

**WHO WE ARE**

The Real Estate Institute of Canada, an association of professionals, has been educating and certifying professionals in real estate since 1955. From seminars, to intense professional education, to the leading professional designations, all of REIC's programs serve our mission...

**OUR MISSION**

The Real Estate Institute of Canada exists to advance opportunities for persons involved in real estate.

**DESIGNATIONS**

REIC designations are indicative of professionalism. Anyone holding an REIC designation is bound by a strict code of ethics. Further, maintaining an REIC designation is subject to demonstrating a minimum of 12 hours of relevant continuing education every two years.

**MEMBERSHIP**

Becoming an REIC member means making a commitment to education, professionalism, and life-long learning. With this commitment comes work and benefits.

**REIC Recognition**

Members are the consummate professionals. They are the only nationally recognized specialists whose education, experience and standards of practice are a cut above the rest.

**Networking opportunities**

The exchange of experiences, ideas and information is essential for staying on the leading edge of Canadian real estate. REIC has 30 chapters across Canada where real estate colleagues connect. REIC's chapters keep members up-to-date and at the forefront of today's competitive marketplace.

**Exclusive Services**

- REIC members receive a range of designation specific services that are designed for their real estate specialty. Included are:
  - Tuition discounts on REIC courses
  - Inclusion in REIC's Membership Directory and web site
  - Participation in REIC's local, regional and national meetings and programs

**WHO'S WHO AT REIC NATIONAL**

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**Executive Assistant:** Brenda Norton Ext.27

**Manager of Education:** Elaine Leibner Ext. 33

**Education Coordinator:** Jessie Yam Ext 25

**Manager of Business Dev. & Communication:** Gerald Kennedy Ext 32

**Manager of Finance:** Bridget Weber Ext 34

**Accounting Coordinator:** Li Liu Ext. 23

**Admissions & Membership Coordinator:** Shelley Barfoot-O'Neill Ext 26

**Admin. Assistant, Education & Membership:** Dalia Hanna Ext 0

**DESIGNATIONS**

**Fellow of the Real Estate Institute (FRI)** is Canada's most senior designation for the real estate sales professional. It exemplifies the most educated and experienced REALTOR.

**Fellow of the Real Estate Institute-Executive (FRI-E)** is awarded to unlicensed real estate professionals whose real estate experience is acquired at the executive level.

**Fellow of the Real Estate Institute-Appraisal Specialist (FRI-A)**

is awarded to those who already hold the FRI. The FRI(A) identifies specialists in appraisals and valuations up to and including a triplex and undeveloped building sites.

**Certified Real Estate Specialist (CRES)**

certifies an individual who has made a commitment to real estate as a professional career, whether as a sales representative or broker.

**CERTIFIED PROPERTY MANAGER® (CPM®)**

is the premier designation in property management, awarded to highly skilled and experienced property management and asset management professionals.

**ACCREDITED RESIDENTIAL MANAGER® (ARM®)**

signifies the residential property management specialist.

**Certified Leasing Officer (CLO)**

is a commercial leasing specialist with expertise and experience that ensures the most effective leasing arrangements.

**Certified Manager of Condominiums (CMOC)**

signifies an expert in condominium management.

**Certified in Real Estate Finance (CRF)**

symbolizes expertise in financial and investment analysis, loan and risk evaluation, mortgage underwriting and administration.

**Certified Residential Underwriter (CRU)**

signifies practical experience and sound education in underwriting residential mortgages.

**Certified Reserve Planner (CRP)**

certifies an individual who is qualified to prepare a 'reserve fund study' on condominiums.

**Associate Reserve Planner (ARP)**

certifies an individual who is qualified to review reserve fund studies.

**EAA Trade Show**

On Oct. 19, 2004 the REIC and IREM Chapters again set up our booth at the Edmonton Apartment Association Trade Show. Bob Palamarek, Historian for the IREM Chapter, coordinated the event for the two chapters. Bob reports that there was a lot of interest in our education courses. The winner of our draw prize, the book *Edmonton in Our Own Words* by Linda Goyette was Chrystal Perera of Manning Crossing Weidner Investment Services. We would like to thank the following volunteers for making this another successful event for promoting REIC and IREM: Lynda Nelson, Lucien Roy, Chrystal Skead, Bryan Lutes, Sandy Smith, Linda Smith, Barrie Pundick, Don Myhre, Renee Ward and Bob Palamarek.

**REIC EDMONTON CHAPTER #3 & IREM EDMONTON CHAPTER #54  
JOINT NEWSLETTER  
WINTER 2005**



Jim Westergard, REIC Chapter President presents Eldon Siemens with his FRI and CRES certificates at the Dec. 16, 2004 Joint Luncheon.



Chrystal Skead, IREM Chapter President presents Barry Williams with his CPM® and ARM® certificates at the Dec. 16, 2004 Joint Luncheon.

**REIC EXECUTIVE**

**Chapter President:** Jim Westergard, CRES  
ReMax Real Estate 488-4000

**Past President:** Orville Craft, FRI, CRES  
Friesen Real Estate 458-7799

**VP/Treasurer:** Bernie Larson, FRI, CMR  
ReMax Real Estate 962-8580

**Program:** Cec Butt, AACL, CRP (Joint)  
Henderson & Butt Appraisers 486-5158

**CRES Rep.:** Bernie Krec, CRES  
Dorland Property Management 486-6004

**CMOC Rep.:** Barrie Pundick, CRP, CMOC, ACCIRRSP, ACMA  
Estate Reserve Planning Ltd. 483-2345

**CRP/ARP Rep.:** Don Myhre, CRP  
Amerispec Inspection Services 916-6540

**Admin./Newsletter:** Kathy Jackson 465-0591

**Website:** www.reicedmonton.org

**Congratulations - New Members/New Designations!!**

**IREM**  
Leslie Weiss, CPM®  
Tanya Woloschuk, arm Candidate  
Amanda Groleau, gpm Candidate

**REIC**  
Eldon Siemens, FRI, CRES  
Bill Patton, fri & cres Candidate

**IREM EXECUTIVE**

**Chapter President.:** Chrystal Skead, CPM®, ARM®  
Midwest Property Management 431-3945

**Past President.:** Lucien Roy, FRI(E), CPM®, CMOC, ACCI, ACM  
Estate Properties Inc. 493-2345

**1st VP:** Allan Mah, CPM® 457-4134

**2nd VP.:** Renee Ward, ARM®  
AIM Real Estate Corp. 424-0397

**Treasurer:** Viola Thompson, CPM®  
Standard Life Assurance Co. 944-1888

**Secretary:** Pat Bhatry, CPM®  
City Square Tower Ltd. 424-2888

**Legislation:** Bryan Lutes, CPM®, RPACFET (Joint) 445-4002

**Historian:** Bob Palamarek, FRI, CPM® (Joint) 458-7067

**Cand. Guidance:** Barry Williams, CPM®, ARM®  
Boardwalk Equities Inc. 413-0926

**Education:** Leslie Weiss, CPM® (Joint)  
Broadstreet Properties Ltd. 955-1795 ext 231

**Admin./Newsletter:** Kathy Jackson 465-0591

**Website:** www.reicedmonton.org

**A Special Note of Thanks:** The Edmonton Chapters of REIC & IREM would like to acknowledge the valuable help of Dave Robb and his staff at the Real Estate Weekly at the Edmonton Real Estate Board, in the production and printing of this newsletter. Thank you so much.

## EDUCATION - Up-Coming Courses

February

**Legal Issues in Real Estate (REIC 2280)**

Date: Feb. 23-24, 2005

Cost: Candidate/Member: \$420.00 Non-Candidate: \$520.00

Location: TBA

March

**Risk Reduction & Mortgage Fraud Awareness**

Date: March 3, 2005

Cost: \$110.00

Location: Real Estate Training Institute

**Accounting for Reserve Fund Studies (REIC 2313)**

Date: March 21, 2005

Cost: Candidate/Member: \$210.00 Non-Candidate: \$260.00

Location: TBA

For information on registering for any of these courses phone Kathy Jackson at 465-0591.

The Real Estate Institute of Canada sponsors a wide variety of courses and seminars. For the latest information, including dates, locations, and course content, visit their website at [www.reic.com/education/schedule](http://www.reic.com/education/schedule) or contact Elaine Leibner, National Education Manager at 1-800-5-42-7342, Ext 33.

## REIC/IREM Join Monthly Luncheon Dates - 2004/05

Special Guest Speakers provide informative and timely updates on current conditions, practices, issues, and future trends in the marketplace.

**Unless otherwise notified, the following Luncheon dates for 2004-2005 have been booked at The Royal Glenora Club, Thursdays, at 11:45 a.m.**

Jan. 20, 2005

- Speaker – Cec Jones, CPM®

- Amisk Housing Association

- *Homeless Families in Edmonton*

Feb. 17, 2005

Mar. 17, 2005

Apr. 21, 2005

May 19, 2005

June 16, 2005

- Joint Annual General Meeting

**\* Our monthly luncheons will now be featuring a draw for a door prize. Please bring your business card to enter the draw. Sorry, this draw is open to members and candidates only. At our Oct. 21st and Nov. 18th luncheons our door prizes, books about Edmonton, donated by the Joint Chapters, were won by Milo Steele and Don Oxford. Anyone interested in donating a prize for the draw please contact Cec Butt at 466-5158 or Kathy Jackson at 465-0591. \* If you have suggestions for speakers and ideas about topics, or just want to know who the next speaker will be, contact Cec Butt at 466-5158 or Kathy Jackson at 465-0591.**

## REIC LAUNCHES NEW CAREERS WEBSITE - REIC Careersite

November 15, 2004: The Real Estate Institute of Canada has launched a new service on its website to provide employers and career seekers with an electronic recruitment tool specifically designed for the real estate industry.

The REIC Careersite offers a cost effective method for employee recruitment where employers pay a small fee to post jobs and job seekers submit their resumes at no cost. **REIC has joined the Real Estate Jobs Network powered by Brighthouse Inc.** The Real Estate Jobs Network is Canada's association supported network of real estate career sites.

The REIC Careersite is designed to help employers solve their staffing needs and assist employees seeking new opportunities. Employers will be provided with a secure job posting tool that allows them to post, edit and delete jobs as well as screen candidates against specific qualifications while career seekers will be able to investigate new career opportunities and receive electronic follow up when a new posting fits their criteria.

For employers, the applicant tracking software enables candidates applying for jobs to automatically be sorted into "A-lists" and "B-lists" depending on their qualifications and the position description. Employers can also search the resume database specifically focused on candidates within the real estate industry. Both employers and career seekers will have complete control over the confidentiality of their information and are able to undertake customized job searches.

To learn more about this valuable new service offering please visit the REIC Careersite today at [www.reic.ca](http://www.reic.ca). (Excerpts from the original REIC News Release)

## IREM President's Report

Highlights of the IREM Chapter activity this fall include the visitation of Patti Nooney, CPM®, IREM Past President and IREM Ambassador to Canada in October, our annual Strategic Planning Meeting in October, as well as my attendance at the annual IREM Education Conference in Nashville in November.

Our Executive Committee the opportunity to meet informally with Patti Nooney for breakfast where we shared our latest achievements and challenges. Patti advised that IREM has a number of courses available on-line, and that Canadian candidates have the option of taking these courses, which is a great alternative when we have too few people wanting to take a classroom course in Edmonton. She then observed our joint Board meeting with the REIC Chapter and addressed our membership at the Luncheon. Our Past President, Lucien Roy, CPM®, FRI (E), CMOC, ACCI, graciously volunteered his time in the afternoon to tour her around Edmonton. We met up with them for dinner that evening, were astounded to hear that she had managed to get Lucien to ride the MindBender rollercoaster at West Edmonton Mall! It was a full and successful day and she left with a new appreciation for Edmonton.

As President of your Chapter, it was my responsibility to represent our membership in Nashville's governance meetings. I was able to sit in on the International Committee Meeting, of which Canada is a member, plus the Education Committee Meeting, in addition to the Chapter Leadership Forum and Governing Council. Several other educational opportunities and keynote speakers filled in the balance of the four days of full activity. Another highlight of the trip was to meet members of the Chicago IREM Chapter, with whom Edmonton has signed a Friendship agreement.

The next IREM Education Conference is November 2005 in Scottsdale, Arizona. I strongly urge any CPM® and ARM® who can, to attend. You will come back with renewed pride in your designation, a new awareness of the leading edge trends of the property management industry, and refreshed views on how to operate better in your day to day business.

Happy New Year!!! Chrystal Skead, CPM®, ARM®

## REIC/IREM Strategic Plan Session

It was in the Spring of 2003 when the local chapters of IREM and REIC first came together to work on a joint Strategic Plan, based on the REIC National Strategic Plan. And again in the fall of 2004, these same two chapters came together again to re-group, to review and to update the Strategic Plan.

a. Why do we exist? Who do we serve? These two questions dominated this full day session. Discussions centered on education, revenues and benefits to our members.  
b. Marketing and Promotion of education was also discussed advising that our message was not getting out to our industry colleagues, the public nor our own members. We must promote IREM and REIC, our designations and what we stand for. We are the consummate sales force for our own members, to the industry and to the public.

Further, we must promote REIC and IREM including our designation at each of our luncheons.

c. It was felt that a Membership Directory would be a good way in which to market and promote ourselves...as a marketing tool and as a referral list to all of us specially so for our Realtors.

d. Insofar as the chapters can always use an injection of revenues, it was decided to hold the RECA mandatory continuing education course as soon as possible. The course "Risk Management & Mortgage Fraud Awareness" will be delivered on December 17, 2004. This course is in addition to the one being delivered for our members on March 3, 2005 by Barry Hanna of the Real Estate Training Institute.  
e. We kept returning to the theme of marketing, promotion and advertising (branding). A number of questions were asked.....were we promoting our designations within our companies, to other organizations, on our business cards and in our Newsletters. Writing articles for the Real Estate Weekly, perhaps on a monthly basis, would assist in getting our message across.  
f. An important aspect of membership is the networking opportunities especially at the luncheons. Do we know who we are? It was suggested that name tags be utilized at all luncheons, and that introductions be re-introduced at the luncheons.

g. Who are our potential members? Where are our potential members...students in colleges and universities, career days, trade shows but to name a few. What about our Friends of IREM - our Friends of REIC?

The Strategic Plan will give us a direction to follow with some specific goals and objectives. This Plan is a work in progress and will be reviewed at each board meeting to ascertain that we are making progress.

Lucien Roy, FRI(E), CPM®, CMOC

## New IREM Membership Requirements

In November 2003, IREM Governing Council approved changes to the membership requirements to achieve the CPM® and ARM® designations. These changes will become effective on January 1, 2005. IREM has eliminated the points system in favour of a checklist for tracking the progress of a candidate toward a designation. Following is an outline of the changes for each designation. For further information, please contact Shelley Barfoot-O'Neill, Admissions & Membership Coordinator, at ext. 26 or by email at [shelley.oneill@reic.com](mailto:shelley.oneill@reic.com).

**CPM® - Experience:** No changes were made to the Functions requirement; applicants must perform 17 of 35 functions defined on the application form. As well, no changes were made to the Portfolio requirements. The percentage of time requirement, i.e. 50% of an applicant's time must be spent in property/asset management, has been eliminated. It was felt unnecessary given the Functions and Portfolio requirements. The requirement that applicants are currently in the business of property/asset management has also been eliminated. Total experience requirements have been simplified to three years for all candidates.

**Education:** The current requirement of 30 points for education has been simplified and streamlined, and a checklist substituted for the points system. A candidate will have 3 options for completing the educational requirements for the CPM®.

**Option 1: Specific Courses (7 total)**

1. REIC 2600: Ethics & Business Practice
2. REIC 2260: Real Estate Investment Analysis
3. REIC 2350: Finance in the Real Estate Context
4. MNT402: Property Maintenance & Risk Management (new course)
5. HRS402: Developing Human Resource Strategies for Real Estate Managers (REIC 2842)
6. MKI402: Marketing & Leasing Strategies for Multifamily Properties (REIC 2862)
- OR: MKI403: Marketing & Leasing Strategies for Office Buildings (REIC 2863)

7. BDM602: Writing & Using Property Management Plans (REIC 2912)

**Option 2: Professional Designation Equivalency**

1. REIC 2600: Ethics & Business Practice
2. BDM602: Writing & Using Property Management Plans (REIC 2912)
3. Hold one of RPA, CCIM, CSM or PCAM

**Option 3: University Equivalency**

1. REIC 2600: Ethics & Business Practice
2. BDM602: Writing & Using Property Management Plans (REIC 2912)
3. Hold a graduate or undergraduate degree in real estate or property management

**Other Requirements:** All candidates must complete the Certification Exam and either the MPSA (Management Plan Skills Assessment) or a traditional management plan.

The Elective Points requirements have been eliminated. Only 3 references will be required, as opposed to the current requirement of 6. The minimum 1 year of experience requirement to qualify for candidacy has been eliminated. The minimum one year and maximum 10 years of candidacy remains unchanged. Chapter interviews are still required, and chapters will be given 30 days to conduct an interview and submit approval. If chapter recommendation is not received within 30 days, candidate approval may be granted. Candidates within an IREM Chapter jurisdiction will be required to attend 2 meetings or events during the 12 months immediately prior to CPM® approval.

**ARM® - Experience:** No changes were made to the Functions requirement; applicants must perform 12 of 24 functions defined on the application form. Portfolio requirement and total experience requirement will be streamlined and simplified to establish a 12-month minimum for all applicants. Multifamily rental property: 60 units at 1 – 5 sites OR 30 units at 6 or more sites. Mobile home parks: 75 pads. Homeowners and condominium associations: 60 units.

The requirement that applicants are currently in the business has been eliminated.

**Education:** REIC will offer 3 options for completing the educ. component of the ARM® prog.:

**Option 1: Specific Courses**

REIC 2600: Ethics & Business Practice

RES201: Successful Site Management (REIC 2791)

**Option 2: Professional Designation Equivalency**

REIC 2600: Ethics & Business Practice

Hold one of CAM, RAM, CRM, or PCAM

**Option 3: University Equivalency**

REIC 2600: Ethics & Business Practice

Hold a graduate or undergraduate degree in real estate or property management

## "Friends of IREM"



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IPK

DMK

AMKX

**Other Requirements:** All candidates must complete the Certification Exam. Three references will be required. The minimum one year of experience to qualify for ARM® membership remains unchanged. Chapter interviews are still required, and chapters will be given 30 days to conduct an interview and submit approval. If chapter recommendation is not received within 30 days, candidate approval may be granted. (Excerpts from the REIC National Memorandum, Oct. 8/04)