



THE  
INSIDER'S GUIDE  
TO GETTING YOUR REAL ESTATE  
DESIGNATIONS





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## **ABOUT REIC**

# INTRODUCTION

The real estate industry is highly competitive. To thrive, you need to be willing to work harder, learn more and earn the professional designations that will make you stand out from the rest.

REIC's designation programs are among the top-recognized in the real estate industry. Through our courses, you can gain the knowledge and skills that you need to be highly effective in property management, real estate sales, leasing and other real estate disciplines. Our credentials are recognized throughout Canada and the world as a mark of expertise, quality, and excellence.

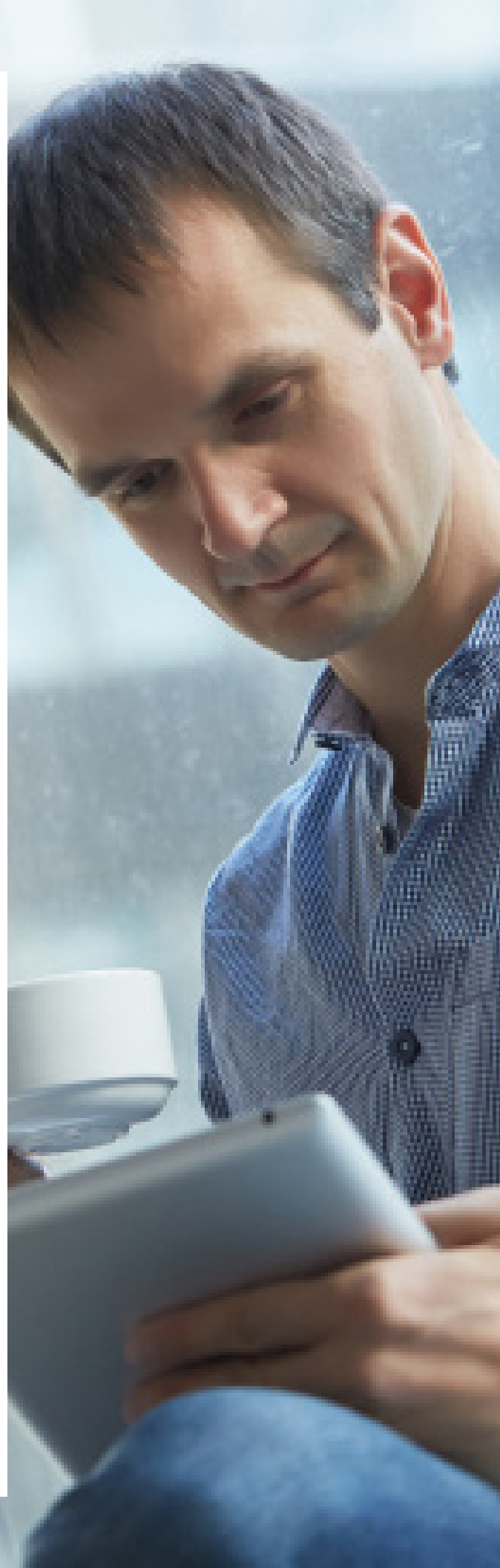
We have strong requirements for education and experience for those who seek our real estate designations. These requirements mean that our designations are meaningful symbols of your commitment to professionalism to your sector and the real estate industry as a whole. As a result, a prospective client or employer who sees your REIC credentials will immediately know that you have the knowledge and training to provide them with the excellent service that they require.

Our course schedules and format options allow you to pursue your credentials in ways that fit around the demands of your work and personal life. In some cases, your past education and experience can be used to fast track your progress, allowing you to get your designation more quickly and begin enjoying the benefits. Many of our courses also include both home study and classroom options.

Once you are on the path toward an REIC designation, you get the opportunity to become a part of our large and highly networked organization. REIC has chapters in most major Canadian cities where you can meet other like-minded professionals, learn from one another and access new opportunities.

**Membership on a national level** offers a number of valuable benefits, as well. REIC members can take advantage of valuable discounts to help reduce costs. Professional development opportunities allow you to build your skill set and your value as an industry professional. Social networking opportunities allow you to learn from and network with some of the best real estate professionals in the country. Our **Career Centre** allows you to see job postings throughout Canada. Our publications keep you up to date on the most important happenings in the field. And, our consistent outreach means that you get the benefit of this highly recognized organization.

If you are ready to supercharge your real estate industry career in sales, leasing or property management, read on to learn about the exciting opportunities you can access with credentials from REIC.



# WHY A REAL ESTATE DESIGNATION

## WILL INCREASE YOUR BUSINESS

In the fast-moving and highly competitive field of real estate, you need every advantage you can get to distinguish yourself from the competition. Advanced studies and real estate designations are one of the most powerful tools available to you to advance your career, increase your business and build new opportunities. A few of benefits you'll see from earning these credentials include:

### A HIGHER DEGREE OF TRUST:

REIC and its members are passionate about upholding the highest ethical standards. Because of this, every REIC designation program requires candidates to take our Ethics in Business Practice course. And, before you can be granted your certification, you will need to provide a letter of recommendation from someone who can vouch for your professional reputation. Applicants are also vetted by members of their local REIC chapter.

This emphasis on ethics and skill means that consumers, employers and property owners can trust real estate professionals whose credentials include an REIC designation. This gives employers and clients the confidence to put your name at the top of their list for positions or contracts.

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### SUPPORT & PROMOTION FROM REIC:

At REIC, we love to give support and visibility to real estate sales professionals, property managers and other real estate practitioners who have put in the work and time to earn our designations. We produce marketing brochures explaining the benefits of hiring professionals who hold our FRI, CPM®, CLO, ARM® and other designations. Our ARM and CPM members enjoy additional benefits with their automatic membership with IREM (Institute of Real Estate Management).

REALTORS® who hold an FRI designation can display the FRI On-Duty clip-on sign outside a home where they are conducting an open house. This highly-recognizable symbol boosts your credibility and your ability to attract more business.

Our regular outreach efforts, our designations, and their value are known throughout Canada and internationally.

## HIGHER EARNINGS:

In 2013, the average ARM member earned \$77,755 a year in total compensation, compared to the Canadian national average compensation of \$38,852 per year for a residential property manager.

Our recent compensation study found that CPMs earn a median income of \$105,000 each year. On average, members in Eastern Canada have a slight edge in earnings over members in Western Canada.

Plus, CPMs and ARMs enjoy a wealth of benefits at their jobs. The most common of these excellent benefits include medical, vision and dental insurance, disability coverage, paid vacation days, paid sick days and cell phone allowances.

And, these designations and career paths offer great opportunities for advancement and growth. Our study found that ARM compensation increased, along with the number of properties and employees managed. CPM's salaries also go up as they build their portfolio and the number of years spent in their industry. When you seek a real estate designation, you don't just increase your earnings immediately; you set a path for continual improvement.

In the real estate sales sector, studies have shown that the median income of REALTORS® with at least one designation is \$27,600 higher than those without.

If you are ambitious, dedicated to excellent service and passionate about upholding the highest ethical standards, an REIC certification could be the next step for you.





# GETTING REAL ESTATE CREDENTIALS

## THAT WILL HELP YOU GET AHEAD OF YOUR COMPETITION

As the real estate market becomes more complex, designations allow real estate professionals to enhance their education and get the specialized knowledge that allows them to stand out from the pack. As real estate author David Phillips wrote in a recent article, "If real estate is your profession, it is up to YOU to invest in your education." Each designation has its own special benefits, fitting your specialized niche in the market. Most programs allow for flexible at-home study or application of skills and credentials you already possess. Here is a quick look at our top designations:

### FELLOW OF THE REAL ESTATE INSTITUTE (FRI):

When you become a Fellow of the Real Estate Institute (FRI), you gain recognition as a professional who has met our stringent standards of practice and ethics. The FRI is a differentiator that sets you apart from your peers. The FRI curriculum enhances your skills in communication, legal and regulatory issues, professional ethics and advanced negotiation techniques.

You'll need to be actively involved in real estate with a valid license at the time of your application to the program and have at least five years of experience in real estate at the time of graduation.

For more information about how to get your FRI designation, please contact the Membership Department at [membership@reic.com](mailto:membership@reic.com).

## CERTIFIED PROPERTY MANAGER (CPM®):

If you manage and oversee a team who manages large portfolios of multi-family, office, retail, commercial or mixed-use properties, the CPM designation and membership is your path.

To obtain the CPM designation, you will need to have a minimum of three years of qualifying experience (meeting minimum criteria); successfully complete a selection of required courses; and meet the Institute's membership requirements.

For more information about the program requirements, please [contact an REIC representative](#).

When you become a CPM, you join a group of seasoned and successful professionals. Nearly half of our CPMs have over 21 years of experience and 97% have worked in the industry for 10 years or more. Together, they manage almost \$2 trillion in real estate, which includes 10.4 billion square feet of commercial space and 11.4 million residential units. You gain access to a network of nearly 8,800 CPM professionals worldwide.

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## CERTIFIED LEASING OFFICER (CLO):

If you manage leasehold acquisition, and disposal and administration, the CLO designation and membership is your path.

To become a CLO, you will need a minimum of three years of relevant experience actively engaged in leasing activities. Don't worry if you don't have that yet. You have five years to complete your CLO training and can accumulate experience while you complete the education component of the program.

The rigorous, specialized education program is designed to give you the edge in every aspect of the leasing process, from acquiring space to administering a leasehold.

To obtain the CLO designation, you will also need to meet the Institute's membership requirements.. For more information, please [contact one of REIC's experts](#).



## ACCREDITED RESIDENTIAL MANAGER (ARM®):

If you manage small to mid-size residential portfolios, the ARM certification and membership is perfect for you. You'll advance your knowledge on how to minimize vacancies, increase property values, control property costs and how to fulfill your property owners' objectives.

The ARM certification is the most recognized credential for residential site managers in Canada and the U.S. in student and government housing or apartment and condominium. Employers seek out professionals that hold this certification. Achieving certification includes meeting the Institute's education, experience and membership requirements.

You can fast track your certification if you already hold a valid CAM, CPM, RAM, CRM or PCAM designation.

These are just a handful of the designations you can work toward at REIC. These and other designations allow you to expand your expertise and gain credentials that show your value to employers, in addition to giving you access to all of the benefits that come with being an REIC member.





# REIC MEMBERSHIP

Joining the Real Estate Institute of Canada (REIC) gives you access to a wealth of marketing and educational opportunities, as well as valuable savings. A few of the benefits of REIC membership:

## FREE ONLINE PROMOTION



One in three real estate sales professionals say that generating more leads is one of their top concerns. REIC members are listed, for free, in REIC's online member directory, which gets 2000 hits per month. All members, regardless of their sector, can showcase their talents with a professional profile, and provide links to social media pages and website so prospects can find out more about their qualifications, experience and services.

## NETWORKING & SUPPORT



Gain the benefit of the expertise and experience of your fellow members. You can also share referrals, meet face-to-face at local and national events and talk online in REIC's member-only discussion forums and social networking sites.

## ACCOLADES & RECOGNITION



Each year, REIC gives recognition to highly committed chapters, organizations and members through their Pursuit of Excellence Awards program. Many local chapters have their own recognition awards to showcase member achievement from their region.

## EXCLUSIVE PROMOTIONAL TOOLS



All members get access to REIC's free marketing toolkit. This includes marketing and promotional tips, as well as promotional materials showcasing your credentials.

## MEMBER PROMOTION



REIC reaches out to clients, employers and the general public to share the value and benefit of working with a credentialed real estate professional. We create brochures that explain the benefits of hiring designated professionals. We also have a number of REIC branded promotional items available such as pens, screen cleaners and other assets that you can use to show your allegiance with this organization.

## LEADERSHIP OPPORTUNITIES



REIC offers opportunities to participate in task forces, committees, work groups and boards at both the chapter and national level. This allows you to become better known in the real estate community while honing your leadership skills. These skills are often transferrable to the workplace, where you can apply what you've learned to management positions within the industry.

## VALUABLE DISCOUNTS & BENEFITS



In today's marketplace, every penny counts. We look out for the best deals and arrange special pricing in a number of areas. Enjoy discounted travel and entertainment through [Perkopolis](#). Find preferred insurance through [Marsh Canada](#). And, get peace of mind with corporate membership at [CAA](#).

We are committed to your career growth. You also get discounts on REIC courses so you can continue to build your skills, credentials and expertise.

## FREE PUBLICATIONS



With E-News, our monthly bulletin online publication, you can get quick updates on educational opportunities, and what's going on with the Institute and our members. Three times a year, you will also receive Exchange, the industry magazine that provides in-depth coverage of events, member news and REIC national and chapter activities.

Plus, members who have or are working toward the ARM, ACoM or CPM credentials also maintain membership with IREM. This includes access to IREMFIRST.org, an interactive online community for real estate managers and their full online resources.

Is REIC membership right for you and your career? [Contact REIC](#) to start boosting your career today.



# ABOUT REIC

The Real Estate Institute of Canada (REIC) is a leading provider of advanced education and designation programs for real estate industry professionals in Canada. Dedicated to the highest professional and ethical standards, REIC has been educating and certifying specialists since 1955. REIC members are highly trained real estate industry professionals bound by the Institute's Code of Professional Standards. To be a designated Member, an individual must meet our rigorous admissions, education and practical experience requirements and maintain membership with REIC.