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# ANNUAL UPDATE 2017-2018

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Appraisal Institute  
of Canada

Institut canadien  
des évaluateurs

80

YEARS ANS  
1938 - 2018





Over the last three years, there has been consistent demand for residential and commercial appraisals provided by AIC Members.

	# OF RESIDENTIAL APPRAISALS *	# OF COMMERCIAL APPRAISALS*
2017	1,022,629	203,391
2016	1,020,206	201,435
2015	974,854	211,265

	\$ VALUE RESIDENTIAL APPRAISALS	\$ VALUE COMMERCIAL APPRAISALS
2017	\$704,568,864,300	\$577,172,375,700
2016	\$664,440,632,100	\$544,923,937,900
2015	\$568,062,230,400	\$529,923,937,900

\*Based on the 2018 Insurance Renewal membership questionnaire.

## MESSAGE FROM THE PRESIDENT



**Richard Colbourne,**  
AACI, P.App President

THIS YEAR MARKS AN IMPORTANT MOMENT - THE 80<sup>TH</sup> ANNIVERSARY OF THE APPRAISAL INSTITUTE OF CANADA.

This year marks an important moment - the 80th anniversary of the Appraisal Institute of Canada. Throughout the year, I have had the privilege of representing the Appraisal Institute of Canada (AIC) membership, both nationally and internationally. This opportunity has given me unique insight into how AIC has remained the leading professional valuation association, I truly believe that our longevity and success is due to the professionalism and resiliency of our Members, the incredible dedication of our volunteers who provide strategic direction and the guidance and knowledge of AIC staff who make this strategy a reality in the Institute's day-to-day operations.

Our membership is very diverse. We come from different regions with unique market conditions, we have a vast range of experience and we specialize in various property types and

services. But, it is safe to say that we all have some things in common: we strive to produce quality valuation reports and provide intelligent insight on real property issues, we are proud of our designations, our association and our profession.

From the beginning of my term as President, my goal has been to continue taking AIC along a path where we can appreciate our differences and leverage the similarities in order to move collaboratively towards our target of advancing our profession.

I am confident in saying that our team is moving in the right direction and has made significant strides to advance our profession as we complete the last year of our 2015-2017 strategic plan. The result of this hard work is outlined in this annual update.

I look forward to working with President-Elect Peter McLean, AACI, P.App and the Board of Directors as we fully implement a new three-year strategic plan that will continue to build on the foundation of the last three years. Listening to and being guided by our Members has always been the key to our success, and the principles that "Members Matter" will continue to steer AIC into the future. We must always remain open, transparent and focused on key issues that generate results for our Members.

Thank you all for your support and guidance throughout the past year and for sparking important discussions on what is best for the AIC membership. It has been an honour and privilege to have served the AIC membership as President. I look forward to working with the AIC Board of Directors and staff to continue the great work that is being done.

Thank you for this memorable experience and your trust in my abilities to lead this organization forward.

## List of AIC Board Members 2017-2018

### EXECUTIVE

#### President

Richard Colbourne, AACI, P. App (NS)

#### President Elect

Peter McLean, AACI, P. App (ON)

#### Vice-President

Darrell Thorvaldson, AACI, P.App (MB)

#### Vice-President

Thomas Fox, AACI, P.App (SK)

#### Immediate Past President

Dan Brewer, AACI, P. App, Fellow (ON)

#### Chief Executive Officer

Keith Lancaster, AACI (Hon.)

### DIRECTORS

Mike Kirkland, AACI, P.App (NL)

Jan Wicherek, AACI, P.App, Fellow (PE)

Georges Semine, AACI, P.App (QC)

Paula Malcolm-Schaller, CRA, P.App (ON)

John Manning, AACI, P.App (AB)

Ernie Paustian, AACI, P.App (AB)

Daniel Jones, AACI, P.App (BC)

Craig Barnsley, AACI, P.App (BC)





# Advocacy on Behalf of the Membership

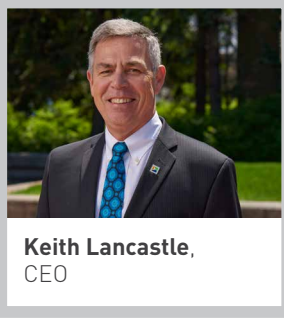
Advocacy continues to be a key priority for AIC at both the national and provincial level. Over the past year, the AIC has added more resources to continue to advance our relationships and advocacy efforts within the federal government as well as with national stakeholders on issues that affect our Members. These issues include: extending federal mortgage underwriting guidelines to all lenders, accessing affordable and reliable data, reducing over-reliance on automated valuation models and increasing the awareness of the appraiser's role in mitigating lending risk and supporting the real estate market.

AIC also provided support and assistance to our provincial affiliates in their efforts to enhance their influence with provincial government and stakeholders. To help guide our advocacy efforts across the country, the national office worked closely with the provincial representatives of the Advocacy Sub-Committee and other provincial leadership to identify issues and to share resources.

Highlights of the activities within the advocacy portfolio include:

- Representing AIC in more than 25 meetings and interactions with federal elected and non-elected officials including the Prime Minister's Office, the Finance Minister's Office and several Members of the House of Commons Finance Committee;
- Hosting AIC's very first "Parliament Hill Day" to provide an opportunity for provincial advocacy representatives to meet within the federal government representatives;
- Submitting six responses to federal government consultations including pre-budget submissions, Office of Superintendent of Financial Institutions B-20 Guidelines and Cannabis legislation;
- Appearing before the House of Commons Finance Committee to present our pre-budget submission, several of which recommendations were referenced in the Committee's final report;
- Attending the Budget 2018 "lock-up" by invitation from Finance Canada, before it was made available publicly;
- Attending more than 40 meetings with industry stakeholders such as major lenders, Appraisal Management Companies, the Canadian Real Estate Association, the Canadian Home Builders Association and Mortgage Professionals Canada;

- Attending over 25 events and conferences including CD Howe Institute public policy discussions related to real estate, the Canadian Club of Canada, the Economic Club of Canada, the Canadian Mortgage and Housing Corporation Housing Symposium, Mortgage Professionals Canada Annual Conference and Symposiums, Political Action Days hosted by the Canadian Real Estate Association, The European Group of Valuers' Association and the International Valuation Standards Council;
- Assisting provinces with their pre-budget submission to their respective provincial government. On the invitation of their respective finance departments, Alberta, Saskatchewan and Ontario associations attended a budget preview before it was made available publicly.
- Assisting AIC-Alberta in their efforts to ensure that new condominium regulations related to reserve fund studies stipulated that both AACI and CRA Members could deliver these studies;
- Assisting Ontario in their efforts to ensure that investors have sufficient information when making a decision related to a syndicated mortgage investment, including the obligation to have an appraisal done by an AIC Designated Member;
- Assisting AIC-Quebec with a pre-budget submission calling for the Quebec Government to follow OSFI mortgage-underwriting guidelines. As a result, the financial institutions regulator, Autorité des marchés financiers, updated their mortgage lending guidelines to require all lenders to utilize prudent underwriting guidelines similar to those found in B-20;
- Assisting AIC-BC in their efforts to build a relationship with each real estate board;
- Supporting several provinces in their efforts to educate and influence provincial issues with key message, media support and communication material;
- Communicating AIC's "Advocacy in Action" through regular articles in CPV publications, communiques, online and social media channels; and
- Advertising in publications and online sites that reach federal government audiences.



## MESSAGE FROM THE CEO

The Appraisal Institute of Canada (AIC) has just completed the final year of its most recent three-year strategic plan. I'm proud to say that AIC's progress has been tremendous over this time due to our focus on the following four strategic pillars:

- **Advocacy on Behalf of the Membership – Be the leading voice for the appraisal profession**
- **Diversification of the Appraisal Professional's Value Proposition – Facilitate efforts for Members to strengthen and diversify their skill set to seek expanded markets**
- **Recognition of AIC Members as Professionals of Choice – Promote AIC Members and the full range of valuation services they offer**
- **A Vibrant and Engaged Membership – Strengthen the AIC through the implementation of effective recruitment and retention strategies**

The concerted effort and commitment of our volunteers and staff to implement initiatives within each pillar has, without a doubt, positioned our Members as "the valuation professionals of choice in Canada". In particular, our efforts to advocate on behalf of our Members has put AIC on the map with federal and provincial stakeholders which helps us to influence policies, regulations and real estate decisions in a proactive way. In fact, over the past year and a half the AIC has had the opportunity to testify twice at the Standing Committee on Finance regarding federal government housing policy. This is a significant accomplishment in the "marathon" of advocacy.

Our success is measured through the success of our Members. We are pleased to see that our overall membership has increased and that almost 150 Candidate Members were newly designated as either an AACI or CRA over the past year, which is critical to the Institute's sustainability. Our website continues to be a popular source of information with an increase in 19% of sessions and an increase of 3,000 searches per month on our "Find an Appraiser" online search tool. AIC has earned media exposure in excess of almost 326 million impressions, and a new advertising campaign has been launched in 2018 to continue to drive traffic to the website. Our social media channels have been an effective way to share information and support our partners, while the AIC Exchange blog continues to deliver high quality content to the public and to our Members.

CUSPAP 2018 introduced "mass appraisal" standards, and AIC is constantly providing opportunities for our Members to diversify their services through partners that provide high quality training programs such as the American Society of Appraisers, UBC and ULaVal. Our Professional Practice team has delivered Professional Practice Seminars and Continuing Professional Development opportunities that are relevant in today's marketplace. The Admission and Accreditation team continues to evaluate the AIC Program of Professional Study in both English and French to ensure each program is effective and delivering quality training to our Candidate Members.

On behalf of the AIC team, we are pleased to present the 2017-2018 Annual Update which will provide more details on the key activities within each of the four strategic pillars as outlined in the 2015-2018 Strategic Plan.





# Recognition of AIC Members as Professionals of Choice

AIC continues to promote our Members as Canada's valuation professionals of choice by developing professional campaign resources that were distributed to both traditional and non-traditional channels.

AIC's promotional activities included:

- Launching a new advertising campaign, in both print and digital formats, with a new strategy to encourage consumers to ask their real estate professional to hire an appraiser to learn the "real value" of a property in a specific market;
- Directing promotional resources to reach key client audiences – mortgage brokers, real estate agents and brokers, lawyers, developers and government;

- Promoting AIC Members at national events, including the 2017 Mortgage Professional Canada National Conference, the 2017 Toronto/Vancouver/Winnipeg/Edmonton/Montreal Real Estate Forums, the 2017 Canadian Professional Accountants Association Conference, the 2017 Federation of Canadian Municipalities Conference, the 2017 Canadian Housing Renewal Association Conference and the 2017 Canadian Property Tax Association conference;
- Being interviewed by national mainstream media as well as proactively distributing AIC news through Canadian media channels to earn almost 326 million impressions in national and international media outlets;

- Being strategic with limited advertising budgets to earn close to 26 million impressions within trade and national publications;
- Focusing our attention on gaining more followers on social media channels - Twitter, Facebook and LinkedIn - by providing relevant and engaging content;
- Continuing to post relevant articles on the AIC Exchange, an online blog that facilitates online sharing of AIC Members' knowledge and authority;
- Directing audiences to the AIC website through all promotional initiatives, resulting in almost 430,000 visitors to the AIC website with the majority of the visitors being new and almost 140,000 visitors to the Find an Appraiser page;

- Continually working with our provincial affiliates and volunteers to deliver exceptional service and resources to Members, which includes customizing ads for local markets, providing articles and delivering AIC-branded resources; and
- Offering financial support to provincial affiliates to promote AIC Members at the local level, such as trade shows, business events, advertising within local publications, etc.

**WHAT'S THE REAL VALUE OF A 200,000 SQ FT WAREHOUSE IN MONTREAL?**

Real estate markets can run hot and cold. So if you're wondering about the real value of a property, hire an AIC-designated appraiser. They are Canada's real estate valuation experts, providing unbiased, professional valuations of commercial and residential property. If it involves real estate, involve an AIC-designated appraiser.

Find an AIC appraiser in your area by visiting [AICanada.ca](http://AICanada.ca)

**aicanada.ca**

Appraisal Institute of Canada

**WHAT'S THE REAL VALUE OF A 600-HECTARE FARM IN SASKATCHEWAN?**

Real estate markets can run hot and cold. So if you're wondering about the real value of a property, hire an AIC-designated appraiser. They are Canada's real estate valuation experts, providing unbiased, professional valuations of agricultural real estate and equipment. If it involves real estate, involve an AIC-designated appraiser.

Find an AIC appraiser in your area by visiting [AICanada.ca](http://AICanada.ca)

**aicanada.ca**

Appraisal Institute of Canada

**WHAT'S THE REAL VALUE OF A 2000 SQ FT COTTAGE IN THE MUSKOKAS?**

Real estate markets can run hot and cold. So if you're wondering about the real value of a property, hire an AIC-designated appraiser. They are Canada's real estate valuation experts, providing unbiased, professional valuations of commercial and residential property. If it involves real estate, involve an AIC-designated appraiser.

Find an AIC appraiser in your area by visiting [AICanada.ca](http://AICanada.ca)

**aicanada.ca**

Appraisal Institute of Canada

**WHAT'S THE REAL VALUE OF A 3-BEDROOM HOME IN KITCHENER?**

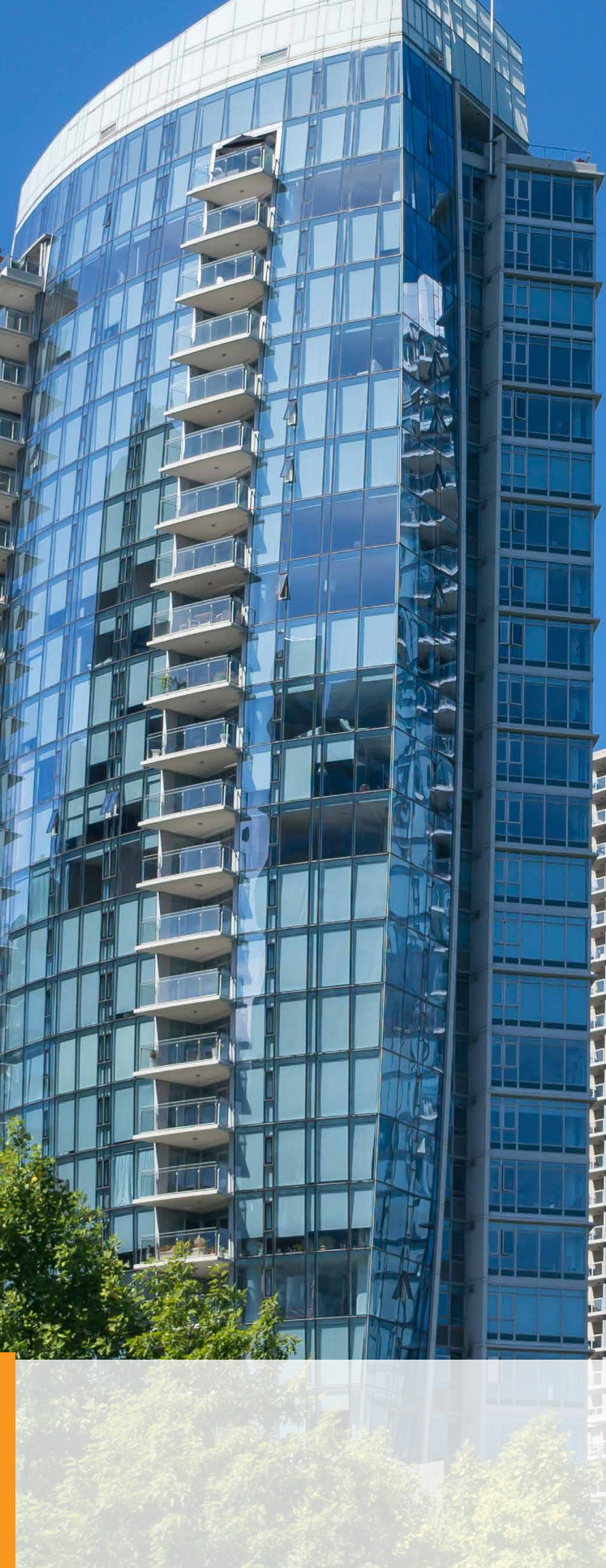
Real estate markets can run hot and cold. So if you're wondering about the real value of a property, hire an AIC-designated appraiser. They are Canada's real estate valuation experts, providing unbiased, professional valuations of residential property. If it involves real estate, involve an AIC-designated appraiser.

Find an AIC appraiser in your area by visiting [AICanada.ca](http://AICanada.ca)

**aicanada.ca**

Appraisal Institute of Canada



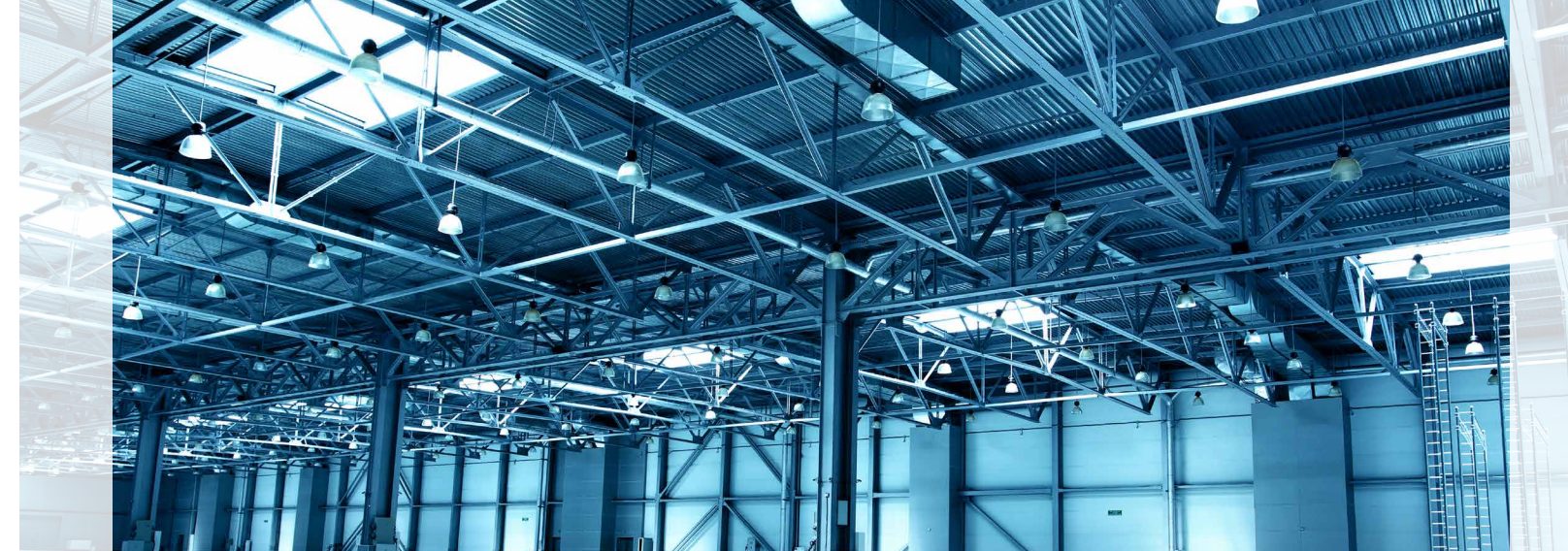


# Diversification of the **Appraisal Professional's Value Proposition**

AIC continues to focus on providing information and tools that its Members can use to diversify their professional valuation services.

Key activities to help our Members diversify include:

- Launching the Canadian Uniform Standards of Professional Appraisal Practice 2018 which includes a new Mass Appraisal Standards. This standard will be particularly valuable for AIC Members working within the mass appraisal field as well as help to potentially expand practice around tax appeals.
- Offering Machinery and Equipment valuation training sessions for Members in several Canadian cities in partnership with the American Society of Appraisers.
- Providing educational sessions and articles by the Canadian Institute for Certified Executor Advisors (CICEA) to promote the Certified Executor Advisor (CEA) designation to demonstrate the opportunities for appraisal services among executors.
- Sharing Member stories about their paths to diversifying their practices – through the Canadian Property Valuation publication and the “Meet our Members” Web page;
- Providing various Continuous Professional Development courses – at the national AIC conference and through webinars – to provide convenient learning opportunities to AIC Members.
- Developing CPD programming for residential practitioners using content from the new BUSI 352 course.



## A Vibrant and Engaged Membership

AIC continues to explore ways to deliver value to our Members to ensure they remain engaged. AIC also continues to recruit new Members to ensure the sustainability of the Institute.

AIC continues to grow, with an increase of 4.5% over the last three years and 10% growth over the last five years. Furthermore, it is encouraging to see a 40% increase in the number of new AACIs, 60% increase in new CRAs and an increase of 464 new Candidates and Student Members joining AIC over the past year.

Key activities to attract, engage and retain AIC Members includes:

- Hosting more than 650 AIC Members, Appraisal Institute (US) Members and delegates from 15 other nations at the 2017 Annual AIC Conference in Ottawa. This joint conference was a world-class event, providing Canadian and American education content as well as an international education stream to provide rich and unique content for all delegates.
- Facilitating Candidate Members' progress by continuing to implement the Work Product Review program to help new Members learn how to adhere to CUSPAP guidelines in a “hands-on” way. Since the program has been introduced, AIC is seeing better exam results and better interview results.
- Offering additional resources to assist our Candidate Members through their designation process – including Candidate Member Handbooks and the addition of an AACI Member to the national staff to facilitate the Work Product Review process as well as to answer Member questions;
- Proactively targeting young professionals to the appraisal profession through advertising on social media channels, including Facebook, YouTube, LinkedIn. This strategy worked, and in 2017, AIC had 839 participants in the AIC 101- Introduction to the Appraisal Profession webinar, up from 765 participants in 2016;

- Enhancing the AIC Professional Liability Insurance Program to ensure that annual fees remain consistent year-over-year while also providing better service, more convenience and added protection. AIC launched Verity Claims Management to further strengthen the AIC insurance program and to ensure our Members are well served in the event of a claim;
- Exploring more effective examination and interview methods to make sure AIC can truly assess the competency and skills needed to be a successful Designated Member;
- Selected the second annual Top Appraiser Under 40 award to recognize AIC's young talent and to promote volunteerism and leadership among the new generation of appraisers;
- Engaging more than 300 volunteers across the country in various committee, events and national initiatives;
- Providing monthly e-newsletters to update Members on professional practice issues, events and other valuation news;
- Providing a quarterly publication, the Canadian Property Valuation, that shares Members' expertise and technical experience;
- Engaging the membership in the 4th annual “Canada Day Photo Contest” and developing the AIC 2018 calendar to reinforce the contribution our Members have to communities across Canada;
- Recognizing new Members through the “Future is Bright” column in the Canadian Property Valuation (CPV) to share the diversity of career paths open to AIC Members; and





## Membership at a Glance

AIC Membership - April 1, 2017 to April 1, 2018

	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
<b>AACI</b>	2,002	2,001	2,011	2,002	2,008
<b>CRA</b>	1,498	1,475	1,469	1,461	1,440
<b>Candidates</b>	1,304	1,347	1,520	1,660	1,697
<b>Students</b>	150	184	221	281	300
<b>Total</b>	4,954	5,007	5,221	5,404	5,445

AIC Membership - April 1, 2017 to April 1, 2018

	AACI		AACI Total	CRA		CRA Total	Candidate		Candidate Total	Student Total	2017/2018 Grand Total Total	2017/2018
	Retired	Active		Retired	Active		Retired	Active				
<b>AB</b>	68	254	322	38	179	217	31	158	189	32	<b>760</b>	800
<b>BC</b>	136	423	559	47	216	263	35	294	329	65	<b>1,216</b>	1203
<b>INT</b>	12	13	25	2	3	5	0	8	8	1	<b>39</b>	32
<b>MB</b>	10	62	72	6	46	52	7	61	68	38	<b>230</b>	229
<b>NB</b>	16	40	56	5	41	46	6	31	37	0	<b>139</b>	145
<b>NL</b>	7	26	33	2	35	37	2	9	11	5	<b>86</b>	92
<b>NS</b>	13	67	80	14	72	86	2	55	57	3	<b>226</b>	222
<b>NT</b>	0	2	2	0	0	0	0	2	2	0	<b>4</b>	4
<b>ON</b>	110	551	661	82	510	592	59	855	914	122	<b>2,289</b>	2218
<b>PE</b>	3	13	16	4	20	24	2	6	8	2	<b>50</b>	52
<b>QC</b>	18	90	108	6	53	59	2	26	28	22	<b>217</b>	211
<b>SK</b>	15	58	73	6	50	56	2	41	43	10	<b>182</b>	189
<b>YT</b>	0	1	1	0	3	3	1	2	3	0	<b>7</b>	7
<b>Total</b>	<b>408</b>	<b>1,600</b>	<b>2,008</b>	<b>212</b>	<b>1,228</b>	<b>1,440</b>	<b>149</b>	<b>1,548</b>	<b>1,697</b>	<b>300</b>	<b>5,445</b>	<b>5,404</b>





# The Appraisal Institute of Canada

The Appraisal Institute of Canada (AIC) is a leading real property valuation association with over 5,400 Members across Canada and around the world. Established in 1938, the AIC works collaboratively with its 10 provincial affiliated associations to grant the distinguished Accredited Appraiser Canadian Institute (AACI™) and Canadian Residential Appraiser (CRA™) designations.

AIC is a self-regulating organization that is guided by Bylaws, Regulations, Canadian Uniform Standards of Professional Appraisal Practice (CUSPAP) and a Code of Conduct to ensure that:

- The integrity of the profession is maintained;
- Members engage in conduct that will instill confidence and protect the public interest;
- Members provide quality services within their areas of competence; and
- Members commit themselves to principles that reflect high standards of professionalism.

AIC Designated Members are highly qualified, respected professionals who undertake comprehensive curriculum, experience and examination requirements. They are committed to ongoing continuing professional development to maintain the highest level of competency within an evolving marketplace. Our Members provide unbiased appraisal, review, consulting reserve fund planning services, machinery and equipment valuation and mass appraisal services as defined under CUSPAP.

## Our Mission

To promote and support our Members in providing high quality property advisory services for the benefit of clients, employers and the public.

## Designations

AIC-designated appraisers hold one of the following designations.

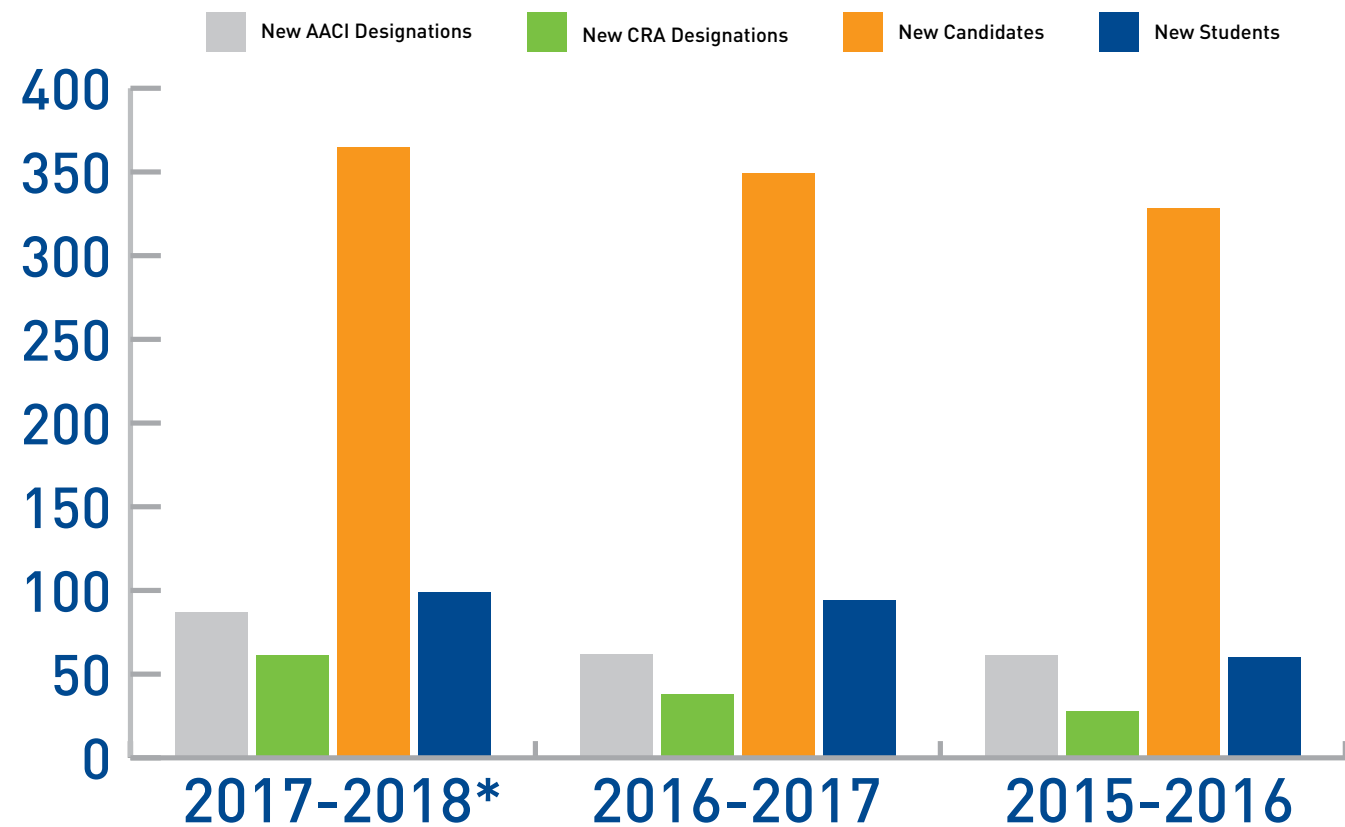
### ACCREDITED APPRAISER CANADIAN INSTITUTE (AACI™):

The AACI designation is granted to individuals who have completed the AACI program of studies and fulfilled all the professional requirements of the Appraisal Institute of Canada. AACI Members are qualified to offer valuation and consulting services and expertise for all types of real property.

### CANADIAN RESIDENTIAL APPRAISER (CRA™):

The CRA designation is granted to individuals who have completed the CRA program of studies and fulfilled all the professional requirements of the Appraisal Institute of Canada. CRA Members are qualified to offer valuation and consulting services and expertise for individual, undeveloped residential dwelling sites and dwellings containing not more than four self-contained family housing units.

## New Designations & Candidate & Student Members



\*April 1, 2017 to April 1, 2018





# A Snapshot of **AIC** Activities



## MEMBERSHIP

40% increase in new AACI designations in 2017/2018;  
60% increase in CRA designations in 2017/2018



## EARNED MEDIA IMPRESSIONS

more than 325,920,195 impressions in 2017

## VOLUNTEERS

More than 300 volunteers across the country



## PARTICIPANTS IN AIC 101: INTRODUCTION TO THE APPRAISAL PROFESSION WEBINAR

839 participants in 2017;  
up from 765 participants in 2016



## WEBSITE

429,365 sessions (19% increase from 2016)  
137,936 visits to Find an Appraiser (11,500/month)



Over 25,000 copies of Canadian Property Valuator (CPV) distributed annually to Members, clients and industry stakeholders

## ONLINE AND PRINT MEDIA IMPRESSIONS

38,707,494 impressions in 2017  
(33% increase from 2016)



Average of 50 jobs posted/month by various employers across the country in the “career opportunity” section of the AIC website.







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