



Rodney Harvey
Broker of Record, FRI CLO CRB
C-RETS CERE CRES MCNE RENE

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Rodney Harvey's Designations and Certifications

CERE – Certified in Ethical Real Estate

Rodney Harvey believes that everyone deserves the highest ethical and professional standard when dealing with real estate professionals. The CERE certification is designed to help develop and refine the real estate practitioner's decision-making skills from an ethical standpoint.

Completing my Certification in Ethical Real Estate (CERE) is a way I set myself apart from others in a highly competitive industry and signifies that I hold myself to the highest ethical and professional standard.

CLO – Certified Leasing Officer

The Certified Leasing Officer (CLO) designation recognizes the proven specialist in leasehold acquisition, disposal and administration. The CLO program prepares professionals for the complexity of today's real estate leasing decisions, providing the tools and resources that will help expand their career and business opportunities. To obtain the CLO designation a minimum of three (3) consecutive years of creditable experience actively engaged in leasing activities for a minimum of 50% of their working day, must be met in order for a candidate to qualify for membership.

This rigorous, specialized education program gives them the edge in every aspect of the leasing process, from acquiring space to administering a leasehold.

FRI – Fellow of the Real Estate Institute

The FRI designation identifies a real estate practitioner who has acquired advanced skills and knowledge, and met nationally-recognized business and ethical standards. The FRI designation is acknowledged by the real estate community as a standard of excellence and accomplishment.

The FRI designation ensures enhanced knowledge and skills in legal and regulatory issues, advanced negotiation techniques, and professional ethics with real world applications.



MCNE – Masters, Certified Negotiation Expert

An agent who carries the MCNE designation has been trained in professional negotiation tactics by the Real Estate Negotiation Institute, the leading negotiation training and coaching company for real estate professionals in the world. An MCNE professional knows how to use leading edge negotiation strategies and techniques for your benefit. You can be confident that an MCNE professional will achieve the best results for buyers and sellers.

Broker's who hold the MCNE designation have completed a full 48 hours of Negotiation training based on models of the Harvard Negotiation Program. They have mastered and exercised tactics of BATNA and collaborative negotiations, engaged with frameworks to best represent both Buyers and Sellers, have succeeded in written negotiations, and have studied the nuanced areas of negotiating across cultures and generations.

CCIM – Certified Commercial Investment Member (Candidate)

A Certified Commercial Investment Member (CCIM) is a recognized expert in the commercial and investment real estate industry. Of the more than 150,000 commercial real estate professionals in the United States, only an estimated 6 percent hold the CCIM designation.

The designation is awarded by the CCIM Institute to professionals who complete over 200 hours of graduate level courses and who pass a comprehensive exam covering financial analysis, market analysis, user decision analysis and investment analysis. In addition to completing coursework and passing exams, a CCIM must prepare a portfolio demonstrating practical real world experience.

Membership in CCIM allows a broker to compete with the big six global brokerages by providing independent brokers with access to a professional network of over 13,000 CCIM's in 1,000 markets throughout the US and in 30 countries. Membership in CCIM also provides member brokers with access to a suite of online technology tools provided through the CCIM website.

CCIM's are an incredible resource to commercial real estate owners, investors and advisors and by hiring a broker with the designation, clients can rest assured that they are hiring a professional with a core level of commercial real estate competency and experience.



RENE – Real Estate Negotiation Expert

RENE (Real Estate Negotiation Expert) is the only negotiating credential recognized by NAR (National Association of REALTORS®). Through examination of all types of negotiation formats and methods, they have developed skills in behind-the-scene-issues and how to deal with them, how to handle a wide variety of personalities and situations, and how to sort out the competing objectives of the parties involved in a transaction. Successful graduates are equipped with the know-how of when and how to negotiate, craft negotiation strategies, apply principles of persuasion, and achieve optimum results with any party in a transaction.

A broker who carries the internationally recognized RENE certification has received advanced training in professional negotiation tactics and knows how to use leading edge negotiation strategies for their client's benefit.

CRB – Certified Real Estate Brokerage Manager

The Certified Real Estate Brokerage (CRB) designation is one of the oldest and most respected designations in the industry. CRB designees are proven leaders and are among the most effective, efficient and profitable in the industry. This designation exemplifies the highest level of professional achievement in real estate brokerage management. These credential holders are part of an elite group – only 3% of REALTORS® have met the requirements. Designees in Canada must also be an International REALTOR® member (IRM) with the National Association of REALTORS® (NAR).

The Certified Real Estate Brokerage (CRB) designation is designed to elevate professional standards, enhance individual and office performance, and designate real estate professionals who demonstrate the knowledge essential to the practice of brokerage management.

C-RETS Certified Real Estate Team Specialist

The C-RETS certification is the first and only team credential recognized by the National Association of REALTORS®. The premier certification for high performance teams, C-RETS is designed to elevate and enhance team development, individual leadership skills, and improve financial performance. Designees have demonstrated proficiencies to develop and streamline operating practices, market and position their businesses, implement new technologies, and manage the bottom line.



CRES - Certified Real Estate Specialist

The CRES member is an individual who has balanced knowledge in all areas of real estate. It is earned by only the top performers, who have demonstrated exceptional skills, training, experience and commitment that have gone above and beyond any provincial licensing requirements.

In an industry with over 162,000 practitioners and a high turnover rate, a CRES member is a proven specialist with a passion for the industry and a desire to obtain the very best deal for each and every one of their clients.

Broker of Record

A Real Estate Broker is similar to a Real Estate Agent, but the broker is licensed to manage their own real estate business, whereas the agent must work with Real Estate Brokers. A commercial real estate broker provides a commercial buyer with market demographic studies, environmental research, and significant financial analysis.

Additionally, commercial real estate brokers employ statistical analysis techniques, including breakeven analysis, to help clients determine a basic margin of safety. Other common skills include researching and discussing property maintenance costs and possible renovations, networking with local businesses, negotiating between buyers and sellers, overseeing property inspections, arranging for financing, and facilitating final transactions.

Brokers who take on the role of managing a brokerage, are known as the Broker of Record. Brokers of Record will be in the background managing the business, reviewing transaction details and serving as a resource to your real estate professional. In the unlikely event that you have questions or concerns that your salesperson or broker can't address, you can speak with the Broker of Record.

Rodney Harvey - 2023 Memberships in Good Standing

Canadian Commercial Network (CCN)

The Canadian Commercial Network (CCN) is a network of The Canadian Real Estate Association (CREA) representing approximately 6,800 commercial real estate specialists from Boards and Associations across Canada. The network provides a strong interactive network for real estate practitioners who specialize in industrial, commercial and investment real estate.

Toronto Regional Real Estate Board Commercial Network (TRREB Commercial)

The mission statement of the Commercial Network is to provide its Members with access to the information, resources and services that will help them succeed in their business. Commercial specific resources and courses allow Members to remain up to date on the latest industry practices and knowledge required to do business in the competitive GTA market. Through regular Commercial Realty Watch newsletters, TRREB'S Commercial Members stay informed.

Real Estate Institute of Canada (REIC)

The Real Estate Institute of Canada (REIC) is a not-for-profit membership organization dedicated to advancing education and professionalism in the real estate industry. Committed to the highest professional and ethical standards, REIC has been educating and certifying specialists since 1955. Their courses and designation programs shape the future of real estate by enhancing the skills of talented professionals and business leaders.

Members of the Real Estate Institute of Canada have, by their affiliation, set themselves apart as a distinct group of individuals dedicated to higher standards of business practice than the minimum standards set out in the law. REIC Members are highly trained real estate professionals bound by the Institute's Code of Professional Standards. The Code is the written and sworn contract which sets out these higher standards by which the Members have agreed to adhere. To be a designated Member an individual must meet our strong admissions, education and practical experience requirements and also maintain membership with REIC.

CCIM Institute (Certified Commercial Investment Member), Central Canada Chapter

CCIM Institute is commercial real estate's most influential professional organization, with members closing \$200 billion annually in commercial real estate deals. For 50 years, the Institute has been building opportunities through its respected education program, led by established practitioners. CCIM Institute members are eligible to earn the CCIM designation, the industry's most prestigious certification. The CCIM designation is conferred upon commercial real estate leaders who have a proven record of success in the field and have demonstrated a mastery of financial, market, and investment analysis. CCIM designees come from a variety of professional backgrounds including brokerage, banking, property management, law, and accounting.

Konfidis, Brokerage

Konfidis Inc. is Canada's leading full-service brokerage and technology service provider for Canadian residential real estate investors. Konfidis strives to democratize residential real estate investing, which has historically been challenged by limited analysis tools and a lack of turn-key management solutions. Konfidis provides full-service support for its clients to evaluate and acquire investment properties with the most compelling risk-adjusted return characteristics through top-down geographic regional analysis, bottom-up rental income, and total return analysis; and supports the comprehensive management of those investment properties on behalf of its clients.

As a core principle, Konfidis is dedicated to delivering enhanced solutions for Canadian families seeking high-quality and dependable long-term rental housing alternatives. Konfidis believes in rigorous investment opportunity due diligence practices, best-in-class governance and risk-mitigation practices; such principles are instilled in Konfidis' product and service offering.

Canadian Real Estate Association (CREA)

The Canadian Real Estate Association (CREA) is one of Canada's largest single-industry trade Associations. Our membership includes more than 130,000 real estate brokers, agents and salespeople, working through 90 real estate Boards and Associations across Canada. Not just anyone can call themselves a REALTOR®. To do so, real estate professionals must either be direct members of their association or be members of both their local real estate board and CREA, depending on the province. As well, they must abide by the [ethical standards laid out in the REALTOR® Code](#).

The REALTOR® Code, which sets out standards of professional conduct for members of CREA, helps protect the rights and interests of buyers and sellers. And our advocacy to governments continues to influence legislation for the benefit of homeowners. CREA's efforts also allow our REALTOR® members to better serve their clients. Our vigilant eye on both the economy and government, plus the economic statistics and analysis we provide, enhance our members' knowledge. This in turn can improve the quality of advice they can provide to clients. As well, the REALTOR® Code helps create a level of trust between REALTORS® and their clients.

Ontario Real Estate Association (OREA)

The Ontario Real Estate Association is here to help Ontario REALTORS® succeed in building stronger communities. We have 78,000 REALTOR® members who take up this mission for you every day. Ontario REALTORS® use their skills, experience, knowledge, drive and determination, along with the latest technology, to help more men, women and families achieve the Canadian dream of home ownership. As one of Canada's largest professional associations, we are Ontario's strongest advocate for home and property ownership, property rights, and prosperous communities.

Home buyers and sellers rely on the knowledge and expertise Ontario REALTORS® bring to the table in every real estate transaction. Ontario REALTORS® stay up-to-date on developments in real estate and can help home buyers make an informed decision by providing comparative market data, housing market conditions and neighbourhood trends. Our members are in the business of building strong communities – not just selling homes.

Real Estate Council of Ontario (RECO)

The Real Estate Council of Ontario (RECO) enforces the rules that real estate salespeople, brokers, and brokerages must follow. They protect the public interest through a fair, safe and informed marketplace. RECO holds registered brokers and salespersons to professional standards, protects the public interest, and enhances consumer confidence in the real estate profession. In addition, RECO strives to educate consumers to ensure they understand the benefits of a regulated real estate sector. RECO is a not-for-profit corporation that is delegated by the provincial government to administer and enforce the *Real Estate and Business Brokers Act, 2002* (REBBA 2002) and associated regulations.

London St. Thomas Association of REALTORS® (LSTAR)

Guided by a ten-member Board of Directors and administered by a team of professional staff specialists, LSTAR strives to deliver excellent service to its Members, including not only its core service, the MLS® system, but also Arbitration, Education, Professional Standards, Communications, and Government and Community Relations. It is nationally recognized as a leader in technological innovation, political action and community service.

One of the primary functions of LSTAR is the operation of the Multiple Listing Service® or MLS®, a co-operative marketing system used only by Canada's real estate boards to ensure maximum exposure of properties for sale. Almost all resale homes in Canada are sold through the MLS® system. Using the MLS® database system, our Members can access sold prices, list prices, average time on the market, historical data and conduct comparative market analyses. The MLS® system is the cornerstone of organized real estate's tremendous success, both its most valuable tool and your best chance to optimize your buying or selling experience. It is also a powerful driver of the economy, both in terms of economic spin off and the creation of both direct and indirect jobs.

Toronto Regional Real Estate Board (TRREB)

The TORONTO REGIONAL REAL ESTATE BOARD is a not-for-profit corporation founded in 1920 by a small group of real estate practitioners. Today, as Canada's largest real estate board, TRREB serves more than 56,000 licensed real estate Brokers and Salespersons in and about the Greater Toronto Area. TRREB is the collective voice for both its commercial and residential REALTOR® Members and operates under the direction of an elected voluntary Board of 16 Directors.

A TREB Member REALTOR® is equipped to help sellers and buyers understand their unique real estate situation. TREB Members are highly trained and highly skilled professionals, with one of their strongest assets being their network. The REALTOR® connection with industry related professionals is priceless, and far-reaching. REALTORS® may not always have the answer, but they certainly would know where to get it.

Beyond the expertise and experience of negotiations, property evaluations, and financing (just to name a few), TREB Members are connected with important tools of the trade. These tools help REALTORS® provide their clients with valuable real estate expertise and services.

Real Estate Business Institute (REBI), an affiliate of the National Association of Realtors®

The Real Estate Business Institute (REBI) is the largest affiliate of the National Association of REALTORS®, with more than 45,000 members worldwide. The Real Estate Business Institute is proud to have a growing number of global partners located in 23 countries. Using our exceptional learning experiences and business-building tools, we are aligned with the National Association of REALTORS® Global Division to make the global real estate market accessible, profitable, and ethical for International REALTOR® Members and real estate practitioners located outside of the U.S. Partners in Canada include: Canadian Real Estate Association (CREA), Toronto Regional Real Estate Board (TRREB) and Real Estate Institute of Canada (REIC).

The Real Estate Business Institute (REBI) is a globally recognized authority that is valued for its expertise in developing and advancing the professional development of real estate professionals. (REBI) empowers a diverse community of real estate professionals who manage clients, teams and firms with the knowledge and resources to build and sustain profitable businesses and maximize success.

International REALTOR® Member, National Association of Realtors® (NAR)

The National Association of REALTORS® is one of the world's largest trade associations, representing more than 1.5 million members in 76 countries worldwide. The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of NAR and/or CREA (Canadian Real Estate Association) and subscribes to their strict codes of ethics.

The National Association of REALTORS® connects real estate agents from all over the world to share referral opportunities, best practices, and a code of ethics that ensures trust and confidence in the property industry.

NAR maintains formal relationships with more than 100 organized real estate associations around the world. Members of NAR cooperating associations throughout the world join NAR and take advantage of the power of a million-plus member organization. In an industry where relationships are key to business success, this membership helps me stand out among other professionals.

Institute of Real Estate Management (IREM)

They're an international institute for property and asset managers, providing complete knowledge to take on real estate management's most dynamic challenges. That means knowledge prepared for the day-to-day and the one-of-a-kind: from solving the latest tenant crisis to analyzing market conditions.

For 90 years, their members have made them the world's strongest voice for all things real estate management. Today, almost 20,000 leaders in commercial and residential management call them home for learning, certifications, and networking. IREM certifications and membership creates opportunities, secures a professional advantage, and develops successful strategies in today's competitive real estate market.