



November 18, 2009

Dear REIC Members,

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. Over the past several weeks REIC National has been speaking 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.

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 please feel free to contact REIC National or myself directly at 905-791-7800 ext. 2448.

I look forward to reading your words of wisdom.

Sincerely,

Renaud Campbell, FRI(E), CLO
2009-2010 Real Estate Sales & Leasing Council Chair
2009-2010 REIC Awards Task Force 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.