



SRES® Outstanding Service Award

An SRES® Outstanding Service Award recipient must have shown extraordinary performance and presence in their respective community; demonstrated that they are a source of knowledge and expertise in working with the senior market; and must have shown exceptional principles and furtherance of the principles of good practice among REALTORS® and the 50+ market.

Brian Finley, SRES®, ABR®, e-PRO®

Active in real estate since 1987, Brian was involved in the development of the buyer agency concept of real estate and changes to agency disclosure regulations in the USA prior to moving to Canada in 1999.

Now living in Edmonton Alberta, Brian is the Broker/Owner of BUYER AGENT Brian & Company Real Estate, an Exclusive Buyer Agency real estate office. Along with real estate activities, Brian has contributed to the development of The Canadian HOME Program and was a guest host for A-Channel's "Big Breakfast House" renovation series. He was named REALTOR® of the Year in 2010 by the REALTORS® Association of Edmonton primarily for his work with numerous social agencies across the city.

As an instructor and active member of the SRES® community, he now continues his work with non-profit organizations including municipal housing authorities as a member of the Edmonton Financial Empowerment Collaborative where he sits as a founding member (2003 – 2019). He maintains and promotes connections with agents within the SRES® community by providing opportunities to collaborate and cooperate in serving the growing senior population in Canada.

Working with the City of Edmonton, United Way, and local senior's organizations, Brian was instrumental in the creation and implementation of the Seniors Financial Empowerment Network (SFEN) in 2014. The organization developed and delivers a seven-module series on subjects impacting those 50+ including housing and homeownership. Brian developed the housing module and serves as that group's real estate advisor. In 2018 the SFEN was awarded a grant to develop and teach seniors across the Province to facilitate these modules. Brian worked in the creation of the materials and training and now provides support/instruction to a network of senior facilitators providing peer to peer sessions throughout Canada.