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Upcoming events.....

BDM602 Course September 20-21

MPSA Test September 22-23

Suites & Homes Trade Show September 28
visit the REIC booth #35

Chapter Lunch at Chateau Louis - October 14

Commercial Lease Administration - two day Seminar
October 26 & 27

Milestone Event with the National Board
Evening - November 25 @ The Varscona

REIC 2600 Ethics and Business Practices - Nov. 15-17

Christmas Event - Lunch at Chateau Louis - December 2

*“Life is a unique combination of “want to” and “how to”, and we need to give equal attention to both.”
- Jim Rohn*

Using Social Media for Business

Gerald Tostowaryk FRI, CRES

Facebook, Twitter, Linked In, etc., etc., etc. Oh my gosh, how do I get started with this stuff? Do I even want to? How can I best use them for my business?

All good questions, all worthwhile, and all asked by hundreds of REALTORS® and Property Managers every day. And the answers are; easily, yes, and well, the third question is a long answer.

The third question is the first one I should answer (and the longest answer). How can I best use them for my business? Well, today's allegedly conventional wisdom states that you first need a web site and a darn good web site that invites customers to stay and feel compelled to request services from you. I can't help you with this but it should be quick and easy to navigate, and should provide some value to the prospective client. Some marketing experts suggest you have an "irresistible offer" to hook them. Once you have a web site or sites (I have several), ALL your online marketing efforts should lead back to it/them.

There are numerous web sites for social networking, let me touch on a few. Facebook is probably number one in the world but has evolved primarily as a personal networking site as opposed to a business networking site. You can still use it for business but Linked In is a growing site that is dedicated strictly to business so you get a lot less of the annoying posts like "I'm eating breakfast" or "Just had my kid throw up". Plaxo is another business-oriented site but it appears to be lagging behind Linked In for popularity. There are some strictly real-estate oriented social networking sites also.

Active Rain is a popular one and a less popular one is the Real Estate Cyberspace Network. I prefer the Cyberspace Network but to be honest, both seem to me to be frequented solely by real estate agents (I could be wrong on that one, it's just an observation). Twitter is very popular but is basically a forum for posting a short 140 character blurb. There are more but these are probably

the most active at this time.

The main focus of social networking is to provide information that the buying public finds interesting, stimulating, and (not importantly) leads them to value you as a service provider. Whenever providing information, also provide a link back to your web site. One of the most popular ways of doing this is by a blog. A blog (short for web log) is kind of like a newsletter article. You write an article that will meet the above criteria. Ideally your blog is within your web site. Then you go to all the social networking sites and post this; "Check out my latest blog on how to get qualified for low interest financing, www.geraldt.com/blog.html" Most every social network site will recognize your web site address as a web site address and will automatically take anyone who clicks on it to your site. Keep them not too long (I'm bad at that), and something of value.

The second question is easiest to answer. Yes, you absolutely want to get involved in this.

The first question, How do I get started? Click on the above links (Press Ctrl + Click) in this article and sign up today. Log in every day and watch what other people do, you'll pick it up real quick.

I am certainly not an expert on Social Networking but this should get you started and you will rapidly learn where the real experts are. Go to youtube and search "Social Networking". Next I will talk a bit about using Google AdWords to increase traffic to your web site.



COMMERCIAL LEASE ADMINISTRATION TWO -DAY WORKSHOP

October 26 & 27

Accurate and efficient lease administration protects your bottom line and promotes good tenant relations. When leases are poorly administered, the property can be robbed of some of its cash flow, property operations can be negatively affected, and tenants can lose trust in the property manager.



While the lease may appear to be an intimidating document to people who have not studied it, the document is relatively easy to understand. Join the IREM Chapter 54 for a two day workshop on commercial lease administration.

Find out:

- * How lease administration impacts your property
- * What goes in a good lease abstract, and how to use it
- * What are some of the recoverable operating expenses you need to track
- * What reports/information a tenant is obligated to provide
- * What do your co-workers need to know

Registration forms and more information available on the website.

www.reicedmonton.org

REIC 2600-Ethics and Business Practice November 15-17, 2010

- ▲ **The Importance of Ethical Business Practice**
 - What are ethics?
 - Why are ethics so important?
 - Sources of ethical values
 - The concept of moral reasoning
 - Business ethics
 - The ethics check
- ▲ **Ethical Values**
 - Fundamental ethical values
 - Five core values based on the word "TRUST"
 - REIC Code of Professional Standards
- ▲ **Developing Ethical Values**
 - Development of ethical values
 - The three imperatives for human conduct
 - Intervention scenario
 - The ethics puzzle
 - Maslow's hierarchy of needs
- ▲ **Ethical Decision Making**
 - Steps to ethical decision-making - an organized approach. Discussion on codes
 - Ethics pyramid
- ▲ **Ethics versus Ethical Behavior**
 - A definition of success
- ▲ **Ethical Problems**
 - Why do ethical problems arise?
 - Grey areas in ethics
- ▲ **Ethics In Real Estate: The Codes**
 - Survey of the Codes: REIC, IREM, CREA, AIC
- ▲ **Ethics In Real Estate: Articles**
 - Case studies: discussion, resolution, decision

Enrich your professional development as a REALTOR® or Property Manager!

Move your residential property management career forward by earning your ARM® designation. With this designation you will gain advanced standing in your field and with employers, meet the highest standards in education, experience, and ethics, and will be able to draw from the knowledge of over 4,000 ARM® professionals worldwide through your membership with REIC. For more information visit the REIC Website Site <http://www.reic.ca/en/designations-arm.cfm>



The Accredited Residential Manager® ARM® designation is awarded by the Real Estate Institute of Canada and the Institute of Real Estate Management to specialists who manage residential properties. Candidates may be resident, assistant, property or asset managers who deal with minimizing vacancies, controlling property costs, enhancing property values and fulfilling owners' objectives. Every candidate must have a minimum level of experience and must successfully complete a five-day course and examination that reviews the operational issues faced on a daily basis, and a three-day ethics course. In addition, ARM® professionals are governed by the REIC's Code of Ethics and REIC's Code of Professional Standards. If this designation does not suit your career development, please pass this information along to your friends and colleagues who will benefit from becoming an Accredited Residential Manager®.

Friends of REIC and IREM

The friends of REIC and IREM has been created to encourage a relationship between property managers, real estate professionals and industry suppliers. Each company signing up with the "Friends" program will have a link from our website to theirs plus opportunity to advertise in our monthly newsletter. We encourage our members to contact these companies who support our local chapters.

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® IREM WEBINARS

Get hot topic information at no cost to you.

IREM webinars are FREE to IREM Members and are offered monthly.

Up-to-Date Information

Webinar topics range from discussions on hot industry issues to live demos of useful IREM resources. Recent topics include:

- Leasing Poorly Designed Spaces in Office Buildings and Shopping Centers
- Rules of Attraction: Hiring Right
- Sustainability in Existing Buildings
- Return on Equity: Advanced Analysis
- IREM Financial Analysis Spreadsheet Demonstration

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In the comfort of your home or office, listen to an expert facilitator via conference call while viewing presentation materials on your computer. IREM webinars run 60-90 minutes so you can learn something new with a minimal time commitment. Chat with fellow participants online and get your questions answered by the webinar moderator. Plus, all attendees get an exclusive discount offer!

Learn more.

Review the current offerings and register today at www.irem.org/webinars



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