



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.

**SRS - Seller Representative Specialist**

The Seller Representative Specialist (SRS) designation, is the premier seller agency designation in the country. The SRS is conferred by the Real Estate Business Institute (REBI) and is an official credential of the National Association of REALTORS®. A Seller Representative Specialist (SRS) is a member of an elite group real estate professionals from around the world whom are trained as seller advocates. All are required to successfully complete comprehensive course work in seller representation, demonstrate significant seller representation experience and expertise, and subscribe to the REALTOR® Code of Ethics.

The SRS designation elevates professional standards, enhances individual performance, and recognizes real estate professionals who demonstrate the knowledge and skills essential for seller representation.

**ABR® - Accredited Buyer's Representative**

The Accredited Buyer's Representative (ABR®) Designation is only awarded after a broker completes specialized training in understanding buyer's perspectives and protecting their clients' interests. Before earning the ABR® designation, buyer's reps must also prove that they have extensive experience providing expert services to buyers completing a minimum number of successful purchases. Also, ABR® designees have access to exclusive resources that help them maintain their edge and stay current on the latest issues and trends in buyer representation.

Only brokers who have earned the ABR® designation have made an extra effort to raise the bar, with additional training and experience. If you work with an ABR®, you can feel confident that you'll receive the highest level of buyer representation services from a qualified professional.



**Broker of Record for Konfidis, Brokerage (Toronto)**

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 commercial clients 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.

**Associate Broker for Royal LePage Solutions, Brokerage (Calgary)**

An Associate Broker is someone whom can open their own brokerage in Alberta. As Associate Broker for Royal LePage Solutions, I am licensed to provide professional Rural, Residential, Commercial and Property Management services to clients in Calgary.

Focusing primarily on Industrial property, Industrial leasing and Multi-residential investments, I strive to create a level of friendship and mutual respect with each person I do business with.

## Rodney Harvey - 2024 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 (Toronto)

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.

## Royal LePage Solutions, Brokerage (Calgary)

Royal LePage has an unparalleled network of real estate offices across the country. Not only do we have the best access to the homes (and homebuyers) in the Canadian market, our Canadian partnership with Leading Real Estate Companies of the World® (the world's largest referral network with over 127,000 associates worldwide) gives your property exposure to buyers from around the globe. Royal LePage sets the standard in Canadian Real Estate. With over 20,000 agents in more than 600 locations across the country, Royal LePage has almost tripled the size of its sales force and doubled its market share since the mid 1990's.

We have continually led the industry in offering high quality real estate services. Royal LePage is a company based on professionalism, principled conduct and the highest moral and ethical standards. And those principles still guide us in everything we do. We remain steadfastly and proudly Canadian. We have never forgotten our roots.

## Royal LePage Commercial

Royal LePage is among the most trusted and respected brands in commercial real estate in Canada. Innovation and service excellence have developed and propelled the Royal LePage brand since 1913. Royal LePage helped pioneer the growth and development of commercial real estate in Canada. Our leadership heritage in commercial real estate gives meaningful vision to today's national network of dedicated commercial real estate professionals and their clients alike. Royal LePage Commercial professionals meet criteria for knowledge, experience and performance, providing credible, quality representation you can rely on. They engender a culture of collaboration where knowledge, information and resources are developed and discreetly shared between large urban centres and smaller markets, coast-to-coast. This partnership mentality is further extended to our respected industry associates, all with the goal of collaborating to meet unique client needs. Whatever your Commercial Real Estate need, Royal LePage Commercial delivers – wherever you are, or wherever you need to be!

## 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.

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## 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.

## Alberta Real Estate Association (AREA)

In Canada, REALTORS® are represented at three levels:

- Locally by their Board/Association
- Provincially by their provincial Association (2023 AREA Annual Report, Strategic Plan)
- Federally by the Canadian Real Estate Association

Each of these three levels of organized real estate cooperate to provide comprehensive services that support REALTORS®.

As the professional provincial body, the Alberta Real Estate Association (AREA) represents the interests and concerns of more than 12,500+ Alberta REALTORS®, from the 10 local real estate Board/Associations. They provide strategic leadership and advance the Alberta real estate profession through member-centric services, advocacy and professional development.



## 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.

## Real Estate Council of Alberta (RECA)

The Real Estate Council of Alberta (RECA) is the governing body for Alberta's real estate brokerage, mortgage brokerage, property management, and condominium management licensees. The Real Estate Council of Alberta is the independent governing authority that sets, regulates, and enforces standards for residential real estate, commercial real estate, property management, condominium management, and mortgage brokerage licensees in Alberta.

Licensees must meet certain criteria to enter the industry. They're required to comply with the Real Estate Act Rules, the standards of practice for competently assisting the public of Alberta in buying, selling, or managing a property or condominium, or obtaining a mortgage.

RECA acts in the public interest to promote and protect consumer interests, support competition in real estate services, and promote market integrity. RECA's regulatory activities define standards, investigate complaints, and enforce rules. These activities are focused on ensuring Albertans feel empowered to participate with confidence in real estate transactions and that Albertans are working with trusted real estate professionals. The actions of licensees have the potential to affect not only the clients they represent, but Albertans overall. At the same time, decisions and actions by RECA have the potential to impact Albertan's view of the real estate industry and the role and responsibilities of licensee. RECA's focus, in partnership with industry, is to achieve positive outcomes for Alberta consumers.

## 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.

## Calgary Real Estate Board (CREB)

CREB®'s beginnings date back to the late 1920s. The board was registered under the Statutes of Alberta on March 20, 1929. Over the years, with its firm foundation and steadfast dedication to members, CREB® experienced significant growth and is now one of the largest real estate boards in Canada. The Calgary Real Estate Board (CREB®) is a professional association of over 7,900 licensed REALTORS® across the Calgary region. As one of the largest real estate boards in Canada, CREB® ensures that REALTORS® have the tools and support they need to be successful.

CREB® is a founding partner of Pillar 9™ Technologies, providing REALTORS® access to a province-wide Multiple Listing Service® (MLS®) System. Through the MLS® System, members and their clients can access the most comprehensive database of property listings and sales history in the region.

CREB® is also a trusted source for local housing statistics and real estate news. The board's much anticipated regional housing market forecast is presented in January. Updates on housing statistics and sales performance are distributed monthly.

## Ottawa Real Estate Board (OREB)

Incorporated on July 9, 1921, the Ottawa Board was one of Canada's first real estate boards. The Ottawa Real Estate Board (OREB) is an industry association of 4,000 registered brokers and salespeople in the Ottawa area. Members of the Board are also Members of the Ontario and Canadian Real Estate Associations, and as such are entitled to use the REALTOR® trademark. Members of OREB may promote their listings on Ottawa's Multiple Listing Service® System, a co-operative selling system operated and promoted by the Ottawa Real Estate Board, which includes an inventory of listings of participating

REALTORS<sup>®</sup>, and which ensures a certain level of accuracy of information, professionalism and co-operation amongst REALTORS<sup>®</sup> to effect the purchase and sale of real estate.

Throughout the past 100 years, their Members have demonstrated professionalism, passion and great work ethic. During this time, they have helped a countless number of our neighbours, friends and fellow residents buy and sell their homes, cottages and investment properties, which has ultimately lead to development and positive growth in our communities.

## **Real Estate Business Institute (REBI), an affiliate of the National Association of Realtors<sup>®</sup>**

The Real Estate Business Institute (REBI) is the largest affiliate of the National Association of REALTORS<sup>®</sup>, 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<sup>®</sup> Global Division to make the global real estate market accessible, profitable, and ethical for International REALTOR<sup>®</sup> 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<sup>®</sup> Member, National Association of Realtors<sup>®</sup> (NAR)**

The National Association of REALTORS<sup>®</sup> is one of the world's largest trade associations, representing more than 1.5 million members in 76 countries worldwide. The term REALTOR<sup>®</sup> 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<sup>®</sup> 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.



Our Real Estate Guy

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.

## Real Estate Buyer's Agent Council (REBAC)

The Real Estate Buyer's Agent Council (REBAC) focuses on buyer representation. While it is now a broadly-accepted, mainstream business model in real estate circles, it's sometimes easy to forget that it wasn't always so—and how quickly the shift occurred. Within the National Association of REALTORS (NAR), buyer representation officially took hold in November 1996, when NAR acquired the then-independent REBAC, giving full support to a trend that has continued to gain momentum.

REBAC's mission remains the same: to provide training and support that helps buyer's representatives be successful in their business—and to further educate consumers about the benefits of buyer representation and the ABR® designation, in order to improve their homebuying experience.