



Appraisal Institute
of Canada

Institut canadien
des évaluateurs

Valuation at the Crossroads

by

Craig Barnsley, AACI

October 17, 2008



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A Decade of Decisions

- Embarked on an ambitious restructuring plan, in 1988
- Relocated to Ottawa in 2002
- Strategic Plan 2002-2007
- New Horizon White Paper



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Strategic Plan

- Increase awareness of the appraisal profession.
- Build meaningful relationships with key stakeholders.
- Build credibility and raise awareness with the public of the value of Professional Appraisers.
- Recruit and increase membership.



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Strategic Plan

• Key Result Areas

- Promotion and Advocacy including Branding Strategy
- Define and Brand our National Organization



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Member Communications

By Joanne Charkiewicz
DIRECTOR,
MARKETING & COMMUNICATIONS



Making what is old new again

The 2007 Annual Statement of Canadian Gas Association General Meeting was a watershed moment for both the membership and AGA. Now, we can look forward to the marketing campaign that will once again absolutely exceed our past few years. Our challenges to think what is old new again. And the Institute of Canadian Gas, to promote the issue of the gas industry, how we move forward to build the "Energy of the Future" and begin a better start of 2008. We look forward to your support and participation in our 2008 AGA AGM in 2008.

38-102331 - 2019-06-25

Through a comprehensive marketing and communication plan, our clients

- Creating more opportunity for member educators involving a commitment to professional development standards.

Last month, NC joined Council SBE as ALCY Marketing Agency of Record. They have the relevant depth and breadth of experience gained through working with numerous not-for-profit, professional service associations, real estate companies, and educational/research

organizations. They can study with us to learn how they can make what is old serve the service management needs. Committed to clear expectation of workers, it emphasizes languages and has needs of a doctrine.

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I t's been a year since the last time I wrote about the state of the art in the field of AI-powered search engines. In that time, there have been many significant developments, and I'd like to take this opportunity to update you on some of the most interesting ones.

One of the most notable developments has been the rise of large language models (LLMs) like GPT-3 and its successors. These models are trained on massive amounts of text data and can generate highly accurate and contextually appropriate responses to a wide variety of prompts. They have been used for a range of applications, from generating news articles to translating languages to answering complex questions.

Another important development has been the increasing use of federated learning and differential privacy in AI systems. Federated learning allows multiple parties to train a shared model without sharing their individual data sets, which can help protect user privacy. Differential privacy adds noise to data to make it less identifiable, further protecting user privacy.

Finally, there has been a focus on improving the user interface and experience of AI-powered search engines. This includes things like better自然语言处理 (NLP) capabilities, more intuitive search interfaces, and more personalized results based on user history and preferences.

Overall, the field of AI-powered search engines is continuing to evolve rapidly, and I'm excited to see what new developments will emerge in the future.

we are only one of many countries which are being attacked by the forces of reaction and fascism. Our people are fighting for their freedom and democracy, and defend what can be done for the welfare of all humanity.

At the time the U.S. was adding more and more pressure on the leaders of the Soviet Union, the Chinese Communists were taking the lead in their struggle against the forces of reaction. The first statement of the Chinese Communists on the subject was made by Mao Tse-tung in his article "On Correct Handling of Contradictions among the People," published in January, 1957. In this article, Mao Tse-tung pointed out that the contradiction between the working class and the bourgeoisie is no longer the main contradiction in our country. The main contradiction is now between the people's desire to build socialism and the forces of reaction which are trying to prevent the building of socialism. This article has been widely discussed and has been an important factor in the development of the Chinese revolution.

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18 OF THEM.
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21 MOST APPROPRIATE
22 FOR THE
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people
things,
much-
like
customer focus to other cues
of evaluations. Typical customers
choose an attorney's services based
not merely on the quality of the
attorney, but also as a function of how
they perceive the attorney to be per-
ceived by others. Hence they look
to the cues that are within the
realm of expertise.¹ Such cues
could include personal attributes
such as age, sex, and ethnicity, or
the physical appearance of the
lawyer and feel of a moment
the basis of the service, etc. For
example, a law school is often
seen with higher status.

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you, our friend. In a large degree, you have control over the associations that are linked to your name. The best personal brand, from a professional perspective, is one that is carefully created over a career, and are mutually cohesive and cohesive, and help the client to form a positive perception of your professionalism.

is a
set of
linked
people perceive something more
far from the absolute
truth. The question generally is not
which product or service is best;
the question is which product or
service people think is best. This is
surprisingly true within professional
service domains such as ours.
where the complexity of what we do
is often beyond the knowledge level

mark.
comes a
people
things,
such

example of a new
personal
brand
that makes us
stand out
from the
competition

BC Expropriation
Association,
October 2008



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Branding Launch to the AIC Members

.. hats off to the committee for getting us to this phase. I can hardly wait to proceed with it. In Ontario it was a hit at our Board meeting. The entire board supported the logo change provincially. We are anxious to be able to present this to our members.

I commend the committee and the Cundari group for a job well done. It shows that a lot of effort went into some market research. Ultimately this is our future as professional appraisers.

Susan McRury, CRA
President, Ontario Association of the Appraisal Institute of Canada

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Multi-branded

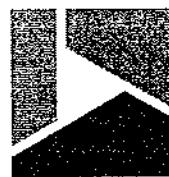
The image displays a composite of four logos, each enclosed in a rounded rectangular border:

- AQICE** (Association of Quebec Appraisers): Features a circular logo with a map of Quebec and the text "AQICE" in large letters, with "ASSOCIATION DES ÉVALUATEURS IMMOBILIERS DU QUÉBEC" below it.
- Appraisal Institute of Canada**: Shows a small house icon and the text "Appraisal Institute of Canada" followed by "REAL ESTATE APPRAISERS" in smaller letters.
- NSREAA** (Nova Scotia Real Estate Appraisers Association): Features a Nova Scotia map icon and the text "NOVA SCOTIA REAL ESTATE APPRAISERS ASSOCIATION".
- Newfoundland Association of the Appraisal Institute of Canada**: Shows a small house icon and the text "Newfoundland Association" above "Appraisal Institute of Canada".



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Appraisal Institute of Canada Nova Scotia



Appraisal Institute
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British Columbia



Appraisal Institute
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Ontario

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Marketing Success

- Our Marketing objectives are challenging – but eminently achievable.

“Tomorrow belongs to the people who prepare for it today” (African Proverb)



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The cover features four professionals (three men and one woman) in business attire, smiling and looking towards the camera. Below them is a grid of four small images showing various real estate scenes: a modern building, a traditional building, a landscape, and a city skyline.

**Canadian Property
VALUATION/EVALUATION**
Immobilier au Canada

THE JOURNAL OF THE APPRAISAL INSTITUTE OF CANADA

The Impartiality
Organization of experts

REAL VALUE EXPERTS | EXPERTS EN ÉVALUATION



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The advertisement is a black and white composition. At the top, a large image of a house's exterior is shown, with a window frame containing the text "We are Canada's real value experts". Below this main image is a smaller photograph of three individuals in professional attire: a man in a suit and tie, and two women in business dresses. To the left of the main image, there is a vertical column of smaller, square photographs arranged in a grid, with the text "We Value Canada" above them. The AIC logo, which consists of a stylized mountain peak icon followed by the text "Appraisal Institute of Canada", is located at the bottom left. In the bottom right corner, a laptop computer is open, displaying the "appraisalinstitute.ca" website on its screen.



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Appraisal Institute of Canada

Français

Home

The Institute

Membership

Professional Designations

Client Resources Centre

Media Centre

Members Section

We Value Canada

The Appraisal Institute of Canada (AIC) is Canada's most authoritative voice in real property valuation. AIC members provide tactical solutions and advice at every stage of the property lifecycle.



Print

Welcome to the Appraisal Institute of Canada (AIC) web site. Founded in 1938, AIC is the premier real property valuation association in Canada. As a self-regulating professional organization, AIC grants the distinguished Accredited Appraiser Canadian Institute (AACI) and Canadian Residential Appraiser (CRA) designations to individuals across Canada and around the world.

AIC members are highly qualified valuation professionals who undertake a rigorous program of professional studies, examination and experience before being granted a designation. The Institute also supports the principles of lifelong learning through a mandatory continuing professional development program and requirements to complete our professional practice seminar on a regular basis. These ensure that our members have the most up-to-date education and skills to offer their clients.

The education, experience and life long learning requirements that AIC has put in place ensure that the real value expert you hire will provide you with the most professional valuation expertise and opinions in the marketplace. Put your trust in the most highly regarded designations in the real property marketplace.

Real Value Experts



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Appraisal Institute of Canada

Français

Home | The Institute | Membership | Professional Designations | Client Resources Centre | Media Centre | Members Section

Path to Designation	
Education Partners	
Admission Requirements	
Degree Requirements	
Curriculum Requirements	
Annual Course Completion Requirement	
Continuing Professional Development	
Applied Experience	
Examination	
Professional Practice Seminar	
Continuing Professional Development	
Career Opportunities	

Education

Developed and delivered in partnership with the Real Estate Division of the Sauder School of Business, University of British Columbia, the AIC Program of Professional Studies ensures that members proceeding to designation do so with the assurance of an educational foundation that prepares them to meet the ever changing demands of a multidisciplinary profession. The entire process is designed to develop valuation professionals who have the specialized skills needed to excel in this multifaceted profession.

The CRA designation requires up to seven courses, plus completion of a residential guided case study. The AACI designation requires up to eight additional courses, plus completion of an income or agricultural guided case study. Exemptions and transfer credit are considered for previous post secondary work, so most students achieve their designation without taking all the required courses.

All courses are designed to be completed by distance education, with written and multiple-choice assignments submitted according to a set schedule, followed by a final examination. The Internet is used extensively as a learning resource.

Most courses are 13 weeks in length. Most are offered in Winter Term 1 (September - December) and in Winter Term 2 (January - April), with selected courses also available also in Summer Term 1 (June - September). Subject to prerequisites, students may take the courses in any order. Most AIC Program students are working professionals and find one course per term manageable. Students wishing to accelerate their program however, may register for more than one course at the same time.

Successful completion of AIC's courses will earn students between 50 and 60 degree credits toward the Bachelor of Business in Real Estate Program (BBRE), as offered by the University of British Columbia (UBC).

[Print](#)

Quick Links

CAREERS

Career opportunities,
post openings or your
resume here

EVENTS

Coming
soon...register and
pay online for AIC
Events!

FAQ's

Looking for an
answer? Check out
FAQs.

FIND A REAL VALUE EXPERT

Need a real value
expert? Search for
designated AIC
members here.



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The Advertising Approach

- We developed five (5) overarching ad themes and creative treatments in which the specific message is tailored to suit diverse audiences.
- Each ad theme and creative treatment follows a consistent structure to increase recognition over the course of the campaign.
- This approach enables AIC to optimize its media spend, maximize frequency and extend reach.

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CA Magazine



Canadian Lawyer



National Magazine



THE CANADIAN
BAR ASSOCIATION

CGA Magazine



Certified General
Accountants Association
of Canada

Investment Executive (English)

INVESTMENT EXECUTIVE

Federation of Canadian Municipalities

Canadian Mortgage Professional

CMP
Canadian Mortgage Professional





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The Advertising Campaign

- Trade Publications 40 ads (September – March)
- Globe and Mail (10 major cities)
- CAAMP Member Source Guide
- CMP Calendar
- Insurance Bureau of Canada



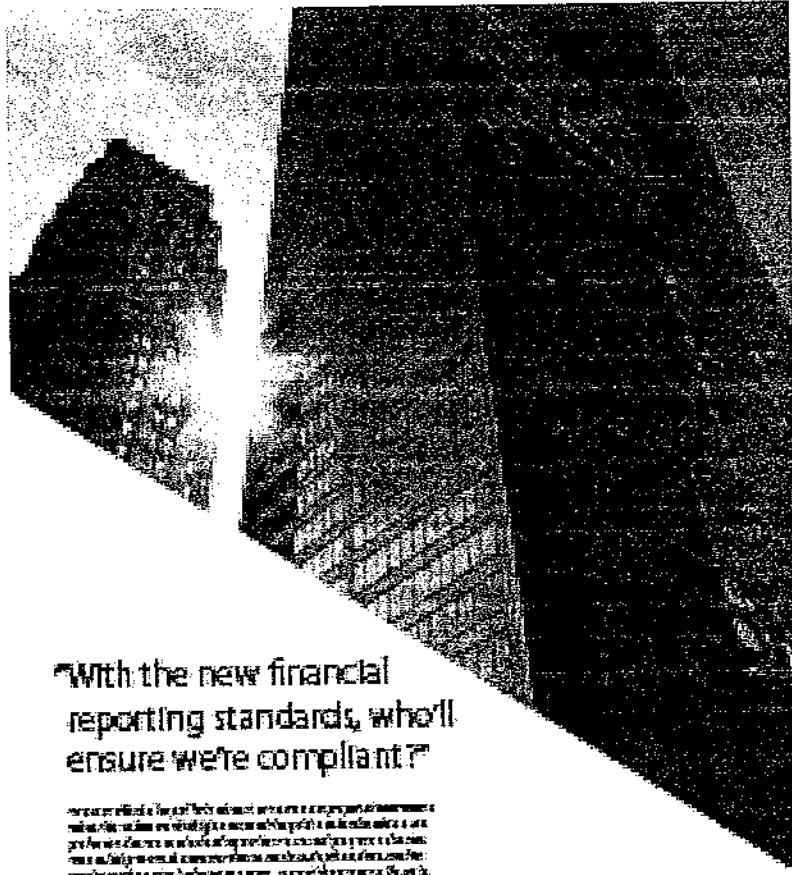
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Proposed
Financial
Reporting
Standards
for Private
Sector
Business
Enterprises

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Ad theme 1: “Skyscraper”



“With the new financial reporting standards, who'll ensure we're compliant?”

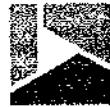
Proposed financial reporting standards for private sector business enterprises will change the way you do business. The new standards will affect how you value assets, record expenses, and report financial performance. Will your organization be prepared? Are you ready to meet the challenges of the new standards? Contact us today to learn more about how we can help you stay compliant and successful.

Proposed financial reporting standards for private sector business enterprises will change the way you do business. The new standards will affect how you value assets, record expenses, and report financial performance. Will your organization be prepared? Are you ready to meet the challenges of the new standards? Contact us today to learn more about how we can help you stay compliant and successful.



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Note: Headline and body copy will vary by ad insertion and publication.



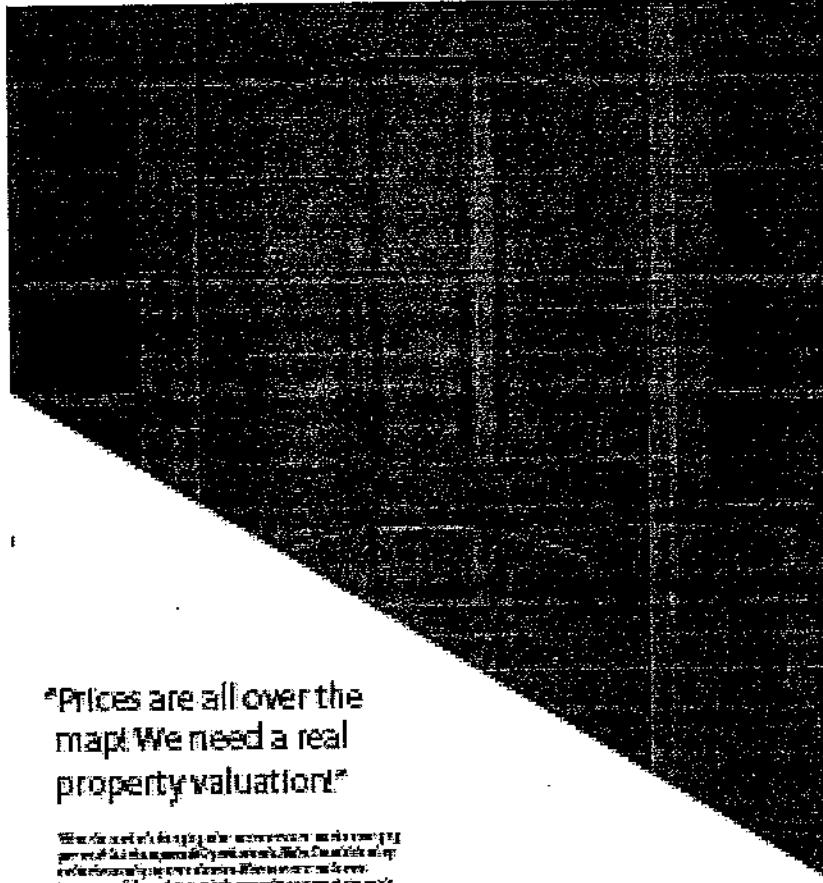
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Ad theme 2: “Door”

Note: Headline and body copy will vary by ad insertion and publication.

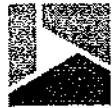


Expropriation Association

www.expropbc.org



Appraisal Institute
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Real Estate
Valuation Services



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Ad theme 3: “Green”

Note: Headline and body copy will vary by ad insertion and publication.

The advertisement template features a large, dark, textured background image of a city skyline at night, possibly a reflection in water. In the lower-left foreground, there is a white triangular area containing text. To the right of this area is a vertical column of text. At the bottom right is a small graphic of a building with the text "BC EXPROPRIATION".

Can green developments
deliver sustainable returns?
How will we know?

BC EXPROPRIATION



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Ad theme 4: “Highway”



***It's public land.
Who can assess our best,
long-term options?***

Each scenario will have its own unique
issues. We believe what should be your approach
will also depend on the unique circumstances.
That's why we've developed a range of services
to help you make the best decision for your
clients. So if you're faced with a difficult
expropriation, give us a call. We'd be happy to
discuss how our unique approach can help you
best serve your clients.

Learn more about our services

www.appraisecanada.com



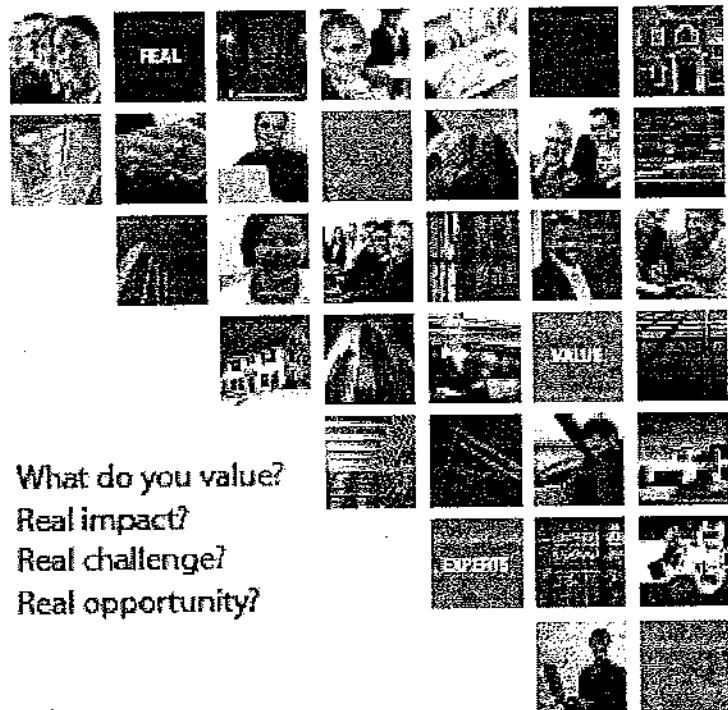


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Ad theme 5: “Recruitment”



What do you value?
Real impact?
Real challenge?
Real opportunity?

Invest in a career with real value.

Join the growing ranks of professionals in leadership for the future of real property investment. Our 20,000 members from around the world include leading experts in real property valuation, asset management, capital markets, and property taxation. Our designation opens up a world of possibilities for breadth, networking contacts, in-person and virtual sections, educational opportunities and a limited life-term membership.

Seeking a unique approach to finance, legal and planning issues or build your own independent consulting practice? Our members are always in high demand and committed to ethical standards, research, timely tips and practical education solutions. If you are facing exciting challenges with big potential, become a real estate expert. We value careers.

Learn more at www.appraise.ca
or visit us at www.iicmca.org.





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Online Advertising



YAHOO!



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Recruitment Microsite

- Web-based recruitment tool
- Launch January 2009
- Online advertising directed to Microsite
- Web-based advertising
- Use of testimonials featuring AIC spokespersons
- One stop shopping for career information



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AIC Tradeshow Banners



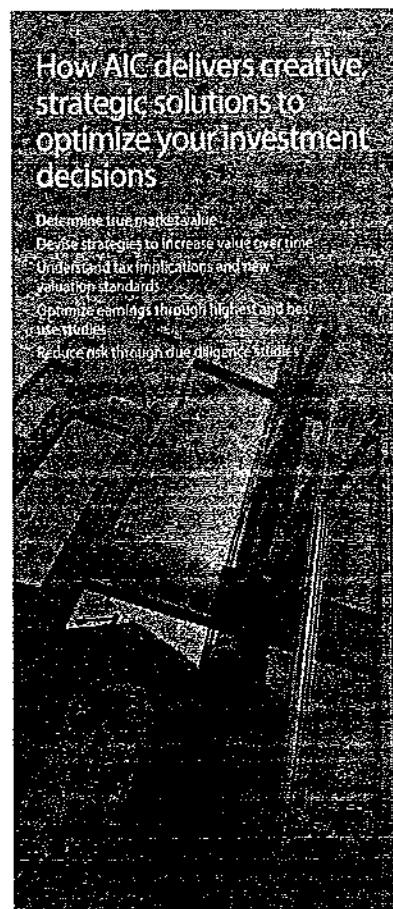


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AIC Tradeshow Banners



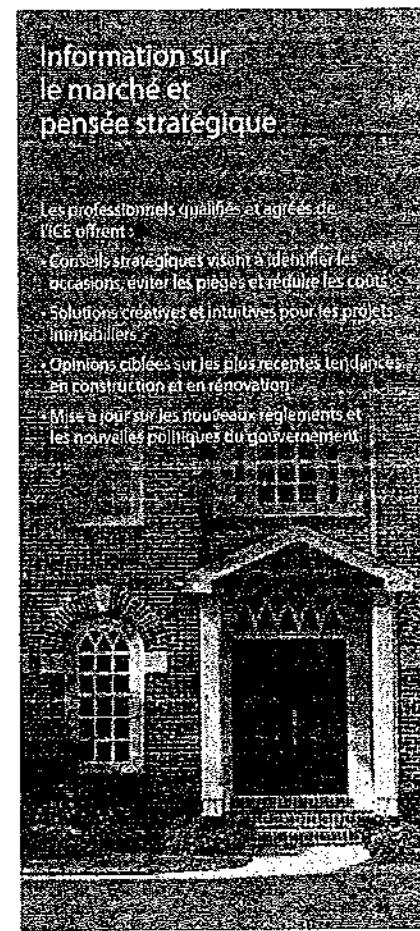


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AIC Tradeshow Banners





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AACI Designation Certificate



Appraisal Institute
of Canada

Institut canadien
des évaluateurs

It is hereby certified that / Par la présente, nous certifions que

Accredited Appraiser Canadian Institute

Has met all professional, educational and experience requirements prescribed for the grade or rank of Accredited Appraiser Canadian Institute by the Appraisal Institute of Canada, and is therefore qualified and entitled to use this designation in practicing the profession of Real Property Appraising.

By accepting this designation, the Appraiser hereby solemnly pledges to practice the profession as set forth in the Professional Standards, Bylaws, Regulations and Code of Ethics of the Appraisal Institute of Canada.

In witness, whereof we have subscribed our signature and affixed the seal of the Appraisal Institute of Canada.

a répondu à toutes les exigences professionnelles, pédagogiques et d'expérience pratique menant à l'obtention du titre Accredited Appraiser Canadian Institute de l'Institut canadien des évaluateurs et qu'il est donc qualifié et autorisé à utiliser cette désignation dans sa pratique de la profession d'évaluateur immobilier.

En acceptant cette désignation, l'évaluateur s'engage solennellement à respecter, dans la pratique de sa profession, les normes de pratique professionnelle et les statuts, règlements et le Code de déontologie de l'Institut canadien des évaluateurs.

En foi de quoi nous avons apposé nos signatures et le sceau de l'Institut canadien des évaluateurs.

President / Président

Secretary / Secrétaire

Date: _____



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CRA Designation Certificate



Appraisal Institute
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BC Expropriation
Association,
October 2008

It is hereby certified that / Par la présente, nous certifions que

Canadian Residential Appraiser

has met all professional, educational and experience requirements prescribed for the designation Canadian Residential Appraiser by the Appraisal Institute of Canada, and is therefore qualified and entitled to use this designation in appraising dwelling properties and/or Residential Dwelling sites, as prescribed by the Institute.

By accepting this designation, the Appraiser hereby solemnly pledges to practice the profession as set forth in the Professional Standards, Bylaws, Regulations and Code of Ethics of the Appraisal Institute of Canada.

In witness, whereof we have subscribed our signature and affixed the seal of the Appraisal Institute of Canada.

a répondu à toutes les exigences professionnelles, pédagogiques et d'expérience pratique établies pour la désignation Canadian Residential Appraiser de l'Institut canadien des évaluateurs et qu'il est donc qualifié et autorisé à utiliser cette désignation pour l'évaluation de sites d'habitation et/ou de propriétés résidentielles tel que prescrit par l'Institut.

En acceptant cette désignation, l'évaluateur s'engage solennellement à respecter, dans la pratique de sa profession, les normes de pratique professionnelle et les statuts, règlements et le Code de déontologie de l'Institut canadien des évaluateurs.

En foi de quoi nous avons apposé nos signatures et le sceau de l'Institut canadien des évaluateurs.

President - Président _____

Secretary - Secrétaire _____

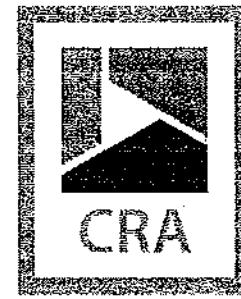
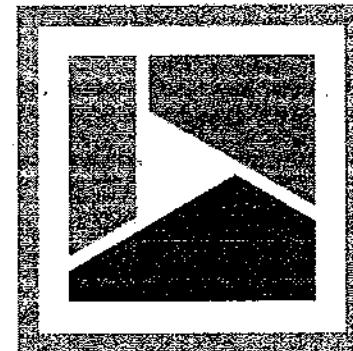
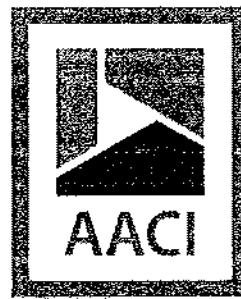
Date _____



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AIC Designation Pins



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October 2008



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AIC Members

- Who we are:
 - ***Real Value Experts***
- What we do:
 - ***We Value Canada***



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Questions and Answers



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