



2023 YEAR IN REVIEW

VIBRANT, ENGAGED, AND GROWING MEMBERSHIP



301 New Members joined the AIC, 230 Candidates and 71 Students



115 Designations granted, 69 AACI and 46 CRA



534 Work Product Reviews (WPR) completed



880+ Attendees to 11 sessions of AIC 101

ADVOCACY ON BEHALF OF MEMBERS AND THE PROFESSION



30+ Meetings with federal government officials, key decision makers, and legislators



840+ Member inquiries responded to via the ASK AIC ticketing system

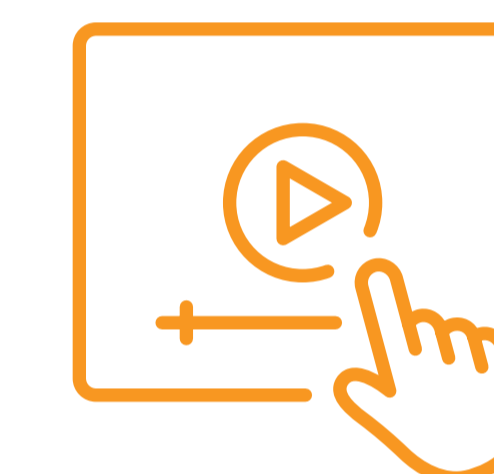


16.8M+ Impressions via advertisements on social media



11,900+ Social media followers

CONTINUED PROFESSIONAL DEVELOPMENT



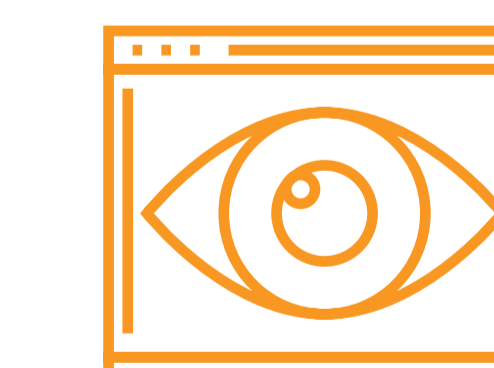
1,200+ Attendees to 4 live webinar presentations



630+ Members participated in the Annual Conference in Vancouver and online



133,900+ CPD credits reported by Members in the 2022-2023 CPD cycle



1.4M+ Pageviews on AICanada.ca, the resource hub of the AIC



2023: A YEAR OF GROWTH AND PROGRESS

2023 was an exceptional year for the AIC and its Members. Amidst a rapidly changing environment, volatile markets, and the ongoing housing crisis, the importance of professional appraisal was pulled into sharp focus. And yet despite a challenging year in real estate, our dedicated staff, volunteers, and Membership rose to the occasion and together, made significant strides in advancing and promoting professional appraisal in Canada.

STRATEGY AND DIRECTION

Over the course of 2023, more than 10 Shaping the Future Taskforce recommendations saw significant progress. Among these, the AIC:

- Repositioned our designations with the launch of the Professional Appraisers (P. App.) branding to communicate the value of professional appraisal and our Members' service offerings;
- Focused on promoting the non-traditional service offerings of our Members via social media;
- Launched a Request for Proposals (RFP) on Data Access and Technology to leverage technology for the benefit of Members across Canada;
- Launched the Organizational Assessment to optimize the AIC's Member services and eliminate redundancies;
- Added supplementary discount and loyalty programs to existing AIC Member services;
- Strengthened the Candidate voice by allowing Candidates to vote at the AIC Annual General Meeting;

And many more developments which we're excited to share in the months and years to come!

Towards the end of the year, the AIC also welcomed its new CEO, Donna Dewar. Since taking up her role, Donna has hit the ground running and with 2024 already underway, her focus is firmly set on continuing to drive the Shaping the Future Taskforce recommendations forward.

VIBRANT, ENGAGED, AND GROWING MEMBERSHIP

2023 was marked by considerable growth for the AIC as we saw huge returns on our recruitment efforts. Over the course of the year, we welcomed 301 new Members, including 230 Candidates and 71 Students. We also saw our existing Members progress in their journeys with 115 designations granted; 69 AACI and 46 CRA.

As always, the heart of the AIC is its Membership, and our commitment to serving our Members to the highest degree remains absolute.

ADVOCACY ON BEHALF OF MEMBERS AND THE PROFESSION

The year also brought huge advocacy gains as we enjoyed a successful 6th edition of our annual Parliament Hill Day. Each year, AIC staff and Members take this opportunity to advocate on behalf of professional appraisal and AIC Members in meetings with federal officials. In addition, our dedicated staff continued to meet with key decision makers and legislators year-round. This year our efforts saw us engage in more than 30 meetings with these various stakeholders.

In 2023, we also expanded the online presence of the AIC. Throughout the year, our social media ads alone garnered more than 16.8 million impressions, meaning that the AIC and its Members are reaching a larger Canadian audience of consumers and decision-makers than ever before.

CONTINUED PROFESSIONAL DEVELOPMENT

Throughout the year, AIC Members continued to demonstrate their unwavering dedication to excellence, making 2023 a period of exceptional participation in Continued Professional Development. With more than 1,200 Members engaged across four live webinar presentations and 630+ Members in attendance at the 2023 National Conference held in Vancouver, knowledge exchange and professional development flourished as Members learned new skills and networked with their peers.

A further testament to their commitment to growth, Members reported an impressive 133,900+ Continuing Professional Development (CPD) credits for the 2022-2023 CPD cycle, and along with stakeholders, contributed to more than 1.4 million pageviews on AICanada.ca.

Even amidst the challenges of the real estate industry in 2023, this year the AIC has once again demonstrated its capacity to continuously advance the profession and innovate in service of our Members.

Furthermore, our Membership has proven that they remain, as ever, highly dedicated professionals who are ready to meet the challenges of a changing real estate landscape, including new frontiers such as artificial intelligence and Environmental, Social, and Governance (ESG) frameworks.

Now that 2023 has drawn to a close, the AIC remains committed, as always, to staying at the forefront of professional appraisal in Canada. Together, we stand poised for a very exciting 2024.

Plus: Canadian Property Valuation Magazine in 2023

The only national magazine dedicated to serving the Canadian appraisal community!

Take a moment to look back on some of 2023's most interesting and thought-provoking CPV articles. Thank you to all authors for your wonderful contributions!

- [Property value impacts occasioned by aggregate extraction operations](#) by Tony Sevelka P. App., AACI, MAI, FRICS
- [Integrating climate risks into property appraisals helps protect Canada's real estate market](#) by Cheryl Evans, Director, Flood and Wildfire Resilience, Intact Centre on Climate Adaptation, University of Waterloo
- [Demonstrating the Value of Authentic Female Leadership](#) by Lisa Campbell, P. App., AACI, principal of Campbell & Company Appraisals Inc.
- [The time is now for Canada's appraisers to develop an ESG valuation strategy](#) by Rob Purdy, P. App., AACI, Vice President, Colliers Canada's Valuation and Advisory Services Group

As we move into 2024, the AIC is dedicated to continuing our mission of delivering important articles, industry insights, and invaluable resources to Members, partners, and national/international stakeholders.

The AIC is continually seeking submissions for CPV magazine. Members may claim a maximum of 10 CPD credits (1 credit per hour worked) per two-year cycle for any published CPV articles.

Click here to view the entire CPV catalogue: <https://www.aicanada.ca/about-aic/canadian-property-valuation-magazine/>

