



Greater Vancouver REALTORS® brand FAQ

Is this a legal name change?

We're changing our trade name to Greater Vancouver REALTORS®. This is not a legal name change.

This means that we will remain legally incorporated as the Real Estate Board of Greater Vancouver so that our legal contracts, invoicing, and other back-end operational logistics will not be impacted.

What will change and when?

On the morning of February 12, you'll notice that our websites, social media accounts, letterheads, forms, building signage, business cards and other virtual and physical items will begin changing to the GVR name and logo.

Why are we rebranding?

In the past few years, we've done considerable public research that found confusion with the REBGV brand. The public wasn't clear who REBGV represents and what we do. We believe that this new brand will make it easier for different audience groups to understand who we are, what we stand for, and who we represent.

The Greater Vancouver REALTOR® brand will allow us to better reflect our identity, goals, and the members we serve and represent.

Our strategic pivot toward a new brand also signifies a commitment to affecting positive change in our communities on your behalf. Going forward, when we advocate for housing affordability solutions, donate to community or charity causes, or communicate the latest housing market information, the public will know that these activities are done on behalf of our Realtor community.

Where can I find GVR resources like the Member Portal?

Our existing (REBGV) websites and emails will automatically re-direct to new (GVR) websites and emails.

Here's a summary of what our new websites are:

- Public website: gvrealtors.ca
- Member Portal: member.gvrealtors.ca
- Member news blog: membernews.gvrealtors.ca



What do I need to do?

Beginning on Feb 12, we would appreciate it if you would replace, if applicable, any reference to the Real Estate Board of Greater Vancouver or REBGV on any of your websites or marketing materials with Greater Vancouver REALTORS® or GVR.

We also ask you refer to us as your professional association, or association, rather than “the board”.

If you have whitelisted any emails coming from rebgv.org, you’ll need to update these lists to whitelist the domain gvrealtors.ca.

Where can I find brand assets like the logos?

We’ve put together a [logo package](#) that includes versions of our new logo for print and digital assets.

Please don’t change the colour or font of the logo.

If you need any direction or assistance using our logo, please reach out to communications@gvrealtors.ca.

How do I properly reference the new name?

While the logo has our name in all caps, Greater Vancouver REALTORS® is to be spelled out in sentence case with REALTORS® in all caps with a registered trademark on first reference.

You can use GVR on all further references.

For example:

“Greater Vancouver REALTORS® (GVR) reports that residential sales in the region totalled 1,427 in January 2024, a 38.5 per cent increase from the 1,030 sales recorded in January 2023.

GVR also reports that single-family home sales increased 28 per cent over last year.”