



November 2, 2010

Dear REIC Members,

I am pleased to announce that the 'REIC article writing' campaign has returned for a second straight year.

Real Estate Institute of Canada members are the leaders of the real estate industry - and being leaders means each of us has a vast amount of knowledge about this industry. As leaders it's our responsibility to share what we have learned with our peers and colleagues. The best manner to do this is through publishing articles that demonstrate our knowledge and expertise.

There are many outlets available to publish our knowledge - REIC Exchange, real estate magazines, trade magazines and newspapers. REIC National has been spoken with various publications and compiling a list of guidelines for writing articles for those publications. You will find that list, as well as a page on tips about writing articles enclosed with this letter.

This package also includes a rough draft of an article written by William McCarthy, FRI CPM® CLO to give you an example of what the campaign is trying to achieve. This article focuses on what people should look for when hiring a REALTOR®. It will be published in the upcoming November issue of *Buying Your Home Magazine*.

Please keep in mind that not only is this an excellent opportunity to share our knowledge and expertise, but every published article could be eligible for the annual Bentall Literary Award. The Bentall Literary Award recognizes the best in real estate journalism and research as it pertains to Canada's real estate industry. In addition, Bentall generously contributes a \$1,000 cash award annually to the winning author.

I encourage all of you to take the time necessary to write an article on a topic that can help enhance the world of real estate.

If you have any questions regarding the campaign, please feel free to contact REIC Manager of Marketing and Communications Lee Arbon at 416.695.9000 ext. 32.

I look forward to reading your informative submissions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Léo Ziadé', with a long horizontal flourish extending to the right.

Léo Ziadé, FRI
2010-2011 Real Estate Sales & Leasing Council Chair

Guidelines for Writing Articles for Publications:

- Stories must be of general interest to Readers, and not promotional in tone for any product or service.
- Writers are encouraged to provide a one-paragraph bio of themselves with contact info if they wish. The author may also submit a photo of themselves to publish with the article if the publication and space permits.
- Stories should be 600 to 1000 words long.

Suggested Topics:

- Legal issues
- Finance Issues
- Economy Issues
- How-to marketing ideas
- Technology updates
- Motivational stories
- Stories focusing on specific geographical areas (Atlantic Canada, Western Canada etc.) are encouraged and will be distributed to publications within that region.

All stories are to be submitted to the REIC Manager of Marketing & Communications, Lee Arbon in either PDF or RTF format. Articles are to be submitted to lee.arbon@reic.com

REIC National will then distribute the submitted stories to the appropriate publications.

If anyone has any questions they are asked to contact Lee Arbon at 416-695-9000 x 32.

Tips for Writing an Article

by Richard F. Muhlebach, CPM®

It's a new year and once again, you think, "I'm going to write an article and get it published." So why haven't you written an article? It isn't because you don't have anything to write about. Every property manager is carrying several articles inside of them based on their experiences. Could it be because you think you must be a good writer to get an article published? Well, realize that you do not need to be a good writer--you just need to have an interesting topic. Through your experiences in real estate management, you have many. All you need to do is organize your story to have a beginning, a middle, and an end. It's that simple. Here are a few writing tips I can share from my own experiences.

What to Write About

Property managers conduct market surveys periodically. If you turn your market survey into an article, a local daily or business newspaper will most certainly print it. If you write an article periodically on say, the market for apartments or class B office buildings in downtown, you will become the known recognized expert for that property type in your area. National publications are interested in "how to" articles such as the lease up of a building, case studies and unique management and leasing activities or incidents.

How to Start Writing

Once again, you do not need to be a good writer! I have written over 100 articles and never received a grade higher than C in any English class I took during my formal education. You do need to have good content and organize the content logically. To start, create an outline for the article. The more comprehensive the outline, the easier it is to write the article. Also, you'll gain momentum by writing the part of the article you feel most comfortable with. Sometimes our thoughts do not flow in the logical sequence of the article so do not feel you must first start with the introduction and write straight through to the end.

I've also learned that writing is a process of re-writing. Your first draft may be just getting all your thoughts on paper or your laptop in some illogical sequence. The second draft organizes your thoughts. The next couple of drafts are just wordsmithing what you wrote. An article is usually between 1,000 and 2,500 words. That was pretty easy.

Finding a Publisher

There are two approaches to getting an article published. The recommended way is to call a publisher and inquire if they are interested in your topic. If they are, they will give you a deadline to submit your article. I prefer the second approach which is to write the article, at my pace, and then submit it to a publisher. If your article is rejected,

(I've had two rejected by the first publishers I contacted) submit it to another publisher. I did that and got each of my two previously rejected articles published.

In terms of having an article rejected, publishers do not reject them because they are poor articles; they are rejected because they either do not meet the targeted audience of that publication, or they do not fit the publisher's editorial calendar of topics for the coming year. If you want to write an article on the market condition for a particular property type, call the newspaper first and agree on the frequency of the article.

Help from the Editor

Remember, you went to school or took classes to learn how to be a real estate manager. Editors went to school to learn how to be writers and editors. They will correct all grammar and punctuation. Thank God for editors! They will give you guidance on the structure of the article.

They'll tell you where the article needs clarification, if there is redundancy in the article or if sections need to be expanded or shortened. They are really good people.

What to do with a Published Article

Market your article. Ask the publisher to e-mail you the edited copy, with the right to copy and distribute it, and reprint it on slick paper. Send the article to clients, past clients, and all your contacts, including mom and dad.

Include the article in your management proposals. Frame the article and hang it in your reception area or conference room. (Writing an article will generate fame but not fortune.)

Here's Something Brilliant

Turn every article into a presentation and turn every presentation you give into an article. This will double your results with little extra effort. Now you are getting twice the marketing bang for the same effort. You will also become twice as famous.

The Next Step

Write an article. If it has local interest, call a local paper. If the article has national interest, call Tulie O'Connor, editorial director of the *Journal of Property Management*, at (312) 329-6049. Bet you didn't think writing was this easy!

P.S. If you are still hesitant about writing an article, call me at (425) 453-2500, Ext.101.



Richard F. Muhlebach CPM, SCSM, CRE, RPA, has written over 100 articles and co-authored 17 books on property management and commercial leasing. He was the IREM 1998 national president.

REALTOR REALITIES:

Get the Right REALTOR and get them working for you.

**What to look for in choosing a REALTOR and
how to make sure they're on top of their game.**

BY

William McCarthy

A.A., B.A., B.G.S., M.A., CPM, FRI, RPA, CLO, R.I.(B.C.), FRICS, CRE

Past President, Real Estate Institute of Canada

We live in truly unprecedented times with regards to our real estate markets. While real estate is traditionally focused at the local market level, our economies are now linked globally. For the past decade we have seen, and are still living through a cycle of real estate boom and bust, and great uncertainty. Therefore, more than ever, those who are actively engaged in the real estate industry, and the consumer seeking their services must be prepared for these new realities. The need for professionalism is paramount.

There are roughly 100,000 licensed Realtors across Canada, and hundreds of thousands of individuals work in the real estate markets and related fields such as finance and construction, yet only a few thousand are members of professional organizations such as the Real Estate Institute of Canada (www.reic.ca) and hold professional designations. If real estate is to continue to be the foundation of our society and economies, then it is incumbent for those working in this industry to commit themselves to professional development and excellence, and for the consumer to seek these individuals out.

Circumstances have now made the relationship between the Realtor and the Client more of a partnership than at any previous time. Ongoing changes to provincial Real Estate Acts and practices (in Canada real estate is governed by each individual province), and the pending tribunal between the federal Competition Bureau and the Canadian Real Estate Association (www.crea.org), ensure that the professional and the client must work closely together. Therefore, much like selecting a doctor or other professional, the client must have a sense of trust and confidence in their real estate practitioner, who in turn must earn this respect by way of their skill, knowledge, accreditation, and ethics.

What makes a successful real estate professional, and likewise, what should the client be seeking? The career real estate practitioner will have strong personality traits, show

evidence of obvious and specific skill sets, and have a demonstrated commitment to ongoing professional development. These three components of success are:

1. PERSONALITY TRAITS

- Good Communicator
- Determination and Patience
- A focused Analytical Mind
- Goal Oriented and a Solid Work Ethic
- Sense of Timing / Can Prioritize
- A competent Presence / Inspires Confidence
- Confident / Inspires Confidence
- Honesty / Trustworthy / Ethical

2. SKILL SETS

- Skilled writer and document drafter.
- Excellent Negotiator.
- Can simultaneously comprehend, analyze & prioritize several tasks.
- Ability to select and lead a team of professionals.
- Mediation skills and ability to bridge.
- Able to sense hidden value, and problems.

3. PROFESSIONAL DEVELOPMENT

- Knows the importance of and is committed to ongoing professional development and accreditation.
- Membership in respected and relevant professional associations.

- Professional designation(s). i.e. FRI, CPM, ARM, CLO, CRF.
- Detailed knowledge of their respective market. Continuously updating data.
- Seeks out mentors. Have trusted advisors.
- Knows their current affairs, economic and business matters, and political and societal issues. Believes that knowledge truly is power.
- Regularly attends seminars and courses.
- Has designed their own professional development and education plan.

In turn, the prudent client will take advantage of the unprecedented wealth of information readily available on-line and through other sources. They will do some preliminary analysis on their own property, and then begin to evaluate Realtors and professionals. This process will include:

- Review the professional's resume, record, reputation, and that of their Agency.
- Assess the experience and energy of the professional.
- Review the professional organizations the professional belongs to, and their professional accreditations, standards, and Code of Ethics.

The client will be seeking a professional who will help them realistically assess their particular property and their goals and objectives. In this partnership, the professional will advise and prepare the appropriate listing agreements and contracts, the pricing of the property, and the marketing of the property and how to assess and respond to Offers and suggestions. They will be your trusted advisor throughout the entire process.

Therefore, having carefully considered the above, before you contractually engage a professional, take the time to study in advance those professionals active and knowledgeable about your market, and prepare to meet and interview several of them. Take your time. When you meet, consider how prepared and organized the

professional is. Ask them about their marketing and pricing strategy for your property. This is the time to discuss the specifics of the listing agreement and your commission and fee structure. The client and the professional should be prepared to challenge one another to ensure that there is the potential for a good working relationship. In doing all these steps, the time and effort the client and the real estate professional commit, will ensure a productive and positive experience. This will be the future of client and agent relationships.

William McCarthy has been a licensed real estate agent for 25 years. His firm, W.P.J. McCarthy and Company Ltd. are property managers, developers, agents, and consultants and are based in Burnaby, B.C. He is the immediate Past President of the Real Estate Institute of Canada.