

THE REAL DEAL

REAL ESTATE & PROPERTY MANAGEMENT REVIEW



CALGARY REAL ESTATE MARKET 2020 REVIEW & 2021 FORECAST

Happy New Year! I hope you, your families are having a great first week of 2021! We also hope you had a wonderful holiday season and an opportunity to relax, reflect and prepare for the upcoming year. The RPM ACE Team is excited to start a new year together to bounce back from a year like 2020.

2020 has been a long, dreadful year like no other; and COVID-19 has affected the entire world in every aspect of our lives - full circle. Pandemic, is a word and concept we used to see in history books, but now we are living what will be world history: A Pandemic Globally.

"THE REAL DEAL" REVIEW ON REAL ESTATE & PROPERTY MANAGEMENT

Real Property Management ACE (RPM ACE) is pleased to present our first official edition of our quarterly property management newsletter report **"REAL DEAL REVIEW"**!

I truly believe that being informed and up to date with the market is essential for all of us to be mentally prepared, in order to cope with the further impacts we can expect with the repercussions of COVID. Being informed will ease the uncertainty for Owners, especially Out-of-Town Owners, on how we are taking care of your property and managing your Tenants during this pandemic.

This first edition of *"The Real Deal"* is written with the goal of educating, communicating and informing Owners with a 'snap shot' of what our year has been like for Calgary's economic and rental market, especially a turbulent year like 2020, and the impacts on real estate and property management.



RESPONDING TO IMPACTS OF COVID

When the First Wave of COVID started, my Team and I were busy reacting to the impacts of COVID affecting Tenants. Over night, as I vividly recall that somber day in March, when the media announced school and business closures to take place immediately - we were instantly bombarded with panicking Tenants. Flooded with sudden news of job losses or wage cuts, for they were no longer able to afford rent or needed to work out a deferral schedule.

In some worst-case scenarios, we had Tenants worried to the extent of just packing their bags and abandoned the property overnight. There was panic and urgency to help Owners fill vacancies with good Tenants immediately, but the restrictions made viewings very difficult. Yet, despite this, we had a very good success rate filling many units via virtual and socially distanced viewings. And almost 9 months later, this new group of Tenants remain satisfied. However, while we successfully rented a good few units virtually, we found that it is actually very difficult for Tenants to really feel the space and the physical layout of a property, and have to decide to commit for a term without seeing the unit in person. As restrictions eased, I felt we needed to resume the personal physical viewings, because not only is it difficult for Tenants to view a space personally but it is equally difficult for a property manager to screen and get a feel of what a person is like, so we would have multiple video viewings to get to know Tenants better virtually. With exercised caution and following all mask and social distancing guidelines, my Team and I worked [long hours] tirelessly every day just dealing with impacts of COVID affecting Tenants.



DEALING WITH IMPACTS OF COVID-19 PROPERTY MANAGEMENT

When the First Wave of COVID started, R&PM ACE was busy reacting to the impacts of COVID affecting Tenants - instantly. Over night in March, the media announced school and business closures to take place immediately. It was a very quick trickle effect of bad news resulting in panicking Tenants and worried Owners.



Coronavirus tracker:
442,000+ cases in Canada

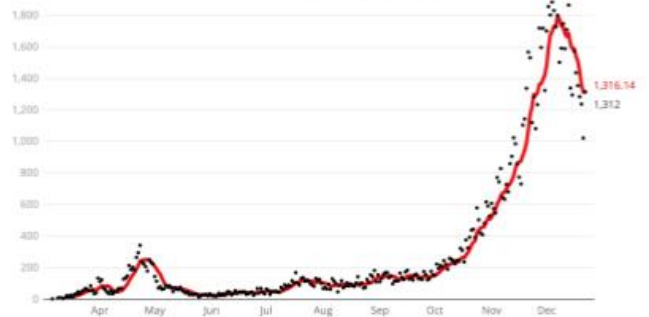
76,233 active 423,621 recovered 14,331 deaths

COVID-19 in Canada December 30, 2020, 7:00 p.m. EDT

Number of people tested	Total cases	Active cases	Recovered	Deaths
13,775,115	572,982	72,927	484,583	15,472

New COVID-19 cases in Alberta

Each black dot is the number of new cases on a given day. The red line is the average over the previous 7 days.



CBC NEWS Chart: Robson Fletcher / CBC - Source: Alberta Health

COVID-19 IS REAL. VERY REAL. UP CLOSE & PERSONAL

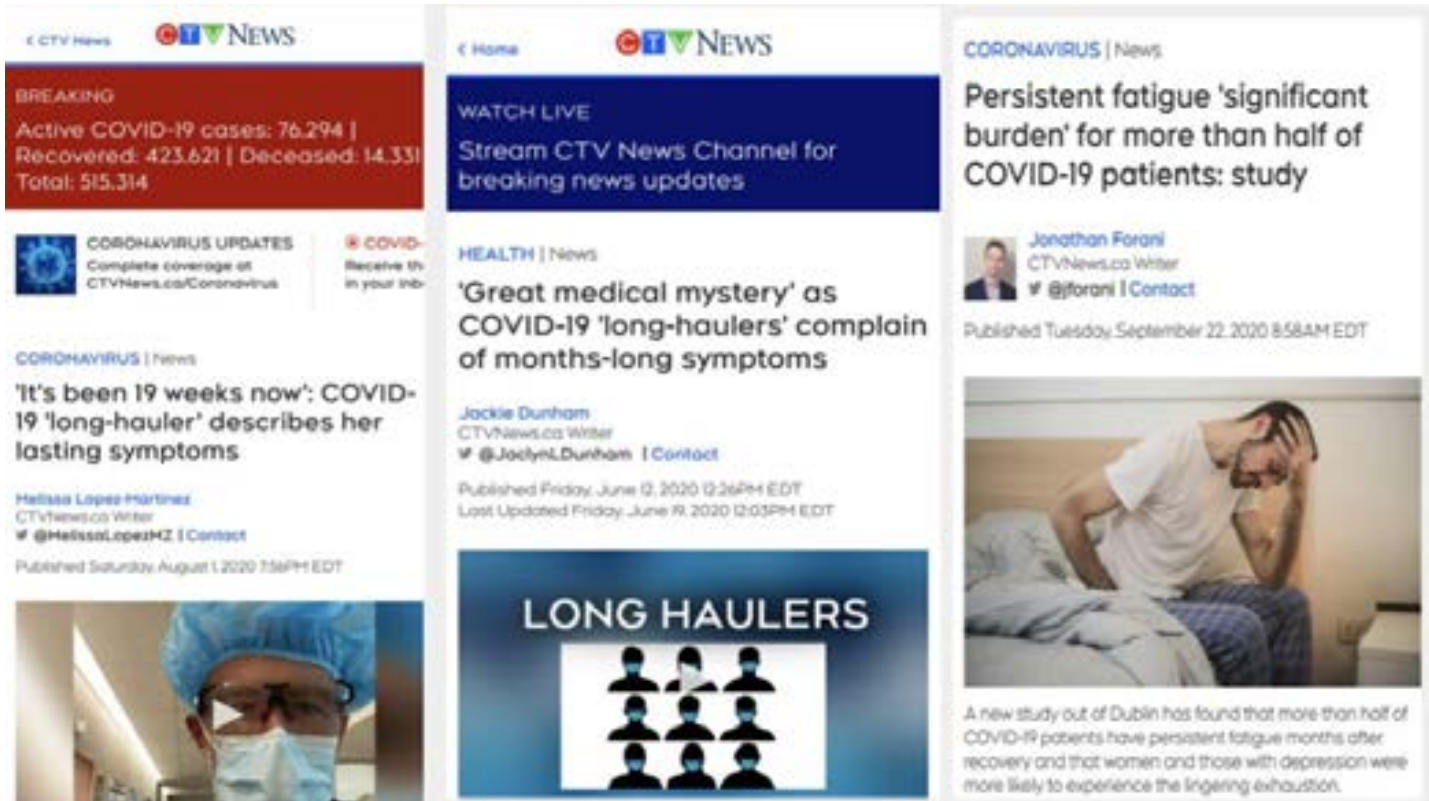
In November, I was personally hit with COVID, along with my husband and 3 children. It is of great relief that none of my friends (except for my immediate family), clients or Tenants I had contact with resulted in getting a Positive test for COVID-19.

It was very hard notifying my "Close Contacts" as the guilt is really burdensome while waiting up to a week for AHS (Alberta Health Services) to text the results. I can personally attest COVID affects every individual differently! While I was hit the hardest, my husband and children did not even have any symptoms. If I had not fallen ill, my family would not even think to go for COVID testing. I hope this puts into perspective how many people are walking around and not knowing they are carrying the virus.

I am fully recovered with some slight aftermath of what is now deemed "Long Haulers of COVID" but I assure you RPM ACE and I have your properties taken care of!

I truly appreciate your patience, understanding and working with my team! During that time, it was my priority not to cause further panic or stress for anyone and we tried our best to ensure service and any concerns from Owners and Tenants addressed seamlessly!

My Team worked very diligently under my direction to ensure whatever they could deal with - was dealt with accordingly, in light of the circumstances. With a truly dedicated and amazing Team that I have behind me, my recovery period has been seamless without having to compromise the high-quality service level that we continue to strive for.



RPM ACE CELEBRATING 3RD ANNIVERSARY! OUR STORY

In 2017, after selling real estate for 20 years, our personal investment property portfolio was growing, the economy was starting to decline, and our three children were "growing up", with our youngest entering kindergarten.

We had been managing our own and a small portfolio of client's properties as "Mom & Pop Husband Wife Team."

PROPERTY MANAGEMENT AT A WHOLE NEW LEVEL

I started to understand listen and analyze all the issues, problems and #joysofpropertymanagement from Owners and Tenants I had crossed paths with in my real estate career. I decided there was a need for "Property Management at a Whole New Level."

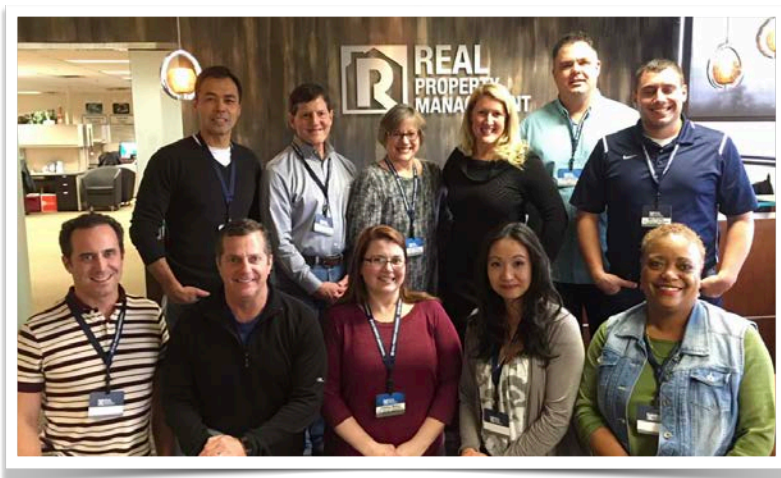
After obtaining Franchise rights In 2017, we travelled to Real Property Management USA's Head Office in Salt Lake City Franchise Training. In 2018 of February, after a year of strategic planning and preparation, Real Property Management ACE (RPM ACE) was officially launched in Calgary as a "Family Team."

RPM ACE LAUNCHES AS INDEPENDENT REAL ESTATE BROKERAGE

For the past 2 years I have been working on getting licensed as a Broker with RECA (Real Estate Council of Alberta) and thankfully completed before this pandemic began.

I am pleased to officially announce that RPM ACE has reached the goal of being an independent Broker!

On January 1, 2021, RPM ACE c/o Real Property Management ACE started operating as our own independently owned Franchise and independently operated Real Estate Brokerage.



January 2017: Real Property Management USA Head Office. Salt Lake City, UTAH USA



Currently, our Franchise Model in Canada is under one Brokerage, who acts as an all Managing Broker for all the Canadian Franchises. This is best illustrated with an umbrella model. Our Canadian Head Office (Real Property Management Canada c/o Real Property Management Central) holds the Broker license and supports Canadian Franchisees to ensure a good standard of practice with the protocol of individual offices required to be consistent with marketing guidelines, branding and standard services.

As the style of property management of **RPM ACE** is unique from the traditional property management styles, **RPM ACE**, is about offering customized personal service and flexibility for the Calgary market, to suit the diverse needs of "Life Happens" in managing properties and finding ideal tenants.

RPM ACE COMPANY NAME CHANGE ASSIGNMENT

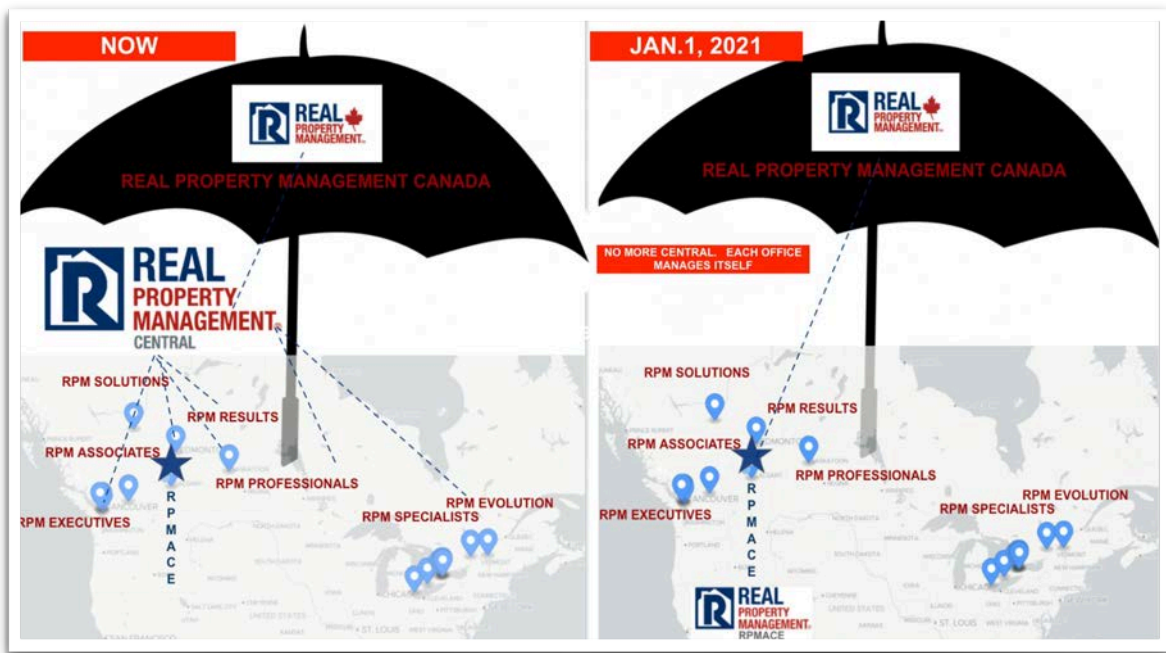
RECA licensing requires all Real Estate Professionals to be advertised under the Broker. For this reason, we were previously marketing all logos under "Central" and as a result, **RPM ACE** lacked individual branding and identity.

Thank you to Owners for completing the electronic signing of "Assignment of Management Agreement." Administrative formalities and documentation in the back-end which required a legal transfer of all our Management Agreements from Real Property Management Central to our new name **Real Property Management ACE (RPM ACE)** to Broker officially.

All Canadian Offices are also on their path be their own Broker. Real Property Management Canada will continue to provide support as the "RPM Head Office Team", with a new direction of assisting and supporting Canadian franchisees with marketing and business development rather than mostly compliance.

PROPERTY MANAGEMENT: NO IMPACT WITH CHANGE

The only change that will be noticed is marketing and branding. Under the Umbrella model, **RPM ACE** was stifled and not authorized to customize and market **RPM ACE** Branding, with consistency limitations to "Central" for all Franchises in Canada.





OUR TEAM

As our portfolio began to grow, and as COVID hit, RPM ACE is pleased to introduce our growing Team with two additional dedicated Team members who have shown exceptional work ethics, dedication and unique skillset that makes our Team the "Dream Team." Our Team is structured by focusing on areas of strength. When we love what we do, the result is: focus, synergy, productivity, and motivation which ultimately leads to success. I am truly thankful for to have such an amazing Team of Soldiers!

BROKER: ROMANIA LEO

With my new role as a licensed Broker with the Real Estate Council of Alberta (RECA), my role is to build and maintain Owner and Tenant relationships. Owner/Tenant service is a crucial in managing your properties as as a Property Manager, but Asset Manager in doing what I do best: leasing, marketing, business development, Owner & Tenant relations.

OPERATIONS MANAGEMENT: RAY LUC

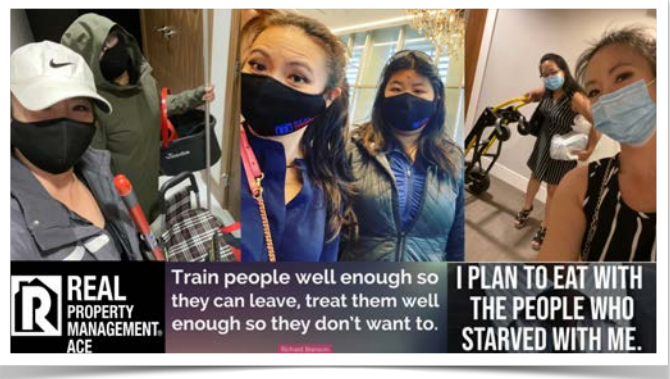
Ray Luc oversees RPM ACE's overall operations on a high level from maintenance to projects. We assist our clients with in order to get their property "Rent Ready." Ray supports the team with ensuring and maintaining Tenant satisfaction.

ACCOUNTING, FINANCE & COMPLIANCE MANAGEMENT: KATELYN PHUNG

Katelyn is one of the Owners of RPM ACE who oversees the day-to-day operations management of RPM ACE. Katelyn's role is most integral as she ensures that rents are paid on time, as it is essential for Owners to receive rent payouts on time. All Brokerage compliance, accounting, lease administration, security deposits in trust, accuracy of rent rolls, billings and accounts receivable matters from invoices, cheques, Owner statements to compliance as a brokerage - all of these are managed by Katelyn. Thank you for working and cooperating with Katelyn this year as it makes her role much easier!

LEASING: BRIDGIT KONG

Bridgit Kong is an experienced licensed Leasing Agent and she offers a high level of support and works with me on the leasing, marketing and overall management of our property portfolio. Bridgit comes from an extensive background of managing over 1500 units over the last 10 years. Her exceptional technical knowledge with systems and mechanics has been a great asset as a property managers but also as an asset manager.



CUSTOMER SERVICE: KARI NG

Kari Ng joins our Team as Customer Service Liaison. Kari's positive energy, customer service background and legal assistant experience makes her the perfect first point of contact for our Owners and Tenants. Kari ensures all inquiries, questions, and concerns are met in a professional and timely manner. Kari has been exceptional in ensuring Owner and Tenant concerns are responded with care and she ensures excellent Owner & Tenant relations are consistently established and maintained with the highest standards. Customer service with a personal touch is a priority for RPM ACE.

MAINTENANCE MANAGEMENT: DAVID TRANG

David Trang is RPM ACE's Maintenance Manager and he offers over 25 years of experience in maintenance, home repair and renovations. David is trustworthy, honest and reliable. David manages a team of trades in is an exceptionalism generalist with specialists on hand. He's always going the extra mile with a very positive attitude to ensure Owner and Tenant satisfaction.

All maintenance issues reported by Tenants and taken care of RPM ACE: Ensure Tenant satisfaction as a **Happy Tenant = Happy Owner = Property Management Team!**

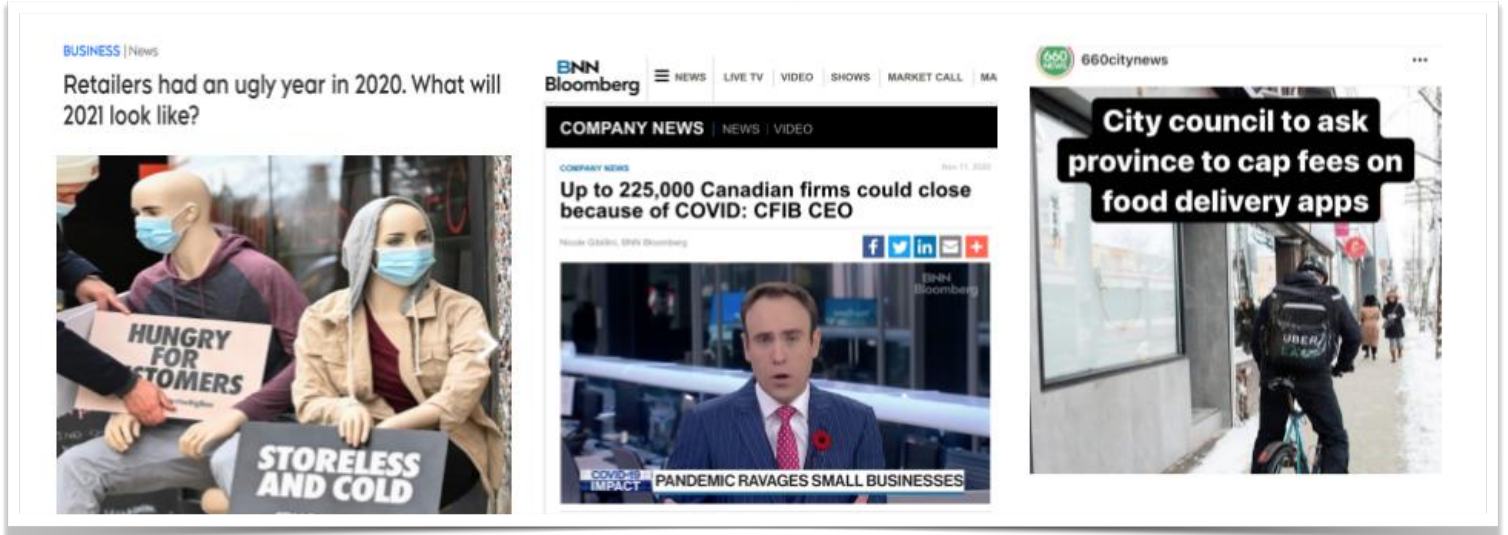


ECONOMIC OUTLOOK: BUSINESSES STRUGGLE TO MAKE ENDS MEET

10% of Albertans (442,000 people) cannot pay their credit cards

21% of Canadians will be deferring their mortgage payments

16% of Owners have been forced to sell their home because of dire financial circumstances



EMPLOYMENT & UNEMPLOYMENT

Calgary recorded the highest unemployment rate in all of Canada in November and December as COVID-19 continued to ravage us and our economy with the Second Wave.

Calgary's unemployment rate has now more than doubled since the start of the COVID-19 Pandemic; "NOT OPEN" and "CLOSED" signs are on many doors of businesses in the entire City causing a lot of stress and anxiety for all, as it is a full circle impact.

Economists are forecasting that Calgary's unemployment rates in our city is expected far into 2021 and job recovery is not expected until at least 2022.

DID YOU KNOW? 2020 COVID-19 caused more people leaving the province than incoming - something that has not happened since the early 1990s; resulting from the uncertainty during a pandemic.

<p>BUSINESS News</p> <p>CERB recipients should be prepared to pay income tax on payments experts say</p>	<p>"We are continuing to deal with an incredible amount of pandemic uncertainty and economic uncertainty," said Finance Minister Travis</p>	<p>CORONAVIRUS News</p> <p>'CERB has served its purpose': Recipients to be moved onto EI soon</p>
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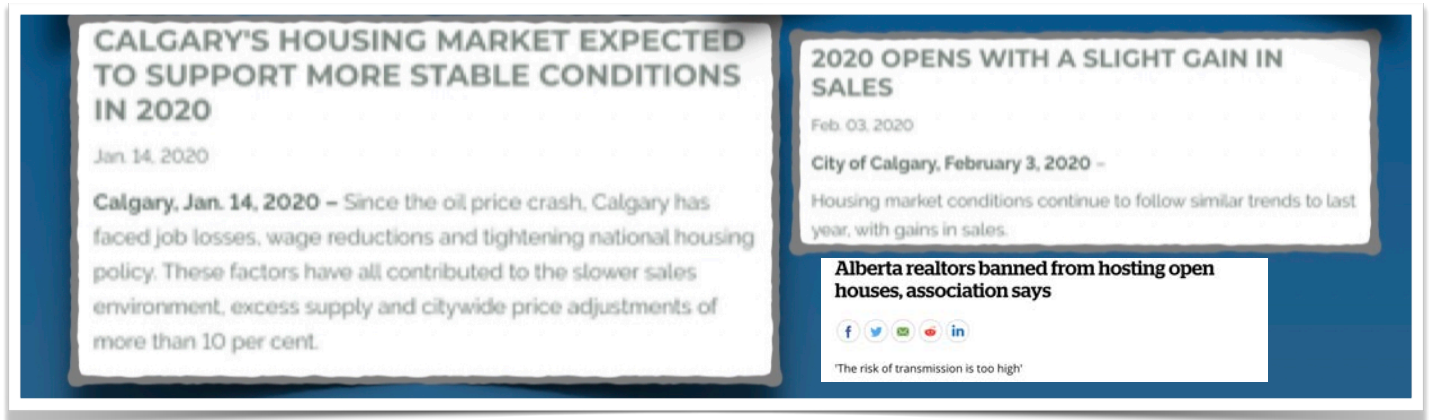
COVID-19'S IMPACT ON CALGARY REAL ESTATE

Lock down measures and business closures have hit our Calgary economy and real estate market like a HARD slap in the face - with full impact.

As the First Wave of COVID panic started in March, the real estate industry really had to adjust by showing properties virtually - instantly. As soon as we started to understand the severity of this pandemic and that it is REAL, very REAL, myself and Team immediately responded by having virtual and video tours completed for as many properties as possible, in preparation for a worst case scenario - which, unfortunately is exactly where we are at right now globally.

Virtual Tours, once deemed an add-on to property marketing, became an essential.

However, as a Tenant or a Buyer, viewing a property from a virtual/video tour or a live video viewing; then having to commit without seeing the property and without feeling out the layout and physical space is very difficult. Fortunately, as versatile humans, being able to adapt and adjust is our saving grace, as we managed to rent out many of our properties virtually.



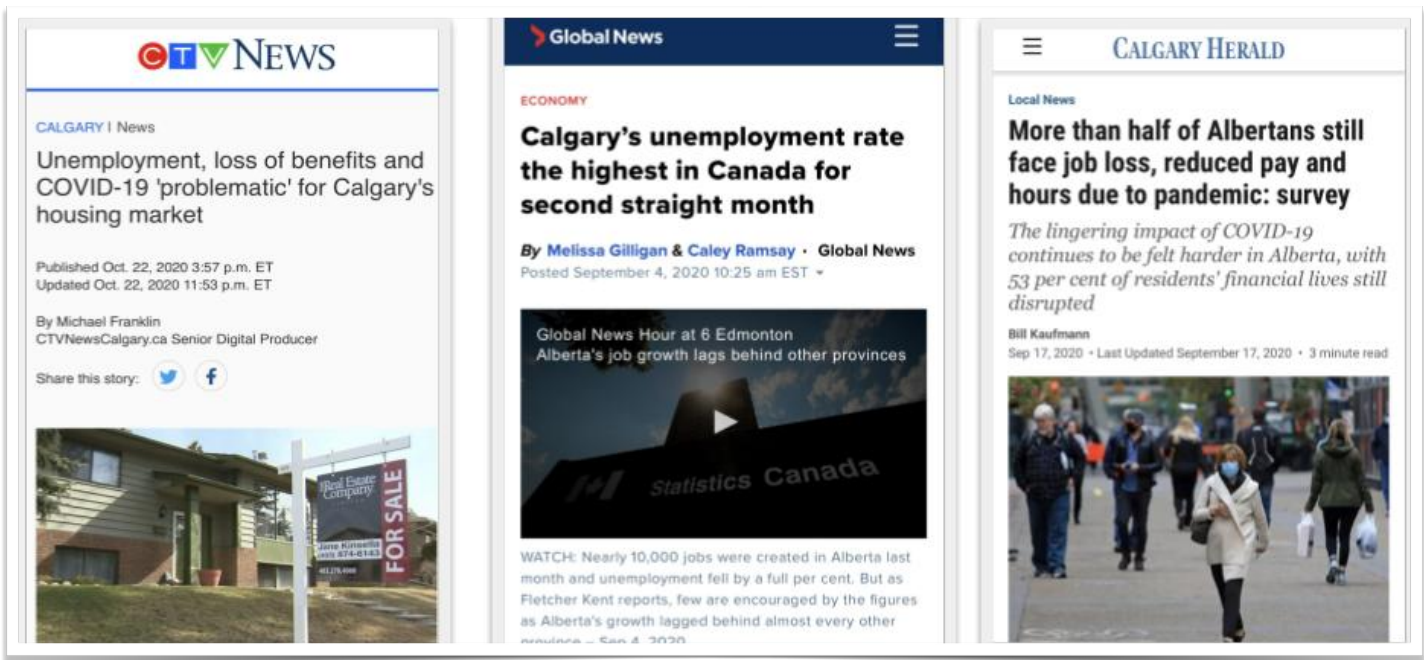
CALGARY RESALE HOUSING MARKET

On the resale of properties, dropping real estate prices resulted in the homes priced in the \$400,000 to \$500,000 to be quite active, with Buyers purchasing the "good deal" or "reduced to sell" homes. What that means is the homes were selling below what Owners paid for, below City Assessment, or way below "market value" in a gloomy pandemic economy.

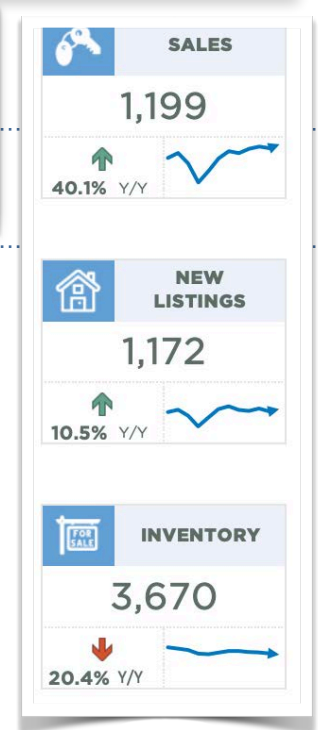
Job losses, depleted down payment savings, inability to get mortgage approvals. For these reasons, Buyers simply cannot buy at a time of such uncertainty; and the Buyers who can, do not want to buy yet. Buyers are on the fence, waiting for that moment to "low-ball." If there is an opportunity to sell and have your property sold sooner than later, I would personally sell my property at the earliest opportunity if circumstances forces me to sell. Even after the vaccines are rolled out and the uncertainty subsides, our economy is not going to bounce back immediately. In fact, it is anticipated that real estate prices may get worse with the aftermath of COVID recovery and the full circle impacts lingering. assisted our Realtor counterparts with many of their clients RPM ACE assisted with many Realtors this year with their clients, whose properties have been listed for months and not selling. When a property is vacant with no sales activity; many of us including me, can relate. Competition from financial desperation is one of the biggest problems to why rents will be at an all time low compared to previous recessions.

Desperate circumstances forces Owners to lower their prices to the point that it is very hard to compete. A significant loss from the high house prices purchased for during good times, simply does not financially make sense. At the end of the day, it depends on the financial threshold of how long Owners can hang on.

For Owners who do have the financial threshold to "Ride the Wave", the only option is, if you cannot sell and do not have to sell and take a huge loss: find good Tenants to take care of the property and help out with mortgage and other carrying costs.



IS THIS A GOOD TIME TO BUY A RENTAL?



Source: CREB

For investors with cash, it is definitely a good advantage during this time to buy a property for future rental investment. It is only a good time to buy an investment property if the investor has the ability to wait for a recovery. As an investor buying an investment property during a pandemic, one should understand the risk of buying and holding with no expectation for positive cash flow for a long indefinite period of the economic slump. Owners should be well prepared for maintenance and carrying costs of a new investment property, longer vacancy period that there will not be a "break even" with low market rents.

We have been working with a demographic of "Empty Nesters" who have sold their large estate family homes, some for at least a year now, and choosing to rent so that can watch and wait for the "perfect" opportunity to buy, and would rather rent for however long is needed. These Empty Nesters all purchasing power even during times as such from the sales process of their home but due to the uncertainty, they are choosing not to rush into buying, anticipating for prices to drop further this year.

RENTAL MARKET

MARKET RENTS LOW WITH FIERCE COMPETITION

LANDLORD COMPETITION PROBLEM: TOO MANY RENTALS...TOO MANY OPTIONS

The "Good Old Days" in Calgary as Landlords are over; and it was those days that gave many Owners the confidence to purchase multiple investment properties at the peak of the economy.

Sadly, the days of Tenants fighting over properties to rent and willing to pay premium, was over 2 recessions ago. Currently a Landlord would be very lucky to even receive the asking rents being advertised. As Owners it is best to understand that it is the "new norm" for Tenants to expect reductions and incentives.

Furthermore, a good percentage of the younger demographic of renters have been forced to move back home due to unexpected job loss or hiring freezes. With so much inventory for Tenants to choose from, Landlords are forced to decide if they can afford to compete by dropping prices further, agreeing to inclusions and/or matching incentives such as flexibility on shorter terms or accepting pets and waiving pet fees.

If we didn't have enough "new norms" already, the new norm is that renters expect landlords to negotiate lower rents than asking; and/or offer rent reductions and leasing incentives. In terms of what "market rents" look like, apartments in Downtown, the average asking price for a rental apartment has fallen 8 per cent over the past year.

HIGH INVENTORY FIERCE COMPETITION

Once upon a time, Owners chose the Tenants and set the terms. The amount of competition has resulted in many Landlords agreeing to a rent reduction or the first month's rent for free, along with included parking, internet cable and electricity for condos.

Since the pandemic, we have been very busy with Tenants requesting rent reductions or deferrals. We have never had to assist with so many Tenants needing to do so, including the need to break leases due to sudden job loss and being unable to pay rent. As we empathize with both sides, it has been very heartwarming to have worked with all the Owners who are impacted financially themselves, but empathetically understanding that *"We are all in this together,"* and therefore collaborating with Tenants in agreeing to deferred payment plans or rent reductions. This has been the more rewarding aspect, seeing compassion during such tough times.

AMIDST ECONOMIC CHALLENGES HOUSING MARKET ENDS 2020 ON A HIGH NOTE

Jan. 04, 2021

City of Calgary, January 4, 2021 -

With December sales of 1,199, this is the highest December total since 2007.



CREB Housing Data December 2020/January 2021

	1 BED	2 BEDS	LISTINGS
Apartment	\$1,145 ↑	\$1,467 ↑	2,445
Condo	\$1,421 ↑	\$1,766 ↑	1,545
House	\$1,412 ↑	\$1,709 ↑	556
Main Floor	\$978 ↓	\$1,239 ↑	303
Basement	\$941 ↑	\$1,020 ↑	564
Duplex	\$1,174 ↓	\$1,244 ↑	208
Townhouse	\$1,460 ↑	\$1,518 ↑	495

Calgary

6,579 listings

HIGH INVENTORY FIERCE COMPETITION

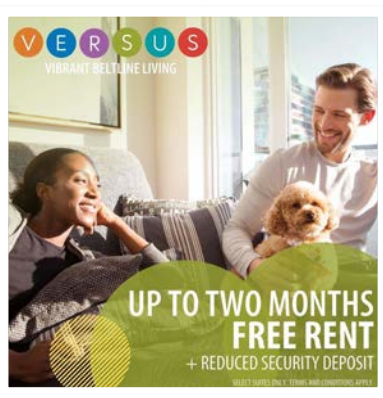
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Tenants are taking their time to consider all options in selecting their next home to rent. Tenants also make it known during viewings and lease negotiations, that they have many options and choices. As mentioned, Owners can expect that Tenants will negotiate lower rates and flexible terms.

During these pandemic months, were still able to rent some of the fully furnished two bedrooms in the \$2000 - \$2500 range, which have been as high \$3000+ in the past." We are noticing there is currently a high demand for larger condos, with specific requirements of having a den or 3rd bedroom. These are usually from the Empty Nester category, having been used to a large family home, down-sizing to a maintenance free condo lifestyle. As well, having to **"Stay Home, Stay Healthy,"** many Tenants living in 500 sq.ft and couples living in 900 sq.ft been look to up-size as they are really feeling cramped and looking for larger spaces but still wanting to stay downtown.

Single family homes in the Suburbs are in demand but not as hot a commodity in downtown; however, with the younger demographic moving home, the demand is definitely much less compared to the surplus of new brand new condos completed at the worst time. Instead of sale centres, many developers are marketing the new developments as rental projects, with very aggressive rental incentives of 1 to 2 months free, some even offering to accept half the amount of security/damage deposits.



HOUSING

Calgary Herald

How landlords are trying to lure new tenants in a pandemic



RENTER INCENTIVES

Oil price crash and COVID-19 pandemic have had a double impact on the sector

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Furthermore, a good percentage of the younger demographic of renters have been forced to move back home due to unexpected job loss or hiring freezes. With so much inventory for Tenants to choose from, Landlords are forced to decide if they can afford to compete by dropping prices further, agreeing to inclusions and/or matching incentives such as flexibility on shorter terms or accepting pets and waiving pet fees. standard of one month's rent. When developers have to change their marketing game plan from selling brand new units to now being Landlords for rental projects, it is definitely a sign of the times.

CALGARY REAL ESTATE MARKET FEELING IMPACT OF COVID-19

May 01, 2020

City of Calgary, May 1, 2020 –

After the first full month with social distancing measures in place, the housing market is adjusting to the effects of COVID-19.

LANDLORD FAQs

Tenants, landlords and mortgage holders grapple with promises of deferred payments



Calgary rental association urges renters to work out a payment plan with landlord
Pamela Fieber - CBC News - Posted: Mar 20, 2020 6:14 PM MT | Last Updated: March 20, 2020



News / Local News

Alberta assures renters they won't be evicted during COVID-19 crisis

Daniel Austin
Mar 28, 2020 · Last Updated 9 months ago · 2 minute read



Person in potentially life-threatening condition after landlord-tenant dispute...

Global News

Alberta landlord fears financial challenges as protections for renters kick in

What if I can't pay my rent, or what if my tenant can't pay?

Tenants can't be evicted for non-payment of rent before May 1, the government of Alberta said.

Instead, the province is asking landlords and tenants to communicate with each other and develop a payment plan while the public health state of emergency is in place.

If rent isn't paid, can landlords charge a late fee?

Starting April 1, landlords can't charge late fees on rent for the next three months, even if a signed agreement stating late fees can be applied. Those late fees can't be collected retroactively, either.

Can landlords hike rent?



No, rent cannot be increased while the province's state of emergency remains in effect — even if notice of a rent hike was already delivered. That counts for both residential properties and mobile home sites.

GOVERNMENT OF CANADA'S COVID-19 ECONOMIC AID - RESOURCES FOR OWNERS

The Government of Canada is offering financial support for Canadian individuals, families and businesses facing hardship as a result of the COVID-19 outbreak.

Programs include supports for those experiencing unemployment or individuals in quarantine or isolation who require financial assistance. To learn more on the criteria and application process: www.canada.ca/coronavirus

Canadian Federation of Independent Business (CFIB) is a non-profit business organization all three levels of government that supports small business in Canada with resources and services for success.

FINANCIAL SUPPORT	 <p>Canada Emergency Wage Subsidy Is Extended</p> <p>Learn more Canada.ca/coronavirus</p> <p style="text-align: right;">Canada</p>	 <p>Apply for Canada Emergency Wage Subsidy</p> <p>Learn more Canada.ca/coronavirus</p> <p style="text-align: right;">Canada</p>	 <p>Keeping Workers on Payroll</p> <p>Learn more Canada.ca/coronavirus</p> <p style="text-align: right;">Canada</p>
CEBA - 40K LOAN			
CERS - CANADA EMERGENCY RENT SUBSIDY			
CEWS - 65% WAGE SUBSIDY			
TAXES	Canada Emergency Wage Subsidy (CEWS)		
PROVINCIAL FINANCIAL SUPPORT	Canada Emergency Business Account (CEBA)		
FEDERAL FINANCIAL SUPPORT	Canada Emergency Rent Subsidy (CERS)		
BCAP	<p>What is the CEWS?</p> <p>The Canada Emergency Wage Subsidy (CEWS) is a wage subsidy program offered until June 2021 to qualifying employers who have seen a drop in revenue due to COVID-19. CEWS is meant to prevent more job losses by helping you keep your employees on payroll, enabling you to re-hire workers, and facilitating a return to normal operations. If you qualify for CEWS, you will receive a percentage of your employees' pay subsidized based on your revenue loss.</p>		
RRRF - REGIONAL LOAN PROGRAM	<p>What is CEBA?</p> <p>The Canada Emergency Business Account (CEBA) is a loan of up to \$60,000 with a forgivable portion of up to \$20,000 to help businesses pay their non-deferrable expenses during this challenging period. The CEBA has two streams of eligibility: the Payroll stream and the Non-Deferrable Expense stream. These loans are government-funded, interest-free (if repaid before Dec 31, 2022) and provided through financial institutions in cooperation with Export Development Canada (EDC).</p>		
CEWS - 65% WAGE SUBSIDY	<p>What is the CERS?</p> <p>The Canada Emergency Rent Subsidy (CERS) will provide rent and mortgage support to small businesses affected by COVID-19. The subsidy will be administered by the CRA and will provide support directly to tenants.</p>		
TWSE - 10% WAGE SUBSIDY			
CERB - WAGE BENEFIT			
WORK SHARING PROGRAM			
STUDENT WORKPLACE PROGRAMS			
FARM AND AGRI-FOOD FINANCIAL SUPPORT			
CRB - CANADA RECOVERY BENEFIT			

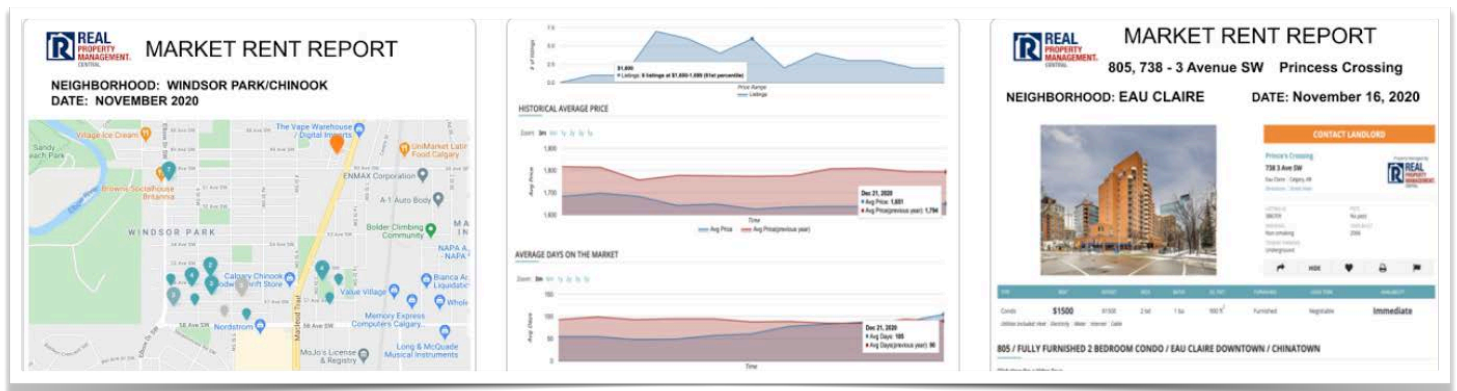
WHY YOU CHOSE TO HIRE REAL PROPERTY MANAGEMENT ACE

"It's to the point where I don't really want the headache anymore."

We take on many properties where Owners ask for help with Tenant issues they are experiencing from managing the property on their own. When economy is good and the world is calm, it is easy for Owners to self manage, but the pandemic has created issues I mention above. During times of a pandemic, not all Owners know how to deal with the financial burdens and anxiety of having sudden vacancy, Tenants not being able to pay rent and not being able to evict with Tenant protection bylaws in place to protect Tenants during the pandemic. As well, other worries include property damage when a Tenant leaves on bad terms, a vacant home with risks of break-ins and pipes bursting in cold weather, and bills needing to be paid. We see and understand very well that every day vacant is money going down the drain: mortgage payments, condo fees, property taxes, utilities, home insurance, hence when we have a vacancy, it is our priority to find a good Tenant to take care of your property and help with mortgage payments and carrying costs.

CUSTOMIZED MARKET & LEASING REPORTS FOR OWNERS

When **RPM ACE** starts marketing a property for rent, we perform Rental Market Analyses for Owners. On-going, our Team strives to provide leasing updates as we start marketing a property for rent. Market Rent reports are helpful for Owners to understand the level of interest and provides practical feedback on what renters respond to in terms of whether *"Price is Right."* Keeping Owners updated on the leasing, marketing and management is our key to giving owners the comfort that RPM ACE is working hard behind the scenes, especially during bad economic times and a Pandemic.



IMPORTANCE OF BRANDING & ONLINE MARKETING

One of **RPM ACE's** marketing goals for 2021 is to distinguish ourselves from the other Franchises with online advertising and social media marketing and branding for **RPM ACE**. Branding is key, especially these days where everything is online and virtual - with Tenants pre-selecting properties online before they decide which property to shortlist. Hence, a strong online presence and branding is critical to getting our vacancies filled and presenting your property to attract good quality Tenants.

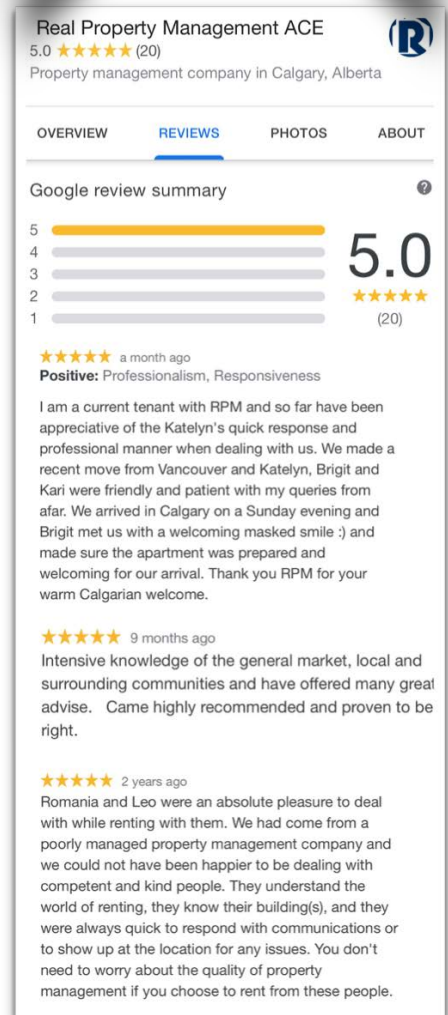
RPM ACE STAR REVIEWS

Reviews are obviously great for the comfort of new Owners, but what we started to realize is that Tenants, actually take their own initiative to write reviews. If you think about it, consumers don't bother to write when they are happy, but they will often make the effort when they are not happy and satisfied with a service or product. Our Team works diligently to make everyone happy but that is realistically impossible. I am very proud to say that we have never had a negative review where Tenants were not happy with the service we provide. When a Tenant is unhappy with an issue related to the property itself, our Team makes very possible effort in working with Owners to resolve the issues for the Tenants.

RPM ACE's 2021 Goal is to proactively asking Tenants and Owners for reviews because all day, every day, our Team is reacting to the daily demands of leasing and management your property. The screening and due diligence of approving new Tenants is the part of being a Landlord that Owners usually dread,

While the overall management of the property can be easy when a property has no issues in a perfect economy, but this pandemic is the living nightmare of the REAL joys of property management. The ongoing management property is really an insurance policy that you pay monthly premiums on - until there is an accident, we realize that there is insurance - the "Peace of Mind" you get from being insured. Property Management, is essentially the same concept - until there is an issue, Owners understand better the benefits of having a property management to deal with all the issues and hassles at anytime.

The best compliment one can receive are referrals. It is with great satisfaction when Owners refer their friends and family, and Tenants tell us that they have choices with other available units listed for rent in the same building - Yet, they chose your property that we are marketing and leasing because they read our reviews and after personally getting to know us during a viewing, they sense that we are the property managers they want to manage their tenancy. Tenants like these have rented all their lives and come with a bad taste in their mouth from previous property management companies. The feedback we have received over and over, is that our Team genuinely cares about the well-being of Tenants.



[🙏 LINK TO REVIEW 🙏](#)

<https://tinyurl.com/RPMACE-REVIEWS>

2021 FORECAST & SUMMARY


Prior to the pandemic, economic forecasts were optimistic for an economic recovery for Calgary in 2020. As the pandemic continues to unfold, the lingering impact of COVID-19 is only going to be felt for a long time.

Unemployment can be expected to remain high and expected to stay that way in Calgary and throughout Alberta next year. Locally and nationally, statistics for Alberta reveals that over 53% of residents' financial lives are currently disrupted and suffering. Sadly, we can expect, that percentage to increase globally, again, resulting in a full circle impact around the world.

Alberta is already currently 10 % more than the national average and many are still jobless, or facing reduced pay and slashed hours.

Who would have thought we would be trapped in the living nightmare of a Global Pandemic for close to 10 months now. Globally, economists are predicting that it will be at least 2022 before the economy will even "bounce" back from an already crippled economy. The recent news of the new and more deadly contagious coronavirus strain is only adding to the level of uncertainty and the unknown globally.

As we enter the final stretch of this unprecedented year of changes and challenges, we must stay positive and optimistic that we are all "Riding the Wave" TOGETHER. With the COVID-19 vaccine in distribution, we hope we can at least see the end of uncertainty as 2021 progresses.




WORKING BEFORE & DURING COVID
COVID MAY HAVE STOPPED THE WORLD.
COVID DOES NOT STOP US FROM TAKING CARE OF YOUR
PROPERTY AND THE PEOPLE WHO TAKE CARE OF IT:

TENANTS

We want to thank you for all your hard work finding us a home!
 You are amazing at your job!
 Darcie & Rick

Romania is incredible. She surprises me everyday from the first day I met her. My condo has been rented out just within a week. As a professional, Romania knows the market, tenant's needs and all concerns most landlords have. She works very hard also smart. Romania never push but followup at peak busy stage. I learn alot from her to be a good landlord. She sacrifices a lot of family time and educates both landlord and tenant, leading us to have a good relationship. I hereby grant Romania permission to use the above testimonial for potential tenants and landlords, clients and marketing. Thank you Romania! Home all her forever!

ALL TENANTS LOVE 

Currently, the reality is not very positive, and while I can no longer guarantee I can get your property rented out within the month, or achieve the rent rates we once had, what I can guarantee is our Team's commitment to continuously care for your property like our own.

It is only with this mindset that we have been able to earn the trust and confidence of all the Owners who chose us to take care of their property. With a stellar Team of "Soldiers" assisting me, I am able to focus on what my strengths are - marketing your property at a professional level that attracts quality Tenants, regardless of the property: big or small, inner-city or suburb, old or new, unfurnished or furnished. Tenants are people, and people are visual. We are not finding and just helping Owners rent to Tenants, we are selling the concept of a HOME. When a Tenant feels at Home, they take care of their Home.

In closing we are privileged to the Property Management Team selected to care and manage your property, and placing Tenants in Homes. Thank you for all your support and entrusting your property with our RPM ACE Team, especially during this Pandemic.

If there is anything we can start your New Year with, it is a "Peace of Mind" and the assurance that RPM ACE will continue to take good care of your property, place ideal Tenants. Together, we continue to "Ride the Wave" with you through this Pandemic, in anticipation that market conditions will improve for all of our investment properties. After all, and We are, "Property Management at a Whole New Level" because "Synergy Creates Success"!

Since the pandemic, we have been very busy with Tenants requesting rent reductions or deferrals. We have never had to assist with so many Tenants needing to do so, including the need to break leases due to sudden job loss and being unable pay rent. As we empathize with both sides, it has been very heartwarming to have worked with all the Owners who are impacted financially themselves, but empathetically understanding that "We are all in this together," and therefore collaborating with Tenants in agreeing to deferred payment plans or rent reductions. This has been the more rewarding aspect, seeing compassion during such tough times.





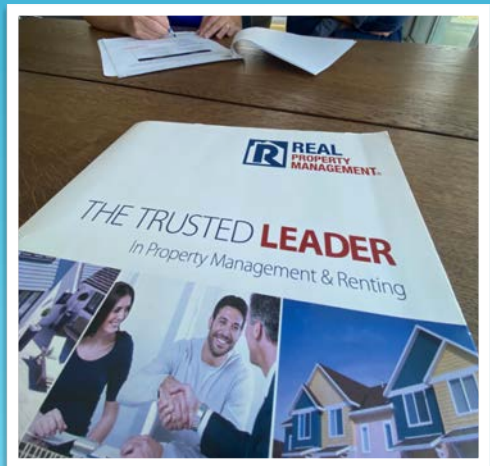
CALGARY
MARKET
REVIEW

THEN & NOW
After five years of weak economic activity, 2020 was projected to be a year where Calgary would start to see some modest improvements.

Due to COVID-19 impacts in Calgary's housing market and general economy, it is not business as usual.

HOME SALES RISE ALONG WITH SUPPLY
Oct. 01, 2020
City of Calgary, October 1, 2020 –
September sales activity jumped to 1,702 units, the strongest September total since 2014.

However, COVID-19 changed everything. The pandemic has far-reaching implications for all aspects of our economy. Our city and province face the additional challenge of the dramatic shift occurring in the energy sector. This is a time of significant uncertainty for businesses and individuals in this city, as the long-term economic consequences of COVID-19 remain unclear.



HOME SALES SEE A BUMP
March 02, 2020
City of Calgary, March 2, 2020 –
This month saw a double-digit gain in sales, but last February was one of the slowest levels of activity since the late '90s.

COVID-19'S IMPACT ON CALGARY HOUSING MARKET CONTINUES
June 01, 2020
City of Calgary, June 1, 2020 –
Housing market activity in May remained slow, but sales exceeded the lows from April, which saw less than 600 sales in Calgary.

SALES DECLINE BY TWO PER CENT FROM LAST YEAR AMIDST COVID-19 PANDEMIC
July 02, 2020
City of Calgary, July 2, 2020 –
After three months where COVID-19 weighed heavily on the housing market, sales activity in June continued to trend up from the previous month, totalling 1,747 units.

AUGUST HOME SALES CONSISTENT, BUT COVID-19 IMPACTS CONTINUE
Sept. 01, 2020
City of Calgary, September 1, 2020 –
Total residential sales in August were relatively stable compared to last year with year-over-year gains in the detached and row sectors.

MEDIA
CORNER

THE REAL DEAL

REAL PROPERTY MANAGEMENT ACE

MEDIA CORNER

Alberta imposes tough new restrictions in bid to curb soaring COVID-19 infections



Outbreak declared at Peter Lougheed Centre's ER after 12 staff contract COVID-19

COVID outbreak declared at Nakiska, although ski resort says staff mostly recovered

BREAKING
Active COVID-19 cases: 76,294 | Recovered: 423,621 | Deceased: 14,331
Total: 255,244

WATCH LIVE
Stream CTV News Channel for breaking news updates

CORONAVIRUS UPDATES
Complete coverage at CTVNews.ca/Coronavirus

HEALTH | News
'Great medical mystery' as COVID-19 'long-haulers' complain of months-long symptoms
Jockie Dunham
CTVNews.ca Writer
@JockieDunham | Contact
Published Friday, June 12, 2020 12:26PM EDT
Last Updated Friday, June 19, 2020 12:03PM EDT

LONG HAULERS
A new study out of Dublin has found that more than half of COVID-19 patients have persistent fatigue months after recovery and that women and those with depression were more likely to experience the lingering exhaustion.

POLITICS | News
Canada restricts travel from U.K. due to new COVID-19 strain

COVID-19 in Canada
The latest news and live local updates about COVID-19 in Canada and around the world

What's known, unknown about the coronavirus variant in Britain

New U.K. strain of COVID-19 could already be in Canada, Fauci says

Calgary Herald

'Devastating': Calgary's jobless rate has doubled since start of COVID-19

COVID-19 pandemic, low energy prices leave Alberta with \$24.2B deficit
By Bob Weber - The Canadian Press
Posted August 27, 2020 8:27 am +

Global News Hour at 6 Edmonton
Alberta Finance Minister Traviss Tows on \$24.2B deficit

Coronavirus to cut up to 20% of combined workforce with Husky Energy after merger
Job cuts, mostly in Calgary, could affect 1,700 to 2,100 employees and contractors

CALGARY | News
Temporary injunction sought against Alberta COVID-19 restrictions at Christmas
The Canadian Press
Staff Contact
Published Monday, December 21, 2020 7:35AM MST
Last Updated Monday, December 21, 2020 9:03AM MST

CORONAVIRUS | News
No kicking the button and no talking: Experts talk pandemic elevator etiquette
Meredith MacLeod
CTVNews.ca Writer
@meredithmacleod | Contact
Published Friday, July 31, 2020 8:00AM EDT

CALGARY | News
30 tickets, 5 criminal charges handed out at weekend rallies in Calgary: CPS
Dave Dormer
CTVNewsCalgary.ca Digital Producer
@dave_dormer | Contact
Published Monday, December 21, 2020 1:22PM MST
Last Updated Monday, December 21, 2020 7:06PM MST

Ask  "Will This Property Make a Good Rental/Investment Property?" 

THE  **REAL DEAL** 

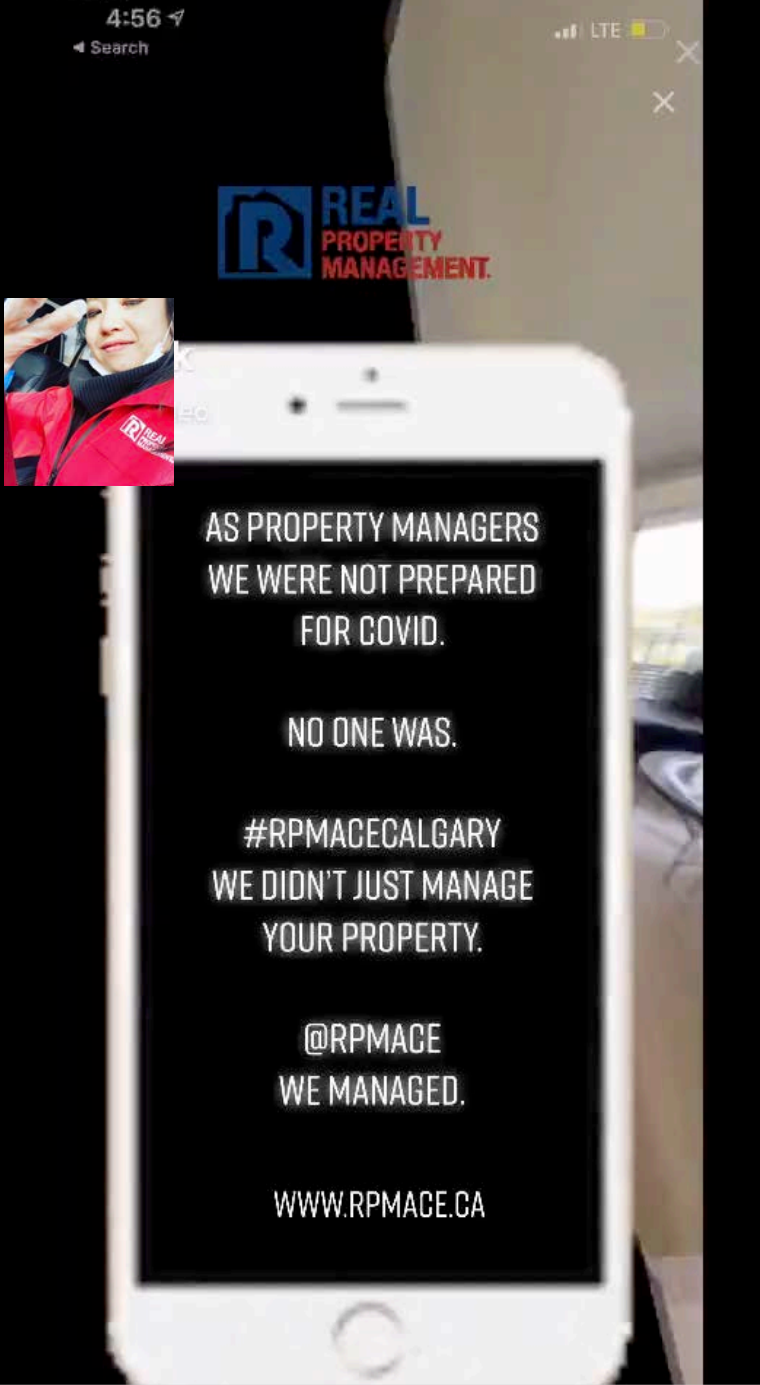
 **RENTABILITY SCORE**

NEIGHBORHOOD	★★★★☆
TRANSPORTATION	★★★★☆
AMENITIES	★★★★☆
SCHOOL	★★★★☆
RENTABILITY	★★★★☆


FEATURES

USEABLE SPACE:
2 Levels
BEDROOMS
3 Bedrooms
BASEMENT
UnDeveloped
PARKING
Double Garage
BONUS

REAL PROPERTY MANAGEMENT ACE
403.816.2308 ace@realpropertymgt.ca www.rpmace.ca 



4:56
LTE
SEARCH



AS PROPERTY MANAGERS
WE WERE NOT PREPARED
FOR COVID.

NO ONE WAS.


#RPMACECALGARY
WE DIDN'T JUST MANAGE
YOUR PROPERTY.

@RPMACE
WE MANAGED.

WWW.RPMACE.CA




RENTED
IN 1 DAY



**VIDEO VIEWINGS
VIRTUAL TOURS**

HAPPY TENANTS

WHEN YOU SEE YOUR NEW HOME FOR THE FIRST TIME... ON MOVE-IN DAY



"Exactly as Video Tour Portrayed"