and Richmond Hill Councillor Simon Cui attended and delivered speeches, highly commending the Alliance's selection initiative.

A Galaxy of Stars: List of 52 Outstanding Agents Announced

After rigorous selection, 52 outstanding realtors from various companies across the GTA received the inaugural "Excellence Award." This list brings together the industry's backbone, showcasing the resilience and vitality of the Chinese real estate community amidst challenges. (Photos of the winners are attached below).

Homelife AimHome Realty Inc.: Jeany Liu, George He, Helen Hang Zhang, Rain Zhang
Anjia Realty Inc.: Helen Yue
Bay Street Realty Inc.: Julie Xu, Grace Jiang, Kevin Cen, Chris Yong, Sandy Wang, Kai Li
Century 21 MyPro Realty Inc.: Alexia Yee, Michelle Lin, Tracy Sun
Dream Home Realty Inc.: Chloe Xu, Hong Zhang
First Class Realty Inc.: Tina Li, Kun Xu, Amy Ping

HomeArt Realty Services Inc.: Louis Huang
Home Comfort Realty Inc.: Gina Zheng
Homelife Golconda Realty Inc.: Shi Jiao, Fiona Fan, Gady Liu
Homelife Landmark Realty Inc.: Gordon Guo, Suning Jiang, Vincent Jiang, Betty Deng, Austin Ye, Jolly Chen, Scott Xue, Wilson Lee
Homelife New World Realty Inc.: Suki Liu, Jimmy He, Lyla Mai, Jack Wang
JDL Realty Inc.: Sandy Liu
Manorlead Group Inc.: Wynnie Wang
NU Stream Realty Inc.: Noah Zhang, Jennie Mei-Yee Chong, Jinny Huang
Powerland Realty Inc.: Rachel Wang
Realland Realty Inc.: Tommy Hua
Re/Max Elite Realty Inc.: Viva Zang, Ivy Zhang
Real One Realty Inc.: David Guo, Ken Zou, Yuko Chen, Grace Zhang
Royal LePage Peaceland Realty: Grace Huang
Smart Sold Realty Brokerage: Juliet Qin, Michelle Zhao




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CHINESE REAL ESTATE BROKERAGE ALLIANCE
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Generous Support from Sponsors



The success of every event relies heavily on the generous support of sponsors. The ceremony presented appreciation plaques to Diamond Sponsors: BMO, D&H Group, 58home.ca, and Zhang Law Professional Corp.



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Lively Atmosphere and In-Depth Networking

The afternoon session featured a warm and orderly atmosphere. Attendees engaged in deep discussions on market trends, industry standards, and collaboration opportunities, with dynamic and practical exchanges.



Attendees eagerly took turns taking photos in front of the ceremony backdrop, capturing this moment of honor. It was not only a witness to achievement but also an important moment for mutual encouragement and interaction, fully demonstrating the industry's cohesion and positive momentum.



Amidst warm applause, the emcee kicked off the ceremony with a poised, appropriate, and witty opening speech. Their steady and engaging delivery quickly ignited the atmosphere, showcasing professionalism while lightheartedly interacting with the audience.



Coinciding with the Lunar New Year, the ceremony began with a vibrant Chinese lion dance performance, which was well-received by all.




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Awards 2025
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The successful hosting of the inaugural "CREBA Outstanding Realtor Awards" not only sets a benchmark for outstanding practitioners but also establishes an institutional foundation for future annual selections, aiming to become an "eternal benchmark" representing the highest professional standard within the Canadian Chinese real estate community.

The Alliance firmly believes that by consistently holding these awards, it can not only motivate practitioners to pursue higher standards but also strengthen the industry's professional spirit and image of integrity. The Alliance stated it will continue to optimize the selection mechanism, making it a representative and enduringly influential annual industry event for the Canadian Chinese real estate sector.

About the Chinese Real Estate Brokerage Alliance (CREBA):

Attached: List of Alliance Members (as of the event)

Albert Wang, BOR, Dream Home Realty Inc. (枫叶地产)
Arthur Zhao, VP, Bay Street Realty Inc. (金融街地产)
David Young, BOR, Royal LePage Peaceland Realty (君安地产)
Ding Li, BOR, JDL Realty Inc. (嘉德置业)
Herman Yuan, VP, NU Stream Realty Inc. Brokerage (新趋势地产)
Jack Jiang, BOR, Homelife Golconda Realty Inc. (国坤达地产)
Michael Lin, BOR, Home Comfort Realty Inc. (创富地产)
Nicholas Yang, Sales Manager/Broker, Del Realty Incorporated Brokerage, Tridel
Sam Yeung, VP & Director, Homelife New World Realty Inc. (新世界地产)
Shan Feng, BOR, First Class Realty Inc. (领峯地产)
Shirley Ji, BOR, Re/Max Elite Realty Inc. (瑞麦精英地产)
Sophie Xue, BOR, AimHome Realty Inc. (鸿利地产)
Sue Zhang, BOR, Smart Sold Realty Brokerage (舒适置业)
Tina Chen, VP & Co-Founder, Real One Realty Inc. (天合地产)
Tony Ma, BOR, Homelife Landmark Realty Inc. (大鹏地产)
John Li, BOR, Royal LePage Golden Ridge Realty Inc. (金瑞地产)
Winnie Wang, BOR, Powerland Realty Inc. (超越地产)
William Xie, BOR, Manorlead Group Inc. (汇金地产集团)
Mike Du, BOR, Realland Realty Inc. (盛地实业)
Yan Feng, Co-Founder, Fenghill Realty Inc. (峰汇地产)
Sara Qiao, VP & Co-Founder, Anjia Realty Inc. (安家地产)
Dorothy Yuan, BOR, Union Marketing Realty Inc.
Jason Zhang, BOR, Sunshine Realty Brokerage Inc. (嘉腾地产)
Mark Li, BOR, Century 21 MyPro Realty Inc. (21 世纪地产家集团)
Sara Xiao, BOR, Cypro Realty Inc. (赛博地产)

HomeArt Realty Services Inc. (恒艺地产)
T-One Group Realty Inc. (地王地产)
Joynet Realty Inc. (卓安特地产)
CC Group Realty Inc. (好运置业)
Kirby Chan & Co. Realty at EXP REALTY. (EXP 地产)
168 Realty Inc. (168 地产)
Hongwei Wang, CEO, 58home.ca (房东网)
Hongyu Henry Wang, Mortgage Specialist/Consultant, Bank of Montreal
Jim Jinpeng Zhang, Barrister and Solicitor, Zhang Law Professional Corp. (张金鹏律师所)


















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