

CANADIAN APARTMENT INVESTMENT REPORT

Media Kit 2024

THE CANADIAN RESOURCE FOR MULTI-UNIT RESIDENTIAL INVESTORS

Read by Decision-Making Canadian Senior Executives & Influencers • Tap into the Real Estate Market

Smarter Business - Better Real Estate Management

CANADIAN APARTMENT INVESTMENT REPORT

The Report is a circulation-controlled national publication targeted to over 16,500 real estate executives across Canada, specifically:

- Presidents
- Chief Executive Officers
- Chief Investment Officers
- Senior property management executives
- Chief Financial Officers
- Development teams

REACH A PRE-QUALIFIED CAPTIVE AUDIENCE

This magazine will be emailed to the delegates attending the Canadian Apartment Investment Conference. The publication will also reach additional key participants in the apartment sector across Canada - through availability on the Canadian Real Estate Forums Portal, mention and link in RealNews (newsletter) and answers of note will be included in a series of social media postings.

The Canadian Apartment Investment Report readers include senior executives from:

- Small and large owners across Canada
- REITs
- Pension funds & pension fund advisors
- Brokers, law firms & other intermediaries
- Banks, trust companies, life insurance & other financial institutions

EXTENDING THE 2024 REACH ACROSS CANADA TO THOSE SENIOR EXECUTIVES, DECISION-MAKERS, AND INFLUENCERS THAT HAVE THE ABILITY TO MAKE A POSITIVE IMPACT ON YOUR ORGANIZATION'S BALANCE SHEET

2024 PUBLISHING SCHEDULE

Advertising Closing	Material Deadline	Publish Date
August 14, 2024	August 21, 2024	September 11, 2024

2024 RATES

Full Colour

AD SIZE	RATE
Full Page	\$3,000
1/2 Page	\$2,500
Outside Back Cover	\$3,750
Inside Back Cover	\$3,500
Inside Front Cover	\$3,500

CIRCULATION: 16,500 NATIONAL

Digital report will be available on the Canadian Real Estate Forums Portal, through the Canadian Apartment Investment Conference dedicated website and the Real Estate Forums Club (REF Club).

In addition:

RealNews - a link to the report in the Real Estate Forums dedicated newsletter emailed close to the launch date of the Canadian Apartment Investment Conference and social media postings.

MORE INFORMATION

Arthur Best Sponsorship & Partner Specialist

Email: arthur.best@informa.com

Tel: 416.945.0937

Website: realestateforums.com

THE DIGITAL MAGAZINE WILL BE AVAILABLE ON THE CANADIAN REAL ESTATE FORUMS PORTAL, SOCIAL MEDIA AND THROUGH LINKS ON REGULAR NEWSLETTERS.

CANADIAN APARTMENT INVESTMENT REPORT

Annual 2022 / Issue 18
realestateforums.com

ALTUS GROUP PRESENTS:
APARTMENT SECTOR INDICATORS
2022 FEATURED MARKET TRANSACTIONS
TRANSACTIONS BY MARKET AREA

WHAT ADVICE WOULD YOU GIVE SOMEONE WHO IS STARTING THEIR CAREER?

WHAT TECHNOLOGIES AND INNOVATIONS IS THE INDUSTRY SEEING?

HOW DO WE AS AN INDUSTRY CREATE DIVERSE AND INCLUSIVE WORKPLACES?

WHERE ARE CAP RATES HEADING OVER THE NEXT 12 MONTHS?

WHAT STEPS NEED TO BE TAKEN TO TACKLE AFFORDABILITY IN THE MAJOR CITIES?

WHAT HAS BEEN THE BIGGEST SURPRISE OF THE LAST YEAR?



TOP THOUGHTS FROM:
Ruth Buckle • Paula Gasparro • Gloria Salomon • Andrew Tong • Don White • Michael Williams

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Demand drivers for renters have shifted dramatically. Tenants are looking for larger apartments to accommodate a home office or additional space due to more time spent at home. Suburban rentals have seen a large increase in demand with people no longer needing to live in the downtown core.

Another factor has been cost of construction and lack of labour availability. Costs of in-suite renovations have increased dramatically which has impacted the rental upside on turnover.

Aik Aliferis, Senior Managing Director, Investments,
Institutional Property Advisors – Marcus & Millichap

Our industry is extremely resilient, and we are bouncing back and people/renters are returning to the cities, everyone has missed the social interaction that made the cities vibrant. Company's now must strategize to re-engage their employees and residents once again.

We have found that the Human Capital market conditions in the past 18 months have taken a strong shift to be an employee's market. Employers must sell themselves more than ever to be the Employer of Choice and that our culture to our new recruits is and will be the right fit for them. The standard ways of recruitment no longer bring in the volume of candidates that we once knew. Employers must embrace hybrid work models where the right position fits and be open to other conversations to balance work/home commitments. A new age of workplace models will be an on-going conversation and is critical. Social media has become a strong tool for recruitment, and we must use it wisely.

Kris Boyce, Chief Executive Officer, Signet Group Inc.

Due to the changing interest rate environment, we saw a significant shift towards shorter term financing as our clients anticipate a drop in bonds once inflation begins to dissipate. We also saw a pickup in mortgage assumption activity as more clients look to avail of existing lower mortgage rates.

David Boyle, Vice President, Commercial Mortgages, MCAP

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September 2022 | 07

What has been the biggest surprise that emerged from managing and operating multi-residential assets over the past 18 months?

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What has been the biggest surprise that emerged from managing and operating multi-residential assets over the past 18 months?

The biggest surprise over the last 18 months (beginning of 2021 to mid-2022), from our perspective, was the sheer number of multi-family trades. This period marked one of the highest dollar volume levels we have ever seen in BC. While it set records in many ways, our view is that it represented combined volumes from two years within a truncated period due to the slow down we experienced during the early days of the pandemic.

One might ponder what was behind the sudden liquidation. Rent freezes with increased expenses in all categories combined with new stressors made for some owners to sell. For buyers, diversification was a common theme as apartment buildings provide stable, consistent cash flow which can balance against investments with higher risk. Many first-time buyers acquired multi-family properties in 2021, especially in the under-\$5 million category, while existing owners also added to their portfolios to increase efficiencies. High levels of immigration, increased demand for workers, and the slow delivery of new rental supply kept Metro Vancouver multi-family investment at the forefront for companies looking to acquire commercial real estate.

Cynthia Jagger, Principal, Goodman Commercial Inc.

The lack of innovation in the space.

How rare it is to encounter private owner-operators who have scale in different markets and are vertically integrated from the investment and asset management function to the property management function.

The continued level of distrust between residents and their landlords (or property managers).

Ron Lovett, Founder & CEO, VIDA

The biggest surprise was the sudden drop in rents, due to the exodus out of the core of the cities, and then the sudden return back. COVID had major impacts, no doubt, but it seems that over time the behavior of human beings fall back to the norms.

Ted Maulucci, President, SmartONE Solutions

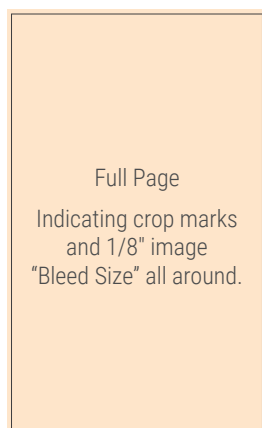
No surprise, but mostly concerns over the delays in LTB for filing and evicting non-paying tenants. It's been over 9 months for one L1/L2 application to be assigned a file number. The unnecessary delays with LTB when conducting hearings on Zoom and general back log that is causing losses for landlords.

Addy Saeed, Vice President, Investments, HeyAddy Investments

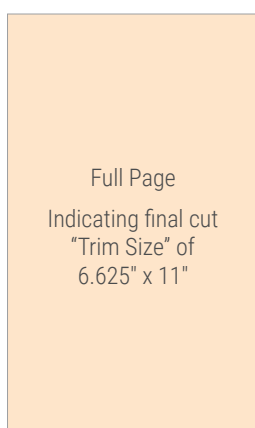
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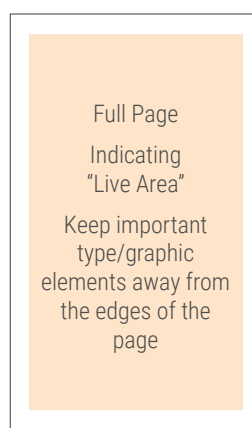
AD MECHANICAL REQUIREMENTS



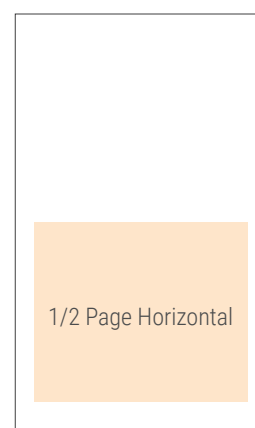
Bleed Size
6.875" x 11.25"



Trim Size
6.625" x 11"



Live Area
5.625" x 10"



1/2 Page
5.625" x 4.75"

DESCRIPTION	SIZE		
	Width	x	Height
Full Page – Bleed Size	6.875"	x	11.25"
– Trim Size	6.625"	x	11"
– Live Area	5.625"	x	10"
1/2 Page	5.625"	x	4.75"

REQUIREMENTS FOR ADVERTISING MATERIAL

Informa Connect will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digital:

- Please adhere to the live area space as stated.
- We will ONLY accept PDFX-1a files (ensure that files are 300 dpi).
- Images should be a minimum resolution of 300 dpi at 100% size.
- Do not use spot colours or RGB art. Convert all colours to CMYK. Keep any black/gray type as one colour black.
- Type should be a minimum of 8 point. Reverse type less than 10 point is not suitable for reproduction. Informa Connect is not responsible for reproduction of type sizes smaller than those mentioned above.
- Ink density of all four process colours must not exceed 300%.
- All ads must include crop marks. Those crop marks should have an offset of 1/4" (18pts) beyond trim.
- All ads with bleed must have 1/8" bleed on all four sides.
- Informa Connect reserves the right to add a keyline to floating ads to differentiate them from editorial.
- Informa Connect reserves the right to refuse any or all copy deemed by Informa Connect to be unsuitable.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against Informa Connect because of such content.
- We do not guarantee an exact colour match, slight variations may occur.

SENDING MATERIALS

- Submit files via email if the file is under 10MB. For larger files, please provide a Dropbox, OneDrive, Google Drive, or similar file sharing link.

MORE INFORMATION

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