



Have you been wondering about taking a course or pursuing a designation through REIC and wondering if you could come up with a good reason? Let me help you out with that, I can give you a few good reasons.

So where do I start? Well let me begin with a few good reasons to take some individual courses and then talk about designations.

A few years ago several REIC courses underwent major revisions to keep them ahead of the curve and they are indeed top-notch.

REIC 2270 Consumer Behaviour and Negotiating is one of the most in-depth courses you will find on, well, consumer behaviour and negotiating. It delves into human psychology and personality types including the perceptual process and overcoming perceptual blocks (barriers to effective communication like preconceived value judgments).

We learn about the aspects of silent communication including body language, personal space, voice and tone and then delve into the different types of client relationships possible.

Leaving communication, we move into a detailed examination of the negotiation process, breaking it down into its many constituent parts, how to avoid emotional negotiations, confrontation and many other barriers to effective negotiations. Finally, we arrive at the ultimate goal, a win-win scenario.

REIC 2360 and 2361 are two very thorough examinations of the leasing process, leaving the learner with an advanced knowledge of the process, ready to complete the most complex lease negotiations with professionalism and skill.

REIC 2360 begins with a review of lease law, the process, terminology and proper methods for rentable area calculation.

It then delves into the landlord's objectives, the tenant's objectives, defining space requirements, cost budgets, priority terms and much more.

It moves into the space tour, key questions, site selection, leasing strategies, timetables, proformas, rate of return, and many more key criteria for a successful lease.

It finishes with sections on tenant improvements, inducements, the lease documents, financial statements, tenant retention, and much more. The course includes many forms, formulas and other calculations used in the process.

Building upon REIC 2360, REIC 2361 takes us into a detailed look at the commercial lease negotiation and documentation process.

We learn negotiation styles and strategies including the science of good negotiation from both perspectives (landlord and tenant). We then move into a detailed examination of the documentation process before completing the course with a section on tenant relations, lease renewals and extensions and lease administration. The appendices are chock full of useful forms and resources.

Now tell me those two courses won't help you in your career if you deal with leases in any way.

Finally we come to my personal favorite, REIC 2600 Ethics. A study of ethics is a study in the highest form of human behaviour, ethical behaviour. It represents an elevated level of thought in how we should treat ourselves and, more importantly, others.

The course begins with an overview of the study of ethical behaviour from ancient Greek civilizations several hundred years BC right up to modern times.

We learn of the relationship between ethical behaviour and the law, and of several different views on what constitutes ethical behaviour and why.

We then move in to practical application, starting with the concepts of ethical values and moral reasoning moving into ethical decision making and finally, direct application of ethics in our daily lives.

We go through the codes of ethics of the Real Estate Institute of Canada, the Institute of Real Estate Management, and the Canadian Real Estate Association.

The course includes several videos of very real-life scenarios that many Canadians face in the course of their work lives including sometimes life and death decisions. You are guaranteed to come away with a deeper appreciation of ethical behaviour and a more complete understanding of how our decisions affect our lives and others. You will be a better person, period.

So I think by now you will agree with me that even just the value of these courses alone is far more than your investment of time and money, but wait there's more.

REIC designations represent the highest level of real estate education in Canada. They are the

cream of the crop, they are the best.

The courses have been developed by industry professionals and are purposely designed to be the most in-depth and valuable education you can receive in the real estate industry. When you have completed the required courses you will be awarded a designation and REIC designations are recognized throughout the industry as the gold standard. They will set you above the crowd and open career doors for you.

I may not be able to sing like Tracy Chapman but hopefully like the opening line in her song *“give me one reason to stay here and I’ll turn right back around”* I’ve given you enough reasons to turn right back around and sign up for a course today. It’s a decision you will look back on one day and pat yourself on the back for it.



Thank you again to all who were able to attend and sponsor the 2018 REIC/RITZ Golf Tournament. We have had our best year yet with donations exceeding \$8500 to be split between Habitat for Humanity and Alberta Cancer Foundation. We could not have accomplished this without the generosity of our members and their guests.

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