ANNUAL UPDATE 2020/2021

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Appraisal Institute of Canada

PRESIDENT'S message



2021 – CHANGE IS THE ONLY CONSTANT

Jan Wicherek AACI, P. App.

I have always been a very positive person. I face obstacles head-on and see change as an opportunity to learn something new and grow personally and professionally.

At the beginning of my term as president of AIC, I was quoted as saying, "I have always enjoyed the diversity of volunteering on different committees, panels, or taskforces, as each will challenge you and take you out of your comfort zone". One year later, I have learned that I have to be careful what I wish for!

I can say with certainty that this past year has been one of the most challenging, yet most exhilarating, experiences in my professional career. Although the COVID pandemic has been devastating to our families, communities, and country, it also accentuated something very important that we all know but have been resistant to accept - the appraisal profession must adapt and change if it wants to survive. Hoping things will return to the "good-old-days" is most certainly no longer a conceivable option, and to be honest it never was. We no longer have a choice.

How people live, where they work, how they interact with their families and society, how they shop, how they spend, how they enjoy leisure activities and so many other aspects of life, have changed drastically. As a result, every asset type within the real estate sector has been affected. Never have we seen such an incredible shift of consumer and business demands within the real estate market.

The incredible pace at which our board, national staff and profession have responded to the membership and client



needs during the pandemic is nothing short of remarkable; but to be honest, I am not surprised - we have been in this space for over 80 years and we didn't get here by sitting idle! With their support and guidance, I am extremely proud to say that AIC Members have embraced the hardships over the past year and, I believe, they have proven their resilience and come out even stronger.

I knew I had to manage my expectations on what I could accomplish over my tenure. I promised to continue to move the AIC forward in this "new normal". Although there have been a constant barrage of government directives and protocols to consider during the pandemic, AIC has managed to keep its "hands on the wheel" to advance the appraisal profession by continuing to focus on the four pillars of its strategic plan; 1) A vibrant and engaged membership base, 2) Advocacy on behalf of the members and the profession, 3) Diversification of the members' value proposition, and 4) Recognition of AIC appraisers as professionals of choice. The AIC's national board of directors and our national staff have worked tirelessly to manage the new needs of this unprecedented time, as well as fulfill the expectations of our Members during their day-to-day requirements.

Not only did AIC advance its strategic plan, I am proud to say that it also progressed on several other initiatives.

First, the Shaping the Future Task Force, continued to forge ahead despite the setbacks created by the COVID-19 pandemic. Supporting the progress of our Task Force was very important to me. Never has our profession faced so many challenges, from the necessity to embrace technology to working remotely, to changing standards within professional practice to satisfy safety precautions for COVID, to the growing pressure of various lenders to meet the needs of shifting consumer behaviours. If we don't change, we won't survive. It is as simple as that.

The Task Force is chaired by Dan Brewer, AACI, P.App, Fellow and Brad Brewster, AACI, P.App, and involves many dedicated volunteers from throughout Canada. It will take us into uncharted territory as it focuses on the future of our profession and of AIC as an organization. It will provide insight on:

- a. Various scenarios of the changing valuation landscape and what this will mean for the future direction of the AIC and its membership.
- b. AIC governance and organizational structure to provide more efficient and effective delivery of services and programs.



can create a culture that respects everyone's ideas, beliefs, and experiences. Over the coming months, Council members will

begin the important work of applying an equity lens to assess our governing structures and activities to identify opportunities for a more diverse and inclusive AIC. It will:

- Develop a guiding statement on the subject of bias, our comments on the subject and our approach.
- Compile technical resources and educational courses for Members taking steps to recognize and minimize bias that occurs within the real estate industry.
- Create an educational session on this topic for our 2021 AIC Conference and subsequent conferences.

The work of the President's Council is another important element that will propel AIC and its Members into the future as strong corporate citizens and trusted professionals. I know that I, as well as the rest of the AIC membership, look forward to hearing the Council's suggestions, comments and recommendations for our organization.

Upon reflection of my year as your president, I can humbly tell you that there are several things I still don't know:

- I cannot predict what the future of our profession will be with any certainty.
- I don't know if we will go back to "normal" after the pandemic.
- I am unsure of how the real estate market will react to postpandemic shifts in demands.
- I don't know if AIC will look the same in two, five or ten years from now.
- I don't know if we can solve inherent biases that may exist.

However, I can confidently say that I do know that:

- Everything is temporary;
- Life isn't always fair but with a positive attitude, it is possible to survive and thrive even in these turbulent times;
- With any challenge, there is also an opportunity, and everyone knows that the biggest risk isn't taking any;

- Diversification is critical to our survival;
- It is up to all of us to be involved as volunteers and champions of our profession to make positive change happen;
- If AIC Members continue to stay nimble work together, our designation can continue to be the gold-standard in the world of valuation; and
- The AIC, has demonstrated incredible resilience over its 80 years in existence which I think is testament to the saying that "tough times never last...but tough people do."

I encourage you to stay involved and support AIC as it evolves to become better and stronger. I urge you to get out of your comfort zone to embrace new experiences head-on.

It has been a true honour and a privilege to be the president of AIC over the past year. I have and continue to make lifelong friends, I continue to learn what it really means to be a professional appraiser, and I now know what real teamwork can achieve. Thank you for entrusting me with the awesome responsibility of leading this organization. I want to thank my colleagues on the national board and the staff within the national and provincial offices for all their incredible hard work and dedication to advancing our beloved profession.

When I became president last year, I challenged you to change your mind and skillset. I told you that in life there are many doors to open and I wanted each of you to be an opener of doors and to remember that a very small key will unlock even the largest and heaviest of them. Since I gave you that challenge, the world has truly turned upside down and many have encountered and continue to endure significant hardships because of the pandemic. On this note, I would like to leave you with a more personal message and/or perhaps a gentle reminder; remember that kindness goes a long way especially during tough times and remember that you (and only you) are responsible for your own happiness.

Thank you for an amazing experience.

Jan Wicherek AACI, P. App

List of AIC Board Members 2020-2021

EXECUTIVE

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

President Elect André Pouliot, AACI, P. App (NS)

Vice-President Suzanne De Jong, AACI, P. App (ON)

Vice-President Adam Dickinson, AACI, P.App (N.-B.)

Past President Thomas Fox, AACI, P.App, Fellow (SK)

Chief Executive Officer Keith Lancastle, AACI (Hon.)



DIRECTORS

Steve Blacklock, AACI, P.App (BC) Carrie Russell, AACI, P.App (BC) Brad Brewster, AACI, P.App (AB) Dena Knopp, CRA, P.App (AB) Laura Kemp, CRA, P.App (MB) Ed Saxe, CRA, P.App (ON) Peter McLean, AACI, P.App, Fellow (ON) Michael Kirkland, AACI, P. App (NL) Louis Poirier, AACI, P.App (QC)

MESSAGE FROM THE CFO



EXPECTING THE UNEXPECTED

Keith Lancastle CEO

AIC is committed to moving its strategic plan forward. This past year is no exception, despite accelerating change and our need to adapt to the new reality of working remotely during a pandemic. We've learned how to "expect the unexpected" and I'm proud to say that the AIC board and staff have been able to remain focused on the four pillars of our strategic plan. Our goal is to continue to advance the appraisal profession and help AIC Members successfully thrive in a dynamic marketplace.

We're pleased to present the following activities and initiatives that have been completed within each pillar of our strategic plan over the past year.

PROMOTION OF MEMBERS

This pillar is aimed at promoting the professionalism and diversity of valuation services our Members provide to their clients. Although our promotional efforts were somewhat thwarted by the pandemic, AIC still delivered the following promotional services on behalf of its Members:

- Focusing its attention on the stakeholders that engage our Members – business/finance, real estate, mortgage brokers, and those with specific interests in real estate investments. To ensure the best value, the majority of the communication strategy focused on online advertising on popular websites, social media platforms, and targeted newsletters;
- Launching a recruitment campaign targeting a whole new segment of 20+-year-olds with post-secondary education, professional occupations or a predisposition to a career in business and real estate. This campaign was cost-effectively delivered through popular websites and social media platforms, such as YouTube, Facebook, LinkedIn and Google;
- Implementing a consumer-facing social media campaign, with a specific focus on messages that will engage and educate the public on the appraisal process and demystify the profession. Some of the messages included AIC Members' appraisal services for those undergoing renovations, integrating an in-law suite into their home, experiencing a divorce, or those

who simply need a professional's advice about the value of their home;

- Delivering a comprehensive advertising campaign that produced nearly 15 million digital impressions of the "AACI's and CRA's are the professionals of choice" message (due to COVID, advertising was only in market between October 2020 and March 2021);
- Driving our audience to our new micro-site- AppraisersKnow.ca which experienced 94,054 page views since its launch in 2019. The "call to action" within all our social media and advertising material drives traffic to this site;
- Updating AIC's website, AICanada.ca, to attract traffic to the site. This year, we are pleased to report that it has seen significant traffic: 458,595 sessions (12% increase from 2019/2020), 229,833 users (14% increase from 2019/2020, and 152,481 visits to Find an Appraiser;
- Attracting followers to AIC's social media channels, with a total of 9,115 followers on all three platforms (Facebook – 1,936; Twitter – 2.859: LinkedIn – 4, 320). This is a 25% increase in followers from 2019/2020);
- Facilitating the matching of employers and job-seekers through AIC's Career Opportunities page which posts an average of 50 jobs /month.

DIVERSIFICATION OF THE PROFESSION

TRUST US, WE KNOW.

AppraisersKnow.ca

The Professional Practice Committee (PPC) team was particularly Practice to new Candidates in both official languages; active during this strange and eventful year. We provided support • Responding to hundreds of Member inquiries regarding to our Members to help them meet the challenges of the everprofessional practice issues; changing COVID-19 protocols and requirements of public health agencies across the country. During this unprecedented • Responding to consumer inquiries; and, time, AIC Members had to rapidly adapt to new ways of doing business. To help them, the AIC created a dedicated COVID-19 • Continuing to manage the Complaint Resolution Process (33 webpage and continues to update it regularly to provide the most files opened in 2020 and 15 in 2021 to date). current guidance and advice on COVID-19-related subjects to AIC takes our responsibility for identifying opportunities for growth our Members. We take pride in having been able to support our and diversification very seriously. We will continue to present new Members every step of the way - helping them to rise to new business opportunities and areas of practice for our Members to challenges and continue to provide leading-edge professional expand their practice and grow their business. There are new and valuation services to their clients. interesting opportunities out there for all those who seek them!

Throughout this year, the PPC team also continued to fulfill its day-to-day responsibilities by:

• Launching the "ASK AIC" service to provide Members with quicker and more consistent access to advice on AIC related matters. Between its inauguration on December 1, 2020, and March 30, 2021, AIC received 114 inquiries, and has resolved 95 of them (83% close rate);



• Implementing the 2020 Professional Practice Seminar using an

online platform through our educational partners, ULaval and UBC and continuing to provide the Introduction to Professional

of Canada

ADVOCACY

As we have mentioned in previous years, AIC has made great strides in making its voice heard in the public policy arena. Increasingly, we are seen as trusted and credible advisors to the federal government. Advocacy is about advancing the public good and creating better alignment between the AIC's interests and public policy. Achieving this objective requires ongoing, persistent and consistent work over the long term. Decision-makers need to hear the same message, whether from the national office, provincial affiliates, or individual Members.

Advocacy and the traditional way of doing it changed since our last annual update. The pandemic has made it more challenging to advance certain initiatives and to continue fostering or establishing relationships with the federal government. That said, we have kept the pressure on to the extent we could and the connections we have made in the past few years continue to serve us well.

The last year saw us have (virtual) meetings with key federal elected officials, departments and agencies such as the Office of the Minister responsible for the Canada Mortgage and Housing Corporation (CMHC), the Office of the Minister of Natural Resources Canada, the Parliamentary Secretary to the Minister responsible for CMHC, the Parliamentary Secretary to the Minister of National Revenue, the Office of the Superintendent of Financial Institutions (OSFI), Finance Canada, CMHC department officials, the Financial Consumer Agency of Canada, opposition Shadow Ministers, House of Commons Finance Committee Members and more.

These meetings allowed us to continue to build on the relationships we have developed over the last several years. They also enabled us to create new relationships and new occasions to introduce AIC and the important role appraisers play in real estate. We were able to discuss the challenges that appraisers have faced and how they are adapting to the COVID-19 pandemic to continue to serve Canadians. Furthermore, it was also an opportunity to discuss the real estate market and the importance of ensuring that appropriate valuation fundamentals continue to be strengthened and applied to help mitigate risk in the housing market and to protect the public. The best way to do that is by having an onsite appraisal carried out by gualified, designated professionals.



"OSFI will be looking for heightened vigilance from Federally Regulated Financial Institutions (FRFI) lenders in applying the principles of Guideline B-20 (Residential Mortgage Underwriting Practices and Procedures for Federally Regulated Financial Institutions – FRFI), including collateral management."

"Collateral Management: The COVID-19 pandemic has limited the ability of FRFI lenders to verify the accuracy and stability of property valuations. FRFI lenders should undertake comprehensive and prudent approaches to collateral valuations for higher-risk transactions. Under Guideline B-20, higher-risk transactions include loans with a relatively high LTV ratio and loans in markets that have experienced rapid property price increases."

~Office of the Superintendent of Financial Institutions, Letter to Federally Regulated Lenders, April 8, 2021.

https://www.osfi-bsif.gc.ca/Eng/fi-if/in-ai/Pages/b20-let.aspx



Perhaps the most significant news coming out of our advocacy efforts in the last year was from April 2021. OSFI reiterated the importance of sound collateral management in mortgage underwriting as part of a consultation letter on revised mortgage rules. AIC has long been advocating that sound mortgage underwriting is a two-pronged approach that needs to assess the borrowers' ability to repay the loan AND the verification of the collateral being used to secure the loan (includes appraisal). We are encouraged that OSFI is reiterating the need for proper collateral management. Appraisers play a crucial role in providing unbiased, independent valuations to help stabilize the market and we are encouraged to see that OSFI recognizes that.

Furthermore, AIC continues to meet its advocacy goals by:

- Making submissions to important federal government consultation initiatives such as the 2021 Federal Budget, OSFI consultations on the risks that technology plays in the financial sector and the risks the climate change plays in the financial sector.
- Focusing on our advocacy and communications with major lenders, Appraisal Management Companies and mortgage insurers to speak on behalf of Members and the ongoing challenges they face in the residential appraisal space.
- Working with different federal government departments to deliver webinars to Members on relevant topics such as privacy, mortgage fraud, data, and more.
- Promoting the profession among political decisionmakers by advertising through online mediums such as The Hill Times and iPolitics, as well as through popular social media platforms such as Twitter.
- The AIC has worked hard and has succeeded, to position itself as an organization that has the public's interest in mind rather than the self-interest of the profession. We will continue to expand this important work; build on our presence in Ottawa; and, keep our position on the agenda of every relevant political decision moving forward.

VIBRANT AND ENGAGED MEMBERSHIP

AIC is privileged to continue to have a stable membership despite the challenges of the past year. Our total membership numbers have grown slightly over the last year, and AIC remains steadfast in exploring ways to improve our services to Member as well as recruit new Members.

With that goal in mind, the Shaping the Future Task Force continues to forge forward under the direction of Dan Brewer, AACI, P.App, Fellow and Brad Brewster, AACI, P.App. Throughout the process, volunteers from various provinces and backgrounds have helped to guide the Task Force on issues and initiatives that will help to advance the appraisal profession while also ensuring the sustainability of AIC. At the foundation of this initiative is the core value of consulting with AIC Members during every step of the process. We are pleased to report that several town halls have been held over the last few months with significant participation across the country. Throughout the summer of 2021, the Task Force will conduct online surveys and literature reviews. After careful analysis and validation, a final report will be delivered to the membership in 2022.

AIC also launched a new Task Force, the President's Council on Diversity and Inclusivity, to evaluate how AIC can promote inclusion and diversity within the valuation profession as well as to ensure its operations and governance is inclusive to all its Members and to the public it serves. AIC is grateful to our volunteer chair, Dave Shum, AACI, P.App, Fellow, as well as all our volunteer Council members who are sharing their time and perspectives on this important issue.

Other activities that AIC has focused on to attract, engage and retain its Members includes:

- Facilitating Candidate Members' success by helping new Members to learn and apply CUSPAP more effectively through the Work Product Review (WPR) program. This year, a total of 446 WPR were completed. Since the program has been introduced, AIC has seen improvement with the Applied Experience Exam results and a 98% pass rate with the rigorous Professional Competency Interviews.
- Offering an experienced AACI Member and national staff to answer Candidate Members' questions and offering guidance through their designation process. Candidate Member Handbooks are provided to Candidate Members as well as updates to the web resources to clearly outline the expectations of the designation process;
- Hosting webinars to introduce the profession to potential applicants. AIC had 864 participants in the AIC 101- Introduction to the Appraisal Profession webinar. This is a 40% increase in participants from 2019/20;

- Constantly 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;
- Selecting the fifth annual Top Appraiser Under 40 awards 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 and as-needed e-newsletters to update Members on professional practice issues, events and other valuation news;
- Providing a quarterly publication, the Canadian Property Valuation, to share Members' expertise and technical experience;
- Engaging the membership in the 6th annual "Canada Day Photo Contest" and developing the AIC 2020 calendar to reinforce the contribution our Members have to communities across Canada;
- Including an International Women's Day feature in the last Canadian Property Valuation magazine, featuring 12 leading female appraisers across the country;
- Launching the AIC Webinars series to provide Members with quality professional education opportunities conveniently and cost-effectively. Since we started in 2020, there have been nine webinars featuring a range of speakers/ presenters, with over 2,000 attendees; and,
- Hosting the first virtual AIC Conference from May 31st June 3rd, featuring four keynote speakers and providing excellent online learning opportunities from experts in valuation and real estate.

As always, please don't hesitate to contact us if you have questions. Thank you for your continued support.

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Keith Lancastle CEO, AACI (Hon.)

AIC Membership	- April 1	l, 2020 to	April
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		AACI		CRA			CAN			STU	Total 2020/2021	Total 2019/2020
	Retired	Active	Total	Retired	Active	Total	Retired	Active	Total	Total		
AB	76	239	315	39	163	202	34	151	185	39	741	748
ВС	134	415	549	43	216	259	44	270	314	84	1,206	1,214
INT	18	12	30	2	6	8	1	7	8	1	47	42
MB	9	63	72	7	47	54	6	53	59	37	222	223
NB	15	34	49	6	42	48	3	20	23	1	121	132
NL	6	27	33	5	28	33	2	8	10	4	80	80
NS	17	62	79	16	67	83	3	53	56	5	223	220
NT	0	2	2	0	0	0	0	1	1	0	3	3
ON	126	585	711	107	552	659	65	758	823	219	2,412	2,350
PE	4	13	17	5	21	26	2	14	16	3	62	60
QC	22	74	96	8	44	52	5	24	29	25	202	221
SK	12	55	67	8	50	58	5	26	31	12	168	175
YT	0	1	1	1	3	4	1	2	3	0	8	7
Total	439	1,582	2,021	247	1,239	1,486	171	1,387	1,558	430	5,495	5,475

l 1, 2021

	# OF RESIDENTIAL APPRAISALS *	Y/Y	# OF COMMERCIAL APPRAISALS*	Y/Y
2020	813,456	1.02%	185,784	-4.66%
2019	805,222		194,858	

Membership at a Glance

AIC Membership – April 1, 2019 to April 1, 2020

	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
AACI	2,011	2,002	2,008	2,032	2,018	2,021
CRA	1,469	1,461	1,440	1,472	1,478	1,486
Candidates	1,520	1,660	1,697	1,670	1,594	1,558
Students	221	281	300	364	385	430
Total	5,221	5,404	5,445	5,538	5,475	5,495

	\$ VALUE RESIDENTIAL APPRAISALS*	Y/Y	\$ VALUE COMMERCIAL APPRAISALS*	Y/Y
2020	\$641 billion - \$671 billion	10.71% to 12.77%	\$596 billion - \$838 billion	- 4.0% to - 4.1%
2019	\$579 billion - \$595 billion		\$621 billion - \$874 billion	

New Designations & Candidate & Student Members



April 1, 2020 to April 1, 2021



BY THE NUMBERS





New Members 78 AACI; 53 CRA; 218 Candidates; 68 Students



458,595 sessions (12% increase from 2019/2020) 229.833 users (14% increase from 2019/2020) to AlCanada.ca



94.054 page views on Appraisersknow.ca 152.481 visits to Find an Appraiser



50 jobs/month posted



300 volunteers



114 inquiries to "Ask AIC" with 83% resolved







465 **Work Product Reviews**



2.000 **AIC Webinar attendees**

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 (AACITM) and Canadian Residential Appraiser (CRATM) 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
- highest standards of professionalism.

• Members commit themselves to principles that reflect the 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 real property 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-guality 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 gualified to offer valuation and consulting services and expertise for single, undeveloped residential dwelling sites and dwellings containing not more than four self-contained family housing units.



aicanada.ca

