



The Role of a Chapter

The Relationship between REIC National and its Chapters

Background

The Real Estate Institute of Canada, an association of professionals, has been educating and certifying professionals in real estate since 1955. From seminars, to intense professional education, to the leading professional designations, all of REIC's programs serve our mission and core values...

“The Real Estate Institute of Canada’s objective is to advance opportunities for people in real estate”

Core Values

We believe:

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

The Four Cornerstones of Professionalism

Designations and Accreditations offered by REIC are an excellent way for consumers, investors and portfolio managers to identify committed and experienced real estate professionals. REIC programs are offered all across Canada, and internationally as well.

All of these programs are built upon the “Four Cornerstones of Professionalism”:
Education...Experience...Ethics...Continuous Learning

It's all voluntary! REIC's professional members choose to achieve and maintain their designations without any regulatory requirement. They continue to take education and continue to pay annual dues in order to declare their professionalism to the public, and to current and prospective clients. Moreover, as an organization, REIC is fully independent without formal ties to any government or regulatory body, trade association or corporation.

Each Chapter of the Real Estate Institute of Canada is created and exists solely by reason of the charter granted to it pursuant to the Bylaws and Policies of REIC.

The Chapter Charter

A chapter should view REIC National as a parent company and the chapter as a franchisee of the parent company. As a franchisee, the chapter is the face and the voice of REIC on a local level.

A chapter has specific responsibilities in its relationship with REIC National. It promotes REIC's mandate, its designations and education programs on a local level. It budgets for a surplus on most events. The surplus from these events is used, in turn, to further strengthen the chapter and REIC through additional promotion and advertising. Not for profit is a corporate status, but should not be a corporate state of mind.

REIC must review a chapter's performance. If a chapter is not meeting its responsibilities both to its members and to REIC National, REIC not only has the right but has the responsibility to revoke the chapter charter.

Revocation of a chapter charter is not a step that is taken lightly. REIC National will make every effort to work with a chapter to improve its performance and may recommend alternatives, such as a chapter merger, before taking this ultimate step.

Chapter Responsibilities

The role of a chapter is to:

- ✓ Encourage ethical practice
- ✓ Provide a forum for the exchange of information, ideas and experience among members, candidates and students
- ✓ Assist in the delivery of REIC education programs
- ✓ Assist in REIC in the processing of member and candidate applications and implementation of the Admissions Policy
- ✓ Communicate with REIC leadership the problems, concerns and trends affecting your members, candidates and students
- ✓ Enhance REIC's professional image through effective public relations

How is this done?

1. Chapter Meetings

The chapter management board meets at least 4 times per year, not including the chapter annual general meeting. Minutes of the chapter management board meetings are forwarded to REIC National. The minutes are an effective tool for communicating chapter issues to REIC National.

The chapter should host a minimum of 4 member meetings/events per year. These meetings serve to communicate information from both the chapter and REIC National to your local members as well as provide a networking opportunity for REIC members and candidates.

The chapter must hold an Annual General Meeting of members by no later than April 30th of each year. Samples of "Notice of AGM" and "AGM Agenda" are available in the Events Section of this manual. Minutes of the AGM, including the slate of new directors, are sent to REIC National.

2. Chapter budgets

On an annual basis, the Chapter prepares a budget that details the chapter's financial goals and objectives for the coming year. A copy of the budget must be submitted to REIC National every year. A budget template can be found in the Governance/Administration Section of this manual.

3. Chapter financial statements

At the conclusion of the fiscal year, the chapter prepares its year-end financial statements. The year-end financial statements are made available to all chapter members in good standing, and may be distributed to members at the chapter AGM. The year-end financial statements will also be sent to REIC National to use as an aid when determining local trends, identifying problem areas and developing strategies to resolve any such problems.

4. Chapter communications

The majority of members in any association are not active in volunteer roles and many members are also either not willing or able to attend chapter meetings. A chapter newsletter is therefore a vital and critical tool to communicate both local and National news to chapter members and candidates. They can also become a strong marketing tool for a chapter to promote the benefits of the "Affiliate Member" program to organizations and corporations as well as REIC membership benefits to potential members.

Newsletters can be created as electronic (time and cost saving) or print versions. Electronic versions can be distributed by email as a PDF document or with a link to an online version (for chapters with their own websites) or both.

For chapters wishing to create a printed newsletter, advertising revenue can be used to off-set any publication costs. This kind of advertising can become an effective promotional tool for REIC Affiliate Members to promote their services to REIC members and candidates. Canada Post also offers 'publications' mail-rates for mail distribution of information publications such as newsletters. For more information about these rates, visit

<http://www.canadapost.ca/cpo/mc/business/productservices/marketing/publicationsmail.jsf>

5. Chapter Database

REIC maintains the official membership database and updated contact lists of local chapter members are available upon request.

<http://www.reic.ca/en/about-chapters-resources.cfm>

6. Work with REIC National to expand the candidate prospect list

REIC National works diligently to identify new prospective members and students. Chapters can assist with this task by referring industry professionals and industry-related associations that you deal with locally.

The Chapter Management Board

Structure

On an annual basis, the chapter elects/appoints its chapter management board (CMB). The structure of the CMB is mandated by the REIC Chapter Bylaws.

Election Process

Each chapter must hold its AGM no later than April 30th. At the AGM, the new CMB is announced and sworn in. By March 1st of each year, the current president strikes a nominating committee consisting of a past president and three members in good standing who do not currently serve on the management board.

Refer to the Chapter Bylaws within this section of the manual for the complete election process.

The Chapter Administrator

The role of a chapter administrator is like that of an executive officer of an association. The administrator is an intrinsic part of the chapter organization.

You need someone with a wide range of job skills:

- ✓ Organizational
- ✓ Flexibility
- ✓ Ability to wear multiple hats
- ✓ Finance
- ✓ Marketing
- ✓ Communications
- ✓ Administration
- ✓ Event planning
- ✓ Industry knowledge
- ✓ Sales

Are you thinking that your chapter can't afford an administrator? It is in your chapter's best interest to have one, either on a paid or volunteer basis.

An administrator provides continuity – a CMB changes yearly. An administrator becomes the industry contact, can provide personalized service for applicants, candidates and members. An administrator can provide personalized service for applicants, candidates and members. The administrative hours may depend to some degree on the size of your chapter, but you should anticipate between 8-20 hours/week to effectively fill the role. Provided that the chapter is willing to budget for appropriate hours and wages, a successful chapter administrator can ease the burden of the CMB and committee volunteers. It's important to note, however, that hiring an administrator does not mean abdication of all responsibility by the management board and committees, but it does allow the volunteer leaders to focus their valuable and limited time on planning, goals and objectives rather than the day-to-day administrative functions.

A sample administrator job description is available in the Governance Section of this manual.

ESTABLISHING PRIORITIES

Priority #1 – establishing meeting/event schedules

On an annual basis, the CMB should meet at least four times, not including the chapter AGM.

- May/June – establish committees, meeting and event schedules, review news from the REIC AGM
- Aug/Sept – approve spring course schedule for submission to REIC National
- Oct/Nov – Establish AGM date, review potential board nominees and board members who would wish to continue serving for the following year, budget approval
- Feb/Mar – approve fall course schedule for submission to REIC National, ratify year-end financial statements.

Member meetings and/or speaker events should be held at least four times per year, and ideally once a month between September and June. Regularly scheduled speaker events provide networking and promotional opportunities, as well as an excellent source of chapter revenue.

Consider working closely with your local appraisal institute chapter or real estate board, association or commission if your province has a continuing education program for licensing for local requirements for industry based continuing education credit qualifications.

Priority #2 – chapter committees and their roles

At the first CMB meeting following the AGM, the board should establish its committees:

- Nominating Committee (mandatory)
- Admissions Committee (optional)
- Finance Committee (optional)
- Program and Education Committee (optional)
- Candidate Guidance Committee (optional)

See the Governance Section of this manual for sample committee job descriptions

Priority #3 – who will represent your chapter at REIC's annual conference?

Either at the chapter AGM or at the first meeting of the new CMB, the chapter needs to determine who will represent your chapter members at the REIC annual general meeting, along with what costs will be covered by the chapter.

Attendance at the REIC conference is critical to the ongoing success of your chapter. The chapter workshop as well as the IREM Leadership Conference provides training, which is especially vital to new chapter directors and

presidents, and a valuable exchange of ideas. Business meetings provide your representative an opportunity to express the issues and concerns relevant to your chapter.

At REIC's discretion, partial funding will be given to a chapter who sends a representative to the annual conference. This subsidy is designed to assist a smaller chapter that may not presently have the resources to fund the attendance of a chapter representative. Funding is contingent upon the chapter representative attending specific key meetings such as the chapter workshop, the management and issues briefing, council meeting(s) and the AGM. A chapter must request funding in writing following the REIC AGM and this request will then be renewed. For further details regarding this subsidy program, contact Lisa Blain at REIC National at 416.695.9000 x.27.

BUDGETING

Administration

Budget for items like any hard copy mailings the chapter might do such as paper, photocopies and postage as well as any administrator costs (if applicable).

Chapter Dues

First take a look at your dues structure. Does your chapter generate enough dues to cover administrative costs? If not, consider raising them. Members and candidates pay dues with an expectation of service and promotion of their designations and professions. An administrator will provide your chapter with the capability to meet member and candidate expectations. For further details regarding chapter dues, refer to your Chapter Bylaws.

Additional Course or Membership Revenue

Of course, you are always trying to strike a balance with your dues structure. Too low and your chapter can't finance the necessary programs and services. Too high and members won't recognize value.

One way to achieve this balance is to find additional sources of membership revenue. Naturally, there is the traditional way – achieve designated member growth. But – look to other sources of non-dues revenue, such as networking events, sponsorships and sponsored courses.

Participation in REIC's Annual Conference by Chapter members

REIC offers an AGM incentive for its chapters as follows:

A maximum of four (4) Chapters qualify for a \$500 AGM subsidy upon completion of the applicable expense claim form and confirmation of attendance provided that a minimum of two (2) members of the Chapter Management Board are in attendance, one of whom is the President. The other qualified individual may be the Chapter Administrator. This is based on the demonstrated needs of the Chapter. If more than four Chapters apply and qualify based on the demonstrated needs, priority will be given to the Chapters that are geographically furthest from the location of the Annual General Meeting in any given year.