



**National Chapter Awards**

**2009-2010 Board of Directors**

**IREM Edmonton #54**

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**Vice President**

Education: Rose Evans CPM®, ARM®  
Ayre & Oxford 780-448-4984

**Treasurer:** Jenny Stuart, ARM®

Westcorp Properties 780-431-3316

**Director:** Chrystal Skead, CPM®, ARM®

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**Director:** LUCIEN ROY, FRI(E), CPM®, CMO, ACCI, ACM

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**Joint Historian:** Bob Palamerek FRI, CPM®

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**REIC Edmonton #3**

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Jayman Realty (Edm) Inc. 780-441-6655

**Vice President:** Lindsay Carlson FRI, CRES

Jayman Realty (Edm) Inc. 780-441-6655

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**Director:** Gerald Tostowaryk, CRES

Terra Realty 780-437-3709

**Director:** Ernie Paustian CRP, AACI, P.App

Delta Appraisal Corp. 780-469-2993

# 2009 REIC Conference Halifax, Nova Scotia

*REIC REPAM Council Member of the Year Award This award (formerly the REIC CPM® of the Year Award) is presented to an REIC member in good standing who holds a property management designation. This member is considered to be one of the foremost supporters of the council and their respective designation over the past year. **2009 Winner: Chrystal Skead CPM® ARM® REIC Community Services Award - 2009 Chapter Winner: REIC Edmonton Chapter The Donald V. Hill Award Initiated by Donald V. Hill, FRI CPM in 1973, the Don Hill Award is presented to the chapter attaining the greatest net growth during one fiscal year. Every chapter is automatically eligible for this award in one of two (2) categories: Small and Large Chapter.***

**2009 Small Chapter**

**Winner:**

**REIC Edmonton  
Chapter 2009 Large  
Chapter Winner:  
IREM Edmonton**



**“Learning is a lifetime process, but there comes a time when we must stop adding and start updating.”**  
~Robert Brault,~



## Education Courses

If you have questions about the courses required for designations:

Contact Roseanne Evans [evans.r@telus.net](mailto:evans.r@telus.net) or Lesley Bennett at [glbennett@live.ca](mailto:glbennett@live.ca)

Successful Site Management September 14-18, 2009  
REIC Ethics & Business October 13-15, 2009  
For more information on the course content or courses offered go to [www.reic.ca/courses](http://www.reic.ca/courses)

Watch for the series of property management seminars facilitated by Chrystal Skead CPM®, ARM®. The local IREM chapter is in partnership with the Edmonton Apartment Association to bring these seminars to their members.



***Lifelong Learning:  
REIC members are committed to staying current in their field. In order to demonstrate their commitment to continuous learning.***

Don't Miss out!  REIC & IREM  
July 22 7:00 am shotgun start

Texas scramble golf tournament at the beautiful Sturgeon Golf Course. This golf tournament is a networking opportunity and a fund-raiser for the Juvenile Diabetes Foundation. All funds raised from the tournament and auction will go to JDF. If you would like to sponsor or donate auction items contact the golf committee.

Summer 2009

## Marketing Techniques

THIS ARTICLE WAS FROM [IREMFIRST.ORG](http://IREMFIRST.ORG)



In order to attract prospective occupants to a new or existing space, the space and the property as a whole must be promoted. Marketing tactics such as developing a theme, advertising, promoting public relations, canvassing, and showing models are all components of a marketing campaign that will draw prospects to the space and increase occupancy rates at the property.

### Developing a Theme

The property's theme, or brand is the concept that is reflected across all marketing efforts. The theme represents the image of the property that you want to promote in your messaging and can be conveyed through a name, symbol, design, fonts, color scheme, etc. This branding should appear in signage, brochures, the property web site, letterhead, and any other marketing pieces to create a consistent property image in the mind of the prospect. The prospect will associate the theme with certain attributes, setting the property apart from competitors.

Post Properties, Inc., an Atlanta-based apartment with 18,000 units in the Southeast, uses a "tulip" theme. Tulips and other flowers appear in abundance on the property landscaping. In addition, all of the marketing and promotional materials, including their web site, contain the tulip.

### Advertising

Advertising is any paid form of presentation and promotion of the property. Advertising consists of a number of different activities, from creating attractive property signage, to broadcasting the availability of vacant space, to showing the space to prospects. The property's brand should remain an important element of each of these components. Advertising outlets will be chosen based on prior decisions regarding target market, and positioning for competitive advantage.

There are many types of advertising media available to market a property. When selecting media, there are two key elements to consider; they are called reach and frequency.

Reach is the specific audience exposed to the medium. The reach of the selected medium should be the largest possible number of prospects who mirror the target market.

Frequency is the number of times the ad appears in the medium.



[www.rewedmonton.ca](http://www.rewedmonton.ca)  
"Edmonton's Real Estate Voice"

**CRP Designation growing...**

**The Certified Reserve Planner**

A Certified Reserve Planner (CRP) is a professional that performs all types of reserve fund planning services for condominiums, non-profit and cooperative housing, institutions, government, public property companies and many other organizations. This planning is essential to provide capital resources for maintaining buildings in safe and good condition. Individuals with this qualification have backgrounds as engineers and engineering technicians/technologists, professional appraisers, quantity surveyors, architects, etc.

The REIC Edmonton chapter has eight CRP candidates,

- Shey Ergil                      Colin Jackson
- Ian Day                         David Horn
- David Howard                Nelson Gaudry
- Paul Magee                    Dana Carroll
- Gerald Juraville

Ernie Paustian has just received his CRP designation  
**CONGRATULATIONS!**

If you are a REALTOR® working with a investor who is looking at converting existing apartments into condominiums you will need a Reserve Fund Study be sure to use a designated CRP REIC member.



**WHO'S WHO AT REIC NATIONAL**

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Toll Free: 1-800-542-7342  
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Executive Director: Maura McLaren	Ext. 30
Manager of Technology: Soumidh Mondal	Ext. 28
Executive Administrator: Ted Kellow	Ext. 27
Associate Director Education: Elaine Leibner	Ext. 33
Accounting Coordinator: Li Liu	Ext. 23
Education Coordinator: Kitty Mach	Ext. 21
Marketing: Lee Arbon,	Ext. 32
Admissions & Membership Coordinator: Shelley Barfoot-O'Neill	Ext. 26

**ARM® Designations presented....**

*Six members have achieved their ARM® Designations;*



- Jennifer Faubert ARM®
- Penny Madsen ARM®
- Paul Hanley ARM®
- Carine Marquis ARM®



- Joan Petecky ARM®
- Amy Wilnechenko ARM®

**CONGRATULATIONS!**



July 22, 2009

The golf tournament is an excellent opportunity to have fun and help a great cause - the Juvenile Diabetes Research Foundation. The mission of JDRF is to find a cure for diabetes and its complications through the support of research. Please help support the 2,000,000 plus Canadians who are living with diabetes. Sign up today!!!!

The Tournament includes 18 holes of golf and driving range facilities and a delicious barbecue steak dinner. Registration at 7:00 a.m., shotgun start, texas scramble format. Only \$125/golfer!

If you don't golf come for the dinner and Silent Auction.

Confirm your registration with Peter Smith at 780-421-4200, fax: 780-423-6874, e-mail: [petersmith@canadianvaluation.com](mailto:petersmith@canadianvaluation.com).

Thanks for your support of REIC and the JDRE.

JULY							SEPTEMBER							OCTOBER							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
			1	2	3	4			1	2	3	4	5						1	2	3
5	6	7	8	9	10	11	6	7	8	9	10	11	12	4	5	6	7	8	9	10	
12	13	14	15	16	17	18	13	14	15	16	17	18	19	11	12	13	14	15	16	17	
19	20	21	22	23	24	25	20	21	22	23	24	25	26	18	19	20	21	22	23	24	
26	27	28	29	30	31		27	28	29	30				25	26	27	28	29	30	31	

  

NOVEMBER							DECEMBER							JANUARY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7			1	2	3	4	5						1	2
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23
29	30						27	28	29	30	31			24	25	26	27	28	29	30

## Calendar of Events

- July 22 REIC & IREM Golf Tournament
- Sept. 14-18 REIC Successful Site Management
- Sept. 17 Joint Chapter Lunch
- Sept. 25 EAA-The Art of Setting Market Rents
- Oct. 13-15 REIC Ethics
- Oct. 22 EAA-Suites & Homes Trade Show
- Nov. 19 EAA-Security of Building & Premises
- December Joint Christmas Lunch



## Check list of Designations



### FRI

Fellow of the Real Estate Institute Canada's most senior designation for the real estate sales professional, exemplifies the most educated and experienced REALTOR®.



### CERTIFIED PROPERTY MANAGER®

The premier designation in property management, CPM® is awarded to highly skilled and experienced property management and real estate professionals.



### Certified in Real Estate Finance

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



### Certified Leasing Officer

The CLO is a Commercial Leasing Specialist with expertise and experience that ensures the most effective leasing arrangements.



### Certified Residential Underwriter

Holding a Certified Residential Underwriter (CRU) designation means practical experience and sound education in underwriting residential mortgages.



### ACCREDITED RESIDENTIAL MANAGER® (ARM®)

Signifies the residential property management specialist.



### ACCREDITED COMMERCIAL MANAGER

Signifies the commercial property management specialist.



### CRP Certified Reserve Fund Planner



### ARP Associate Reserve Fund Planner

*Come check us out – IREM is “virtually everywhere!”*

*Now more than ever, IREM understands the importance of staying connecting to a network of professionals who share the same daily challenges as you do. Join the circle of peers who you can turn to for advice, answers, or even to generate leads—invaluable yet free – a fun and functional option for times like these.*

*Don't miss a beat. Your career is fast-paced, so choose to belong to networks that connect you to the industry in real-time. Come check us out on [www.IREMFIRST.org](http://www.IREMFIRST.org), follow us on Twitter, or add us to your Facebook or LinkedIn Page today!*

**IREMFIRST:**

**For Information, Resources & Training**  
Connects you to the knowledge and tools you need for success.



**Watch for a summer survey via email. The survey will be sent out to REIC and IREM members to help plan for the coming year. Fill out the survey and have your voice heard.**

