



Our Values Are
in **Our Name**

Knowledge, **I**ntegrity and **C**ommunity



Redefining **Success**, Together.

KIC Realty is leading the way in modern, innovative solutions for REALTORS® ready to embrace **the future of Canadian real estate**. Join a movement built on Knowledge, driven by Integrity, and united by Community.

Highlights

01.

Getting to Know KIC Realty

KIC things off with our mission and vision that is revolutionizing Canadian real estate.

02.

People and Culture

Explore how we embrace our Canadian roots and how our Agent Executive Council (AEC) helps shape our foundation.

03.

Expert Leadership

Our managers are your partners in success. With their expertise and guidance, you can navigate any challenges and seize more opportunities.

04.

KIC Realty's Systems and Resources

Explore our cutting-edge tools and resources that streamline your workflow and empower you to earn more.

05.

Equity Opportunities

Discover ways to gain ownership and accumulate wealth through our KARE program and Stock Awards.

06.

Revenue Share Network

Review our incentives that reward you for referring other REALTORS® to join KIC Realty.

Meet our Founders

Our Visionaries and Innovators



Willie Ip

CEO and Co-Founder

✉ willie.ip@kicrealty.com

Willie, a pioneering professional, was the first in Alberta to embrace the game-changing cloud-brokerage model, transforming his independent brokerage and disrupting the industry across Canada! Leading KIC Realty with a passion for Knowledge, Integrity, and Community, he's driving exciting innovation in real estate.



Ron McIntosh

President and Co-Founder

✉ ron.mcintosh@kicrealty.com

Ron, a dynamic industry leader in Ontario with three decades of success, is a true rock star in real estate! With his transformative leadership and extensive industry knowledge, he empowers agents to unleash their full potential!

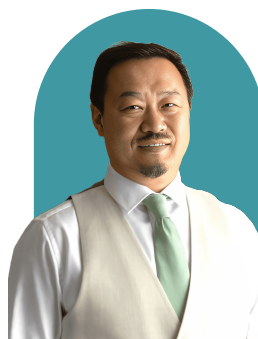


Michele Bouchard

CFO and Co-Founder

✉ michele.bouchard@kicrealty.com

Michele, a seasoned accountant with over 30 years of experience—including 25 as a Franchised Managing Broker/Owner in BC—excels in real estate accounting. She's dedicated to creating end-to-end financial systems that are user-friendly and provide unparalleled transparency for our agents. Get ready for a new standard in financial clarity!



Michael Tam

EVP of Investor Relations and Co-Founder

✉ michael.tam@kicrealty.com

Meet Michael, an avid gamer and economist with over 30 years of expertise in venture capital, strategic resource allocation, and financial modeling! He has interrupted his retirement to join KIC Realty and is on a mission to propel our team to new heights. "To Infinity and Beyond!" Let's level up together!

Our Mission and Vision

At KIC Realty, our priority is to equip our REALTORS® with the most **empowering resources and support**, allowing you to concentrate on what truly matters—**delivering exceptional service to clients**.

We place a strong **emphasis on real estate services** over attraction initiatives, aligning our efforts with our core values: Knowledge, Integrity, and Community.

Additionally, our goal is to further enhance our REALTORS'® success with **optional revenue and wealth-building opportunities**.

First-Year Milestones

The **exceptional results in our first year** are a direct reflection of our mission and vision:

- KIC Realty secured **over \$1 million** in private placement funding
- We welcomed **over 110 talented REALTORS®** and growing strong
- Our network **expanded into 3 Provinces** and counting



People and Culture

We are an innovative brokerage, **developed by Canadians, for Canadians.** Our REALTORS® can rely on our expertise, which is **finely tuned to the unique demands and intricacies of the Canadian real estate landscape.**

We offer a **hybrid work model** that combines the convenience of remote work with the benefits of in-person connections. We accommodate diverse working styles, ensuring everyone can **collaborate, network, and thrive.**

We are **committed to hiring and retaining top-tier administrative staff** who possess the expertise and passion for delivering outstanding service, as well as driving our organization's success. We are also **selective of the REALTORS® we bring on** to ensure we uphold our reputation and values.

We have an **Agent Executive Council (AEC)** comprised of dedicated REALTOR® volunteers who meet regularly to share valuable feedback and innovative ideas. We foster a culture where every REALTOR® can help shape our initiatives and **collaborate in unity as we work toward our collective success.**



Keeley Ward, ON
Chairman



Craig Heynen, AB
Vice-Chairman



Natalie King, BC
Secretary



Jinny Ahn, BC
AEC Member



Andy Lam, AB
AEC Member



Jesse Loader, AB
AEC Member



David O'Connor, ON
AEC Member



Janet Scotland, BC
AEC Member



Saharla Yahya, ON
AEC Member

Meet our Leadership Team

Your Partners in Success



Angela Papassotiriou

Vice President of Operations, Canada

✉ angela.papassotiriou@kicrealty.com

Angela has over 35 years of experience in sales and marketing. Her strategic vision was embraced by some of the industry's most renowned brands, including one that grew from 103 REALTORS® to over 2,500 in just 3.5 years. Angela holds the coveted FRI designation, demonstrating her dedication to ethics and integrity. She genuinely cares about the success of every REALTOR®, our clients, and the devoted staff who uphold the operational and service excellence that KIC Realty is known for.



Mark McLean

Broker of Record, Ontario

✉ mark.mclean@kicrealty.com

Mark is a revered industry veteran with over 30 years of expertise. He's owned, managed and served as president and Broker of Record for many successful Canadian real estate companies. Mark also served for four years as VP of Business Development for a real estate tech company. He was Director-at-Large and President of the Toronto Regional Real Estate Board from 2013 to 2017 and held a Director-at-Large position with the Ontario Real Estate Association, chairing several key committees.



Parm Sidhu

Broker of Record, Alberta

✉ parm.sidhu@kicrealty.com

With an impressive 18-year career in the industry, Parm brings a wealth of knowledge and an unwavering commitment to service. She has contributed to the industry by serving as a Board of Director for AREA, as well as RAE. As a former Canadian Army Veteran, Parm exemplifies resilience and leadership in everything she takes on!



Janet Scotland

Broker of Record, British Columbia

✉ janet.scotland@kicrealty.com

With over 30 years of management experience, Janet is versed in residential and commercial real estate and property management. She has lived and worked in the South Okanagan-Similkameen, North Vancouver Island and now lives in the Victoria area. Mid-career, Janet earned a BA in Politics, Philosophy and Economics, and a Diploma in Public Sector Administration. She served 4 years as a Director for VIREB and is a professional member of RIBC since 2005.

Our Systems and Resources

Everything You Need to Run Your Business



Lead Center

Customizable and Mobile Optimized Website

Targeted Lead Generation

CRM System

Automated Texts & Emails

Automated Marketing

Performance Tracking

Regular Training on Digital Marketing & Lead Conversion



Transaction Tools

Deal Manager:

Streamlined Document Management

Mobile Accessibility

Collaboration Features

Performance Tracking

Earning Reports & T4As

FTNI Mobile App for Remote Cheque Scanning & Deposits

Illuminai Tool to simplify FINTRAC compliance

Authentisign



Productivity Tools

Copilot AI Tool

Outlook Email & Calendar

Word Documents

Excel Spreadsheets

Powerpoint Presentations

Teams: Calls, Chats & Video Conferencing

OneNote: Audio Recording & note-taking

Sharepoint: Share Info & Files

Bookings: Online Scheduling

OneDrive: 1TB Storage

+ More Online Apps



Marketing Center

Premium Account

Graphics, Videos, Web Pages, QR Codes & More

Generative AI Features

Social Media Scheduler

File Conversion Tool

PDF Editor

OneDrive Integration

ChatGPT Integration

Over 300 million Royalty-Free Images & Videos

+ More Powerful Tools



KIC Hub

Attraction Resources

Team Management

Wallets

Payouts Tracking

Centralized Information

Learning Center

Internal REALTOR® Support



Our Earnings Structure

Your Investment

\$200 One-Time Membership Fee with the option to purchase 1333 shares for \$199.95

\$150 Monthly Fee for KIC Realty's Toolkit Includes:

- Microsoft 365 Productivity Suite
- Agent Locator Website, Lead Generation & CRM
- Monthly contribution to our KIC Realty Community Fund
- Additional Liability Insurance for protection above E&O
- FTNI Remote Deposit App
- Adobe Express Premium
- Deal Manager
- Authentisign
- Illuminai
- KIC Hub

Transaction Splits and Fees

80/20% Split capped at an annual \$15,000 maximum to KIC Realty

- Level 1: \$150 per transaction (inside \$15,000 cap)
- Level 2: \$150 per transaction (after cap to a maximum of \$3000)
- Level 3: \$ 75 per transaction (upon Ambassador achievement)

100% commission after \$75,000 GCI

(Fees above are subject to taxes)

Equity Opportunities

How do I Acquire Shares?

Class B – SOLD OUT

Our current private placement opportunity is sold out.

KARE Program

Currently we offer share purchases through our optional KIC Agent Retirement Equity Program (KARE). You can opt in and allocate 5% of your portion of commission earnings from each transaction.



Stock Awards

Achievement awards are earned immediately upon achievement, with **no vesting period** applicable. As a shareholder, you will also be entitled to receive **dividends**.



Cap Award
1,000 Shares Annually



Ambassador
15,000 Shares Annually



Team Lead Member Cap
1,000 Shares Annually (upon completion of the first transaction by each full capping team member)*



Direct Referred Agent
1,000 Shares as a One-Time Allocation (for each referred REALTOR'S® first closed transaction)**

*For Team Members on a 1/2 cap, Team Lead receives 400 shares

**Our one-time share allocation applies to sales transactions, as well as rentals with earnings of \$2000 or more



KIC Realty Revenue Share Network

A total of 30% of the revenue collected from your split is allocated to the revenue share pool to be paid to the 5 levels of REALTORS® above you, at the percentage stated.

Level	Max \$ Payout Per Level	% of Payout (\$4,500)	% of Cap (\$15,000)
Level 1	\$1575	35%	10.5%
Level 2	\$1350	30%	9.0%
Level 3	\$ 900	20%	6.0%
Level 4	\$ 450	10%	3.0%
Level 5	\$ 225	5%	1.5%
Total	\$4,500	100%	30%





KIC Realty invites forward-thinking REALTORS® to be part of the future of Canadian real estate!

Built on Knowledge, driven by Integrity, and united by Community.



Questions? Contact:

☎ 1.877.737.3236

✉ apply@kicrealty.com

First Name Last Name, REALTOR®

✉ email.address@kicrealty.com



KICrealty.com