



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

- IMPORTANT ANNOUNCEMENT -

DATE: September 14, 2010

The Real Estate Institute of Canada officially launches new 'Member-Get-A-Member' Program

(Toronto ON) The Real Estate Institute of Canada (REIC) is pleased to announce the launch of the new 'Member-Get-A-Member' Program.

Beginning on September 15th, REIC members can earn a \$100 voucher by referring a colleague to join the Institute. Once that applicant has been approved as a Candidate member in good standing the voucher will be sent to the referring member for their use to purchase a variety of products and services from the REIC National Office. These include REIC Annual Membership Dues, registration to the REIC Annual Conference, tuition on REIC education courses and products from the REIC online store. Members who receive a \$100 voucher from the REIC National Office will have one year from the date it is issued to redeem their voucher.

"This is our way of saying thank you to our members for helping promote the benefits of our education programs and designations," states REIC Executive Director and CEO Maura McLaren, CAE. "Whether it is a telephone call, answering a few questions or volunteering at an REIC booth at a tradeshow - it really doesn't matter. Our members deserve recognition and thanks for all of their efforts. New members make our organization stronger - there truly is strength in numbers!"

"Our members are one of the strongest marketing tools that REIC has to use, and it's important that we ensure that our voice can be heard all around the country," explains Lee Arbon, Manager of Marketing and Communications for REIC. "Marketing through newspapers, magazines and our website is very effective, however one-on-one interaction between our members and potential members is a form of marketing that can't be matched. Our members have earned a designation, they have taken our courses, and they have decided at some point during their careers that they wanted to be a part of the Real Estate Institute of Canada. They can best express to potential members exactly what the value of our designations is and the career benefits of being a member of REIC."

This new 'Member-Get-A-Member' program is a modified version of a program that was held a few years ago. The major change is that **everyone** who helps bring in a new member will receive something for their efforts – not just the individual who gets the most referrals.

"At the National office we think it really is important to say thank you. If a member can get 4 new members to join REIC during the year, well then that is \$400 worth of vouchers to use – that covers your REIC National dues for the following year. I think this is an excellent way to say thanks for bringing 4 new people into the REIC family," states McLaren.

Anyone with questions or queries regarding the new 'Member Get-A-Member' Program is asked to contact REIC Admissions & Membership Coordinator Shelley Barfoot-O'Neill at shelley.oneill@reic.com or 1.800.542.7342 ext. 26.

-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 shop 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!

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