



The Real Estate Institute of Canada Institut canadien de l'immeuble

FOR RELEASE

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Real Estate Institute of Canada Officially Launches its own YouTube Channel

(Toronto ON) The Real Estate Institute of Canada (REIC) has officially launched its own channel on the popular website YouTube under the name 'Real Estate Institute Canada'.

"This is the direction that many organizations are moving to with regards to their overall presence on the World Wide Web," explains REIC Executive Director & CEO Maura McLaren, CAE. "Recognizing the major impact that technology continues to have on our world, it is only natural that REIC enhances our technology presence in order to make ourselves more visible to individuals and businesses all around the world."

The YouTube channel joins a list of social media outlets that the Real Estate Institute of Canada has become involved in over the past couple of years. The Institute already has a group page on Facebook and LinkedIn, as well as a Twitter page that keeps members informed of new updates and happenings that are going on within the Institute.

REIC Manager of Marketing & Communications Lee Arbon believes that these new social media outlets are going to be beneficial as REIC moves into the future. "YouTube, Twitter and Facebook have become world-wide powerhouses in regards to sharing information with the masses. They will not only become useful tools for us to keep in touch with our members in a timely manner, but they also can spark debate, help members connect with each other, attract younger individuals to REIC and promote business. The possibilities are endless."

The first two items posted on the REIC YouTube Channel are a video showcasing the swearing in of the 2010-2011 REIC National Board of Directors at the 2010 REIC Annual Conference last month, and a commercial featuring former REIC National President Lucien Roy, CPM[®] promoting REIC designations.

If you have a presentation or video you feel would promote the Real Estate Institute of Canada and would like to have it posted on the YouTube Channel please contact REIC Manager of Membership and Technology Soumidh Mondal, at 1.800.542.7342 ext 28 or soumidh.mondal@reic.com

"We look forward to seeing where these social media outlets take REIC over the next few years," explains McLaren. "It is an exciting time with regards to the world of Technology."

The REIC National Channel on YouTube can be found at www.youtube.com/user/REICNational

How to find the Real Estate of Canada on the World Wide Web:

YouTube: [Real Estate Institute Canada](#)

LinkedIn: [Real Estate Institute of Canada](#)

Facebook: [Real Estate Institute of Canada -REIC](#)

Twitter: [reicnational](#)

-More -

About the Real Estate Institute of Canada

A leader in advanced real estate education, the Real Estate Institute of Canada (REIC) is an association of professionals that has been educating and certifying specialists in real estate since 1955. The internationally recognized designations offered by REIC are an excellent way for consumers, investors and portfolio managers to identify committed and experienced real estate professionals.

REIC courses are the most highly-respected and comprehensive courses offered for real estate professionals in Canada.

All of REIC's programs are built upon the "Four Cornerstones of Professionalism": Education, Experience, Ethics and Lifelong Learning, the foundation for true professionalism in any field. REIC designations offer increased exposure through networking events, plus added credibility and boosted confidence that stem from professional education and increased knowledge.

The Real Estate Institute of Canada's objective is to advance opportunities for people in real estate.

At REIC we believe:

- ▲ that good management translates into value and that well-managed properties improve the quality of life for people who live, work and in them;*
- ▲ in professional ethics;*
- ▲ in the power of knowledge... and the importance of sharing it.*

REIC is the Pre-Eminent National Association for Real Estate Professionals!

Follow REIC on the World Wide Web:   

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