

Appraisal Institute of Canada's Blog

EDITORIAL POLICY AND INSERT GUIDELINES

Objective: The purpose of the AIC Blog is to provide interesting, factual articles or opinions regarding real estate and the appraisal industry. These posts will be timely, relevant and respond to issues within the marketplace. Discussion is encouraged by posting a comment and sharing the post through social media.

Audience: The blog will be highly visible on the AIC website. The potential audience is the general public, clients who use appraisal services, stakeholders and our members.

Topics: Suggested articles may include:

- Educational articles about the appraisal process
- Addressing common issues or misconceptions with the appraisal industry
- Discussing new trends within the appraisal industry
- Discussing new technologies, business systems, etc.
- Discussing business sustainability issues
- Professional practice advice
- Education, mentoring and/or co-signing advice
- Opinions regarding your marketplace
- And much more!

Articles/comments that will not be printed include:

- Articles that are defamatory to AIC members or AIC
- Articles that are deemed to be non-compliant to AIC's Code of Conduct, Regulations and the Canadian Uniform Standards of Professional Appraisal Practice (CUSPAP)
- Information that directly promotes a business or service.

Frequency: AIC's goal is to post one blog article per week.

Submitting an Article: Articles can be submitted to Paul Hébert, Director, Communications at paulh@aicanada.ca. AIC will complete an editorial review and post the article upon approval. Articles should be submitted in MS Word – in English or French. Submitting a photo with the article is encouraged and AIC Designated Members will have the ability to link to their online member profile within the blog post.

An archive of the articles will be kept based on the subject matter and date the article was posted.

Length of Article: The suggested word count is flexible – quality is more important than quantity. In most cases, blogs between 500 – 1000 words are ideal. The title should be very engaging.

Posting Comments: Comments are encouraged to provide rich discussions regarding a blog post. Each comment will be reviewed by AIC before posting. If the comment is deemed inappropriate, the author of the post will be notified.

CPD Credits: As per AIC's CPD Guidelines:

4.1.1 Published Authoring: The maximum number of CPD credits obtainable during the 2 year cycle for published authoring is 10. They are based on the actual number of hours worked.

Reprint:

From time to time AIC may distribute an article, with permission from the author, in the Canadian Property Valuation or to related publications requesting a reprint for broader distribution.