



EXCHANGE

Real Estate Institute of Canada

e-Newsletter

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From The Executive Director & CEO

Change Is In The Air



As the days grow shorter and the nights grow chillier, there's no denying that change is in the air. While the world economy buffets back and forth, technology progresses. iPads are more common in the workplace and it won't be long before we'll be using our cell phones as mobile wallets.

Staying on top of trends and adapting to change is essential for any business. Over the summer and early fall, REIC staff, Board and chapter representatives engaged in a variety of meetings, conferences, workshops and events to ensure we stay ahead of the curve and

continue to provide valuable services to our members and students.

Early this summer, 11 members participated in REIC/IREM's week long intense Faculty Training Program in Toronto, including REIC President, Suzanne LeValley. The Faculty Training program ensures REIC/IREM

[More>](#)

REIC Chapter Updates

Highlights of Chapter Activities

REIC chapters plan and conduct activities in key areas such as membership recruitment and retention, communication, education, and grassroots activities at a regional level.

Chapter activities vary according to the membership size and region with many offering chapter sponsored courses, networking events, employer outreach

IN THIS ISSUE

- [Change Is In The Air](#)
- [REIC Chapter Updates](#)
- [Membership Renewal Time](#)
- [REIC 2012 Course Schedule](#)
- [New REIC Graduates](#)
- [Members On The Move](#)
- [In Memoriam](#)
- [Member Spotlight](#)
- [Mentoring Benefits Everyone](#)
- [Real Estate News](#)
- [Marketing Corner](#)
- [REIC Member Benefits](#)

and member information and support. The following is a highlight of various chapter endeavours over the past few months:

Calgary IREM Chapter Council

The Calgary IREM Chapter Council welcomed IREM President, Jim Evans CPM®, to their chapter awards dinner. "It was an honour that Jim could take part in the awards dinner and present awards to our chapter members with over 20 years of membership in REIC and IREM," said Dennis Villeneuve CPM®, Calgary Chapter Council Chair.

[More>](#)

Membership Renewal Time

Refer A Member and Earn \$100

It's membership renewal time! Members will soon be receiving their membership renewal invoices for 2012 in the mail. Payments are due by the end of January, 2012. REIC is now registered with all national banks (except HSBC), so you can pay your membership fees directly from your bank account like utility and other bills. Membership dues can also be paid online through the REIC website using a credit card. Payment options and instructions will be provided with your invoice.

Refer a colleague to join REIC and earn a \$100 voucher! Use the voucher towards your REIC dues, course fees or other products from the REIC online store. For a list of our recent \$100 voucher recipients, look up the REIC [Tweeter feed!](#) Look for information on our [Member-Get-A-Member campaign](#) on the REIC website or in your invoice package.

[TOP](#)

REIC 2012 Course Schedule

New Schedule Available Online

REIC's new 2012 course schedule is available on the [REIC website](#). The 2012 course catalogue is in production and will be available in December. REIC is pleased to announce that [IREM MKL 405](#) and [IREM MKL 406](#) (marketing & leasing) have been updated to reflect current market trends.

Did you know that REIC courses can be taken individually to enhance your knowledge and skills? When you learn more, you achieve more. Register for an REIC course today!

As of the new year, exams will be mandatory for all in-class IREM courses in addition to the certification exam.

We'd like to remind members that all REIC courses are credited as continuing education courses in Ontario as well as in Nova Scotia. [REIC 2600 Ethics and Business Practice](#) is now approved for credit with the British Columbia Real Estate Association.

New REIC Graduates

Members Achieve Designations

We extend our congratulations to the following individuals who achieved their designations this August, September and October demonstrating their



Win A Copy of Steve Jobs' Biography

Have you benefited from the advice or support of a mentor? Have you been a mentor to an associate? Tell us about your experience. Post your comments on the [REIC Twitter](#) page and you could win a hard cover copy of **Steve Jobs** by Walter Isaacson.

Hurry - contest ends November 30th!

Mark Your Calendar

[CAAMP Expo at Mortgage Forum 2011](#)

November 20-22, 2011
Metro Convention Centre
Toronto, ON

Be sure to drop by and see us at Booth 29!

[PM Expo 2011](#)

November 30 - December 3, 2011

commitment to professionalism and excellence in all facets of real estate. This list includes new members and current members who have earned a new designation.

- Andy Sawler FRI, Nova Scotia Chapter
- Azizali Kanjee FRI, Lakeshore-Niagara Chapter
- Candace Le Roux CPM® ARM®, IREM BC Chapter
- Carolyn McLeod-Metz ACoM, Calgary Chapter
- Catherine Cherwinka ACoM, Toronto Chapter
- Cheryl-Lyn Carlson ARM®, Calgary Chapter
- Chris Wettlaufer CPM®, Lakeshore-Niagara Chapter
- Donna Greaves CPM® ARM®, Manitoba Chapter
- Eric Coronado CPM®, IREM BC Chapter

[More>](#)

[TOP](#)

Members On The Move

Appointments and Promotions

Michael Van Dusen CRP was appointed the new President of Halsall Associates where Michael has been an employee for 26 years.

"Mike's selection as the next President of Halsall recognizes his commitment to excellence and continuous improvement, and his role over the years in mentoring and developing key individuals. He has garnered widespread respect within the company and the industry at large," said Jay Leedale, Chair of the President Transition Committee. Michael has been an REIC member for 11 years.

Alan Tennant FRI CRES became the new CEO of the Calgary Real Estate Board (CREB) as of October, 2011. Alan replaces Ron Esch who retired after 25 years at the helm of the association. "I'm very honoured to accept this exciting opportunity..."

[More>](#)

In Memoriam

REIC Past President

Alan Dick FRI, Past President of REIC National and REIM, passed away in September, 2011. Alan lobbied passionately for corporate education to be considered part of the education requirement electives for the FRI designation. Our condolences go to Alan's wife Rosalind and his two sons, Robert and Graeme and their families.

[TOP](#)

Member Spotlight

Metro Convention Centre
Toronto, ON

Be sure to drop by and see us at Booth 2121!

[REIC 2012 Annual Conference - Moving Mountains](#)

May 30 - June 3, 2012
Fairmont Palliser
Calgary, AB

Our thanks to our current REIC 2012 Conference sponsors:

Silver Sponsors

[Longely Condominium Services](#)

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Suzanne LeValley CMP® CMO, REIC President



Suzanne LeValley CPM® CMO, President and Chief Operating Officer, Longley Condominium Services Ltd., in Calgary, Alberta, is the President of REIC National. She has been a member of REIC for 18 years.

Q. What do you base your success on so far?

A. I think that perseverance has helped me through a lot of career ups and downs. I've also been very fortunate to be engaged with other professionals through my volunteer activities with REIC. That networking has been a definite contributor to my success.

Q. What keeps you motivated?

A. I need challenges to motivate me, so I think I was very wise to devote myself to a career in property management and real estate.

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Mentoring Benefits Everyone

Toronto Chapter Launches Mentoring Program



Whether you are just starting out in your career or have accumulated decades of experience, mentoring has its benefits. For the mentee, there is the potential for personal and professional growth, the opportunity to widen your network and to gain more confidence. It's also a cost effective way to learn from someone who has more experience. For the mentor, there is the opportunity to share the things they've learned throughout their careers and to make a positive impact on someone's life.

The REIC Toronto Chapter has developed a mentorship program designed to provide an opportunity for leading members to work with candidates and provide career and professional development guidance. "We established guidelines for the mentor and mentee about their respective roles and provided examples of discussion points," said Walter Lui, the mentorship program team leader. Both parties meet about once a month at a mutually convenient time. The mentee works with their assigned mentor for a year to establish rapport with each other.

[More>](#)

[TOP](#)

Real Estate News

Canadian Real Estate Market Recovery Tapering Off

For 2012, the Canadian real estate market recovery could taper off, only sustained by modest and "not stellar" income growth according to PwC and the Urban Land Institute's new forecast [Emerging Trends in Real Estate 2012](#) released early November.

Lori-Ann Beausoleil, PwC Canada's Real Estate Leader says, "Canadian consumers who have been on a spending and home-buying spree, encouraged by low interest rates, could see their self-assurance ebb and job growth has decelerated in response to all the noise about European and U.S.

debt woes. Sensing a general slowdown, respondents to our survey are taking a 'better-to-be-cautious' investment approach for 2012."

[More>](#)

Marketing Corner

Create Media Release For Free Publicity

Is your business participating in a community service drive or handing out a contest prize? Perhaps your chapter is presenting an award? A media release to your local newspaper is what you need to get the word out to your community and earn the publicity your event deserves!

Here are a few tips for composing an attention grabbing media release:

1. Write a concise, snappy headline using 10-12 words to get the editor's attention.
2. Craft your lead paragraph with your news story including the 5Ws (who, what, where, when and why). Keep it brief, but informative.
3. Add quotes from the main players (e.g. chapter president, special guest or award recipient).
4. End with a few boilerplate sentences about your business or chapter.
5. Add your contact information, including a cell and business phone number.
6. Attach one or two photos from the event. Make sure you secure permission from the individuals in the photos.
7. Check and double-check for typos.
8. Follow up with a phone call. A personal contact should take that press release out from the middle of the editor's stack to the top.

[TOP](#)

REIC Member Benefits

Save on Group Home and Auto Insurance

Members can take advantage of REIC's Group Home and Auto Insurance program for big savings. Marsh Canada provides group discounted rates for REIC members, their spouses and dependent children. The auto and home insurance program features:

- Preferred rates and services
- Monthly payment plans with no service or pre-approved chequing (PAC) fees
- Wide range of products
- Assistance to determine what coverage will best suit your needs
- Free, unlimited telephone assistance for legal, home, and health issues
- 24-hour emergency claims service
- Claims counseling
- Access to other insurers, if required.

The program is administered by Marsh's Private Client Services (MPCS) and

underwritten by Aviva Traders Insurance Company.

Call Marsh's Private Client Services at **1 877 476 6727** or visit their website at www.marsh.ca/reic for a no-obligation quote.

[TOP](#)

We Welcome Your Feedback

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