



**THE NATURE
OF REAL ESTATE**



**Real Estate Institute of Canada
Institut canadien de l'immeuble**

FOR IMMEDIATE RELEASE

NEW JOINT INITIATIVE BETWEEN *NATURE OF REAL ESTATE* AND *REAL ESTATE INSTITUTE OF CANADA* WILL ALIGN ADVANCED EDUCATION DESIGNATIONS FOR SALES PROFESSIONALS

(Vancouver, BC) November 7, 2016 – The **Nature of Real Estate (NoRE)** and the **Real Estate Institute of Canada (REIC)** have formed a cooperative initiative that aligns their advanced education certifications for real estate professionals. The partnership was developed in order to cross-promote advanced education leading to professional accreditations including the **Fellow of Real Estate Institute (FRI)** and the **Master Certified Negotiation Expert® (MCNE)** designations. Both **NoRE** and **REIC** have a long history of providing advanced training and share a mutual desire to promote the importance of skills, professional education and ethical standards for real estate practitioners.

MCNE®, the real estate industries premiere negotiation designation, is offered exclusively through **NoRE**. The in-depth program addresses the need for highly ethical and skilled negotiations in the real estate industry. **MCNE®** programs embrace negotiation as being an art of collaboration, empowerment, professionalism and understanding for clients and colleagues. The **FRI** designation, acknowledged by the real estate industry as a standard of excellence and accomplishment, is offered exclusively through **REIC**. The programme enhances knowledge and skills in legal and regulatory issues, communication, advanced negotiation techniques, and professional ethics. The new cooperative initiative between **NoRE** and **REIC** will now provide participants who take two of three courses leading to the **MCNE®** certification to serve as an equivalency to the **REIC Consumer Behaviour and Negotiation** course, a requirement for the **FRI** designation.

“We are thrilled to be working with **REIC** and know there will be an incredible multiplier effect on building a culture of professionalism, ethics, and skills development in real estate.” said **Suze Cummings, PCC & Founder, The Nature Of Real Estate (NoRE)**. “In an industry that affects every client so crucially; it is important that we continuously strive for, and are excited about, maximizing our strengths to serve these clients.”

“Real estate is a relationship business, whether you are dealing with consumers or colleagues.” said **Gareth Jones, Vice President, Corporate Development, Real Estate Institute of Canada (REIC)**. “Our partnership with the **Nature of Real Estate** will further advance professional education, leadership skills, high business standards and ethics in our industry.”

About The Real Estate Institute of Canada (REIC)

The Real Estate Institute of Canada is a not for profit organization that has been educating and certifying specialists in real estate sales, leasing, property management, finance and investment since 1955.

REIC Members represent an unsurpassed level of experience, commitment and dedication to all sectors of the real estate profession across Canada. REIC Members are governed by the Institute's Code of Professional Standards to ensure that the Institute's values are upheld and a high standard of business practice is delivered. REIC Faculty undergo rigorous training in order to deliver advanced courses in an interactive format. For further information, visit the REIC website at www.reic.ca.

Gareth Jones, Vice President of Corporate Development at REIC, has been a licensed Broker since 1985 and has an immense passion for learning. Through his experience as a commercial and residential Broker, followed by years as a Brokerage Manager with 1,300 practicing Realtors on the roster, he realized the importance and need for improved skill sets in the real estate industry. Gareth is an REIC facilitator who teaches several FRI courses.

About the Nature of Real Estate (NoRE)

The Nature of Real Estate offers a unique partnership of professional coaching and real estate training. It is founded from the understanding that mastering the ability to read and respond to the nuances of others is a specialized communication skill that is critical to Real Estate. Real Estate is a people business, rather than a lead or efficiency business. For further information, visit the NoRE website at www.natureofrealestate

Suze Cumming, founder of NoRE, has over three decades of experience in real estate. She earned her Professional Certified Coach designation from the International Coach Federation in 2007 and continues to search out high level coach training at every opportunity all across Canada. As a realtor, she built a practice around inspiring collaboration and high moral standards in every transaction; while navigating the top of the busy markets of Toronto, ON. Now, as the CEO of the Nature of Real Estate, she continues this mission more deliberately; as she collaborates with agents across the country to develop courses and ideas that make room for individuality and creativity in the journey to excellence in Real Estate.

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