



Appraisal Institute
of Canada

Institut canadien
des évaluateurs

CANADIAN PROPERTY VALUATION MAGAZINE

EDITORIAL GUIDELINES

Canadian Property Valuation is published four (4) times per year to provide informative articles to AIC members on matters pertaining to the valuation industry in Canada and globally.

Canadian Property Valuation is a leading industry publication, distributed to AIC's entire membership, partners, libraries and national/international subscribers. It is the only national magazine dedicated to serving the Canadian appraisal community and features important technical and industry-related articles written by AIC members who are experts in the field as well as leading industry authorities. This publication is one of the vehicles used to communicate with members. It is also a source for AIC positions and relevant appraisal industry information which can be excerpted and distributed to governments and related domestic and international associations.

Canadian Property Valuation is provided in hardcopy to all Members and posted to the AIC web site www.AICanada.ca. An annual subscription is available at a cost of \$40.00. Those on a complimentary distribution list also receive the magazine.

For the benefit of prospective Canadian Property Valuation authors, the following editorial guidelines set the context within which AIC develops **Canadian Property Valuation**.

Editorial Policy

Objective: To communicate valuation-industry information and policy to and among AIC members.

The Mission: The Mission of Canadian Property Valuation is to inform real estate practitioners of program initiatives and issues within the valuation profession.

From time to time AIC may distribute an article, with permission from the author, to related publications requesting a reprint for broader distribution within the appraisal industry.

Editorial Guidelines

Canadian Property Valuation has regular and semi-regular segments that include the following:

- Technical Articles
- Executive Corner
- Professional Practice Matters
- Professional Appraiser's Perspective
- Legal Matters
- The Future is Bright
- Guest Articles
- Recognition of Achievements, i.e. Designations, Fellows
- Around the Globe
- New AIC Student & Candidate members and newly designated members
- In Memorium

Under the leadership of AIC's Director, Public Affairs and Communications, our publisher, staff and volunteers serve an editorial role to oversee the development of each issue, to source

authors for the creation of articles with relevant content, to generate ideas and to develop themes and content for future issues of Canadian Property Valuation.

Author Guidelines – For Submission of Articles

All articles are subject to review by AIC Designated Members. The following guidelines are provided to make the publication process one that helps achieve our objective in communicating to the appraisal industry. Before you organize your thoughts, focus your ideas and begin writing your draft article, please remember the audience for whom you are writing.

The word count restriction is:

- **750 - 2,000 for Feature articles submitted by members or guest authors ****
- **800 -1,000 for regular columns**

**** Feature articles submitted that exceed the word count restriction will be reviewed and considered for abbreviated publication in the magazine with posting of the entire article on the AIC website on the Canadian Property Valuation page.**

Articles should be submitted in MS Word to: Brandyn Hayes, Coordinator, Public Affairs and Communications at brandynh@aicanada.ca

All articles will be considered the property of the Appraisal Institute of Canada, and will not be reprinted without permission of the author. AIC reserves the authority to determine the relevance and appropriateness of publishing the article.

CPD Credits

As per AIC's CPD policy 4.1.1, AIC members may claim a maximum of 10 CPD credits (1 credit per hour worked) per two-year cycle for any published CPV articles.

The Audience

Canadian Property Valuation is written and edited for members of the Appraisal Institute of Canada (AIC) who represent the appraisal industry. It provides coverage on appraisal issues and trends relevant to multi-disciplinary members across Canada,

Most of our readers are appraisal members and senior managers in the public and private sector, and related industry organizations across the country with levels of experience ranging from the Student Member level to ten years or more.

The Mind Set

AIC is continually looking for articles that reflect a fresh approach to an old problem or a cost-effective solution to a new one. The use of case study material is strongly encouraged whereby you can illustrate your points, through examples, and emphasize how you have applied your insights in a situation similar to one faced by an AIC member. Avoid reliance on anecdotal evidence which ultimately erodes the credibility of the article. Consistent with our profession's provision of fact-based valuations, articles written for this publication should be based on factual data as well.

A case study of a process, a governance framework, or a solution becomes valuable to our readers when you focus on communicating the lessons learned rather than focusing on, for instance, describing the chronology of events. Thus the framework for your article should not be your case study but rather the how-to insights deduced from your experience and explained through your examples.

Our members are grateful for tools that help them solve problems or achieve new levels of understanding about their challenges, but the information needs to be readily applicable. AIC prides itself on being a “mutual help” organization. Please provide practical advice that can be used by members.

In writing from your experiences, please ask these kinds of questions:

- Why is this important for appraisers?
- How can other appraisers adapt what I have done?
- What kinds of pitfalls might they run into?
- What challenges/costs are involved?
- What other questions might the member want answered?