EPART PARTIES 3

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Newsletter

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Spring 2021 Atlantic Canada Edition

What In The Housing?!



Photo Credit: Paul Bradbury (istock photo).

He once laughed, loved and dreamed of a bright future. Now he is homeless. Tonight, in Halifax, as winter tightens its icy grip, he will join 500 Haligonians and 30,000 Canadians seeking shelter to survive. The lucky ones will find a hostel bed, the rest a tent or tarpaulin beneath a dank underpass...or a huddle in a shop doorway. Without permanent housing they are denied the chance for a future most take for granted. And it is getting worse; affordable housing stock is disappearing at an alarming rate. That is the conclusion of a study completed recently by our Neil Lovitt. In his own words...

What in the Housing?!

Well, last year certainly was one for the history books. Of all the issues amplified by the pandemic in 2020, housing and its affordability has been among the most universal, and the most important. Tight vacancy and escalating rents, construction cost and process challenges, plummeting interest rates and a dearth of listings, CERB and eviction bans, renovictions and rent control, escalating homelessness and guerilla shelters. The jury is still far out on 2021, of course, but the challenges and conversations around housing show no signs of a speedy resolution.

I've been trying and failing for some time to write

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about housing; what's been happening in our region, and how those trends have been affected by the ongoing pandemic. Part of my challenge has been simply keeping up to date – these days you can't go more than a week or so without getting hit with some new and relevant information. Another part of my challenge has been the complexity of the issue. Housing is the bottom line that many personal, economic, and policy issues fall down to; it is difficult to understand one major facet of the issue without an appreciation for the others.

Originally my goal for this piece was to do a punchy article with a couple of interesting data points. In my naivete, I established a working title of "3 Charts to Explain Housing". However, I've found it impossible to weave together anything worth saying using so few threads. So, with apologies to our ever-patient marketing staff and any of you who were wishing for a light read, I give you: Seven Facets of Our Housing Situation Explained (with eight charts).

POPULATION GROWTH

While the COVID-exodus to Atlantic Canada from elsewhere in the country has received much media attention over the past few months, it is really a sideshow. Despite the interesting anecdotes about sight-unseen sales in (formerly) sleepy markets, or Realtors® conducting showings via Zoom, overall interprovincial migration is not significantly different in 2020. We have longer term and more fundamental

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growth drivers affecting our region. Many of these have been a significant source of housing demand over recent years, but in some cases, have waned under pandemic conditions:

Oil Patch Kaput

During the tar sands heyday from late 2004 to late 2015 out-migration from Nova Scotia to Alberta averaged about 1,250 people every quarter. That's one Antigonish per year. For nine years straight. These days, with oil trading at half its price, the exodus has collapsed by a similar proportion while inmigration from Alberta has remained comparatively steady. The result: in the 62 quarters from Q1 2000 to Q2 2015, net migration from Alberta to Nova Scotia was positive only 3 times. In the 21 quarters since (no data yet for Q4 2020), it's only been negative once. A penny saved is a penny earned.

Real Estate Refugees

Yes, there is certainly a notable inflow of population and home-buying capital from other Canadian regions that have experienced stronger price appreciation, and worse pandemic performance. The work-from-home narrative dominates the conversation on this, but it is not the whole story. This is a combined house price arbitrage play with the beginnings of a structural trend, principally from Ontario and British Columbia, driven by population aging as households execute longer-standing plans to retire Down East. It has been going on for several years, with 2017 being a breakout after Toronto and Vancouver posted eyewatering year-over-year house price increases. The after-spring bump in 2020 from ON and BC is only about 10% higher than the same period last year.

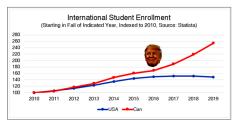
Increasing Immigration

The immigration story was really kicked off in 2016 with the muchpublicized landings of Syrian Refugees: however other streams for entry really took things from there. Nova Scotia went from welcoming about 610 international immigrants per year (2005 -2015 average), to more than 1,390 per year since. Numbers have waned in 2020, obviously, but the Federal Government was early to state that immigration, and increased immigration at that, is a core element of its postpandemic economic recovery plans. We therefore expect this trend to pick right back up as vaccination is rolled out globally.

Student Bodies

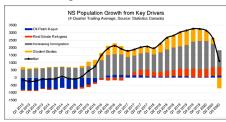
Efforts to recruit international students (and their sizable tuition fees) have

been front and centre for postsecondary institutions for some time. However, the Trump presidency apparently supercharged things as a significant number of prospective students have diverted to other western countries who didn't follow the same nationalistic and isolationist path. This is such an interesting twist of fate that it deserved its own chart:



Again, the pandemic has had an understandable dampening effect as travel has become restricted and classes moved online, but this is a temporary blip. With sanity restored to the White House, however, it will be interesting to see how quickly, and to what extent, this trend recovers in Canada.

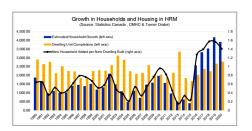
Added together, we get a picture of population growth which has been driving strong housing demand for a period well before a coronavirus turned the world upside down.



In fact, the pandemic has decelerated the net impact of these demand drivers, evidenced in CMHC's 2020 Rental Market Survey which found apartment vacancy in Halifax rising significantly from its previous record low... though it remains too low.

SUPPLY RESPONSE

All of this new population needs shelter, demand requires supply. Adequate housing supply, in and of itself, does not solve all housing challenges. However, making sure we are expanding our housing inventory in pace with our population growth is a fundamental piece of the puzzle solving some issues, and making many others a lot easier to deal with. Supply and demand interact like tectonic forces in housing markets, any of the other actions we might take are done in their context. Let's take a look at the Halifax area, which is generally where most of the province's population growth is landing. How have we been doing?



(Note: Household growth is derived by applying occupancy rates to population estimates from Statscan. growth Occupancy rates are interpolated/ extrapolated from census figures, and are approximately 2.3 people/household for recent years. This approach likely underestimates the number households added as the demographics of new arrivers lean towards smaller households than the general population.) Not good!

Typically, it would be excessive to examine this data over a 30-year period, but here it is necessary to show just how unprecedented the current growth disparity between people and shelter is in Halifax. For the entire time series Halifax only rarely approached - and never exceeded - an even level of housing construction for each household added to the city. Each time that it did, the industry responded with stronger building rates. This important as demand is also increasing from shrinking household sizes within the existing population in addition to this incremental demand from growth. In 2016 Halifax blew past that previous ceiling, adding more households than houses for the first time in at least three and more importantly. sustained these historic levels of underbuilding for 5 years and counting! The first rule of getting out of a hole is to stop digging.

CREDIT

As debt becomes cheaper to carry and more easily accessed, it inflates the value of assets. Falling yields on riskfree vehicles like government bonds drive investors to seek higher returns, and the same low rates that motivate this behavior mean the system is flushed with credit on which to acquire these assets. For decades, interest rates have been in secular decline, and this was accelerated significantly in 2009 when the Great Financial Crisis ushered in the era of emergency near-zero rates which have seemingly evolved into permanently low rates. Or perhaps the emergency is now permanent, it is sometimes hard to say.

Real estate is an illiquid asset, which (Continued on page 3)

(Continued from page 2) means transactions in the market are heavily influenced by the marginal buyer; those who are willing and able to outbid all others for the property, and thereby set the bar for valuation. We observe the impacts of this monetary policy context clearly in the commercial real estate sector as cap rates have compressed, amplifying the market value of properties independent of changes in the income they generate. A similar effect is felt in the residential sector, where increasing mortgage credit acts as an accelerant in any market with a whiff of demand, launching prices higher, even as the incomes that support them lag.

The chart below shows the results of a simple model that applies typical mortgage parameters to annual house price, income, and interest rate data to plot the changing relationships between income, purchase price, and mortgage carrying cost. In the data since 2000, incomes have increased by about 70%, new house prices by 200%, and average interest rates have dropped by 50%.



The resulting price to income ratio skyrockets by nearly 190 percentage points as a result. However, the countervailing force of loosening credit means the actual carrying cost of that price, which is what households actually pay (because we don't buy homes, we buy mortgages), is only up 5 percentage points over the same period and generally fluctuates up and down within a tight 15 point range.

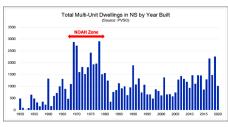
This is the critical mistake made by those who talk about housing prices as being "detached" from incomes. House prices are attached to incomes, firmly, by the sinews of credit. As it has eased, that connection has lengthened, but the relationship is just as firm. In fact, it is more accurate to describe this relationship in the inverse; it is largely because interest rates have fallen that prices have gone up! If interest rates were to reverse their long-standing trend, we would see how quickly this detachment narrative disappears.

DISAPPEARING NOAH

Naturally Occurring Affordable Housing, in housing policy parlance, is a somewhat new and somewhat misleading term that basically refers to unsubsidized housing that exists within the private market at a relatively affordable price. Think classic shoebox 3-story walkup apartment buildings (though it can come in any form). Without non-market interventions such as capital grants or operating subsidies, this housing is affordable mostly because it is less desirable relative to other options in the market, and this is principally a function of when it was built. Buildings go down in relative value over time, or depreciate in valuation parlance, because they go out of style, they get rundown and tired, they lack design features and amenities that more recent buildings have, they are more likely to suffer pest nuisances... if competition is the mechanism by which markets work, buildings are losing competition.

This part of the housing inventory is critical for those employed in entrylevel positions or lower-income industries. However, as NOAH is still firmly within the housing market, it is subject to market forces. In times of growing demand, the lower end of the market is generally where renovations and recapitalizations become feasible first. In and of itself, this is a good thing. We want our building stock to receive reinvestment and cycle back up through the market instead of declining into uninhabitability. However, that idyllic impression of market function is running into some cold realities.

The first is a quirk of our development history. The chart below shows the distribution of apartment inventory in Nova Scotia by building age (we have removed the comparatively minor contribution of buildings built pre-1950 for the sake of our x-axis). With regular maintenance and the occasional replacement of major building systems like roofs and HVAC, that typical midcentury shoebox building may be expected to last 50 or so years before a complete revamp is required to extend its lifespan.



At any given time there is a continuous stream of building stock aging down and being recycled back up through the market, but a disproportionately large section of the apartment inventory is now coming due. Units constructed during the boom of the 70s are turning over, and there are far fewer units next in queue to replace them at the bottom.

Particularly cruel examples notwithstanding, this dynamic is largely responsible for the increasing prevalence of "renoviction" stories that we've seen in the media over the past couple years. Our total supply of NOAH is dwindling.

INCOME INEQUALITY

The second reality affecting the ability of NOAH to adequately serve lower income households is the fact that those households are falling further behind. The majority of households in rental housing are in the bottom 40% of the income distribution. The chart below shows how incomes (adjusted for inflation) have changed over time.



This of course does not reflect the added issue of declining income mobility, highlighted in recent research from Statistics Canada. Still, even this incomplete picture is concerning: over four decades real family incomes in this lower 40% have, at best, increased by less than \$4,000 or about 0.26% per year. Unfortunately, the operating expenses of the buildings they occupy (property taxes, utilities, construction insurance materials, premiums, contractor and trade labour, etc.) are growing at a much higher rate. Compounded over decades this means rent in stable, older buildings - even if run on a break-even financial model will increasingly outpace the ability of many renter households to afford them.

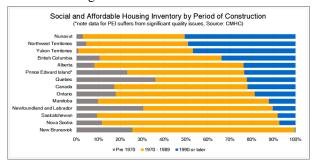
This is mostly a renter's issue, but it affects those in owner-occupied housing as well. Though interest rates have maintained affordability in the carrying costs of mortgages, other costs associated with home ownership, such as down payments, have become increasing barriers to entry. Ultimately, the spectrum of the population that the housing market serves is getting narrower, and a big part of that issue (especially the "crisis" part) is due to stagnant household finances and stagnant social supports as inequality in our society grows.

SUPPLY OF NON-MARKET HOUSING

The third reality is the availability of housing options for those who are finding themselves outside of the limits

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of the market. Canada as a whole has not engaged much in the production of social housing, especially since the late 80s and early 90s as the federal government unwound their previous decades of involvement. Yet, even by these low standards Nova Scotia has the dubious distinction of being the second worst province in terms of adding to its stock of nonmarket housing since 1990:



A brief pause here to look over the rim of my glasses at New Brunswick which has apparently built all of thirteen (!) units in the last three decades. This data is from CMHC's inaugural Social and Affordable Housing Survey, so hopefully in future updates more units will be identified.

Barely more than 7% of Nova Scotia's non-market inventory has been built since the 90s, and I would wager the proportion for more recent decades is closer 0%. Over this same timeframe, all housing completions tracked by CMHC totaled nearly 98,000 units, meaning only 0.93% (910 units) of what we've built has gone towards increasing our non-market inventory.

Now, this is at least somewhat understandable. Up until recently Nova Scotia has been able to coast along without too much trouble thanks to stagnant population growth and the ability of NOAH to take considerable pressure off the waitlists for non-market options. Well, those days are over. If there was one thing the Province could do without having to wait for their Affordable Housing Commission to tell them, actually increasing the inventory of social housing would be it!

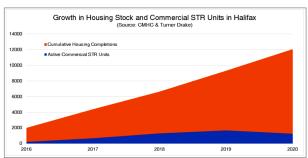
IMPORTED DEMAND

Finally, we get to the Boogeymen. For those who subscribe to the "detachment" perspective described earlier, the thought process is straight forward enough; if local fundamentals are not viewed as an explanation for housing costs, logic dictates that something else must be afoot. There is a fairly large goodie bag of these something-elses, but they are always fundamentally about pathways for external demand to enter and distort local market conditions: money laundering crime lords, capital from unstable regions flying to the local real estate of safer countries, foreign and local speculators turning houses into tax-advantaged capital gains, Wall St. and Bay St. financializing local housing in order to transfer wealth from residents to shareholders, wealthy tourists displacing locals via airbnb conversions.

Like any good story, there is always an element of truth at the core. And like any good Boogeyman, a lack of information prevents us from ruling them out entirely. The issue with these explanations is not whether they are completely fabricated; most are true to some degree and documented to have occurred somewhere at some time. The issue really is whether they are happening locally, and if so, are they to a degree that would have a material effect. In our view, there are enough conventional and locally-based explanations for our housing conditions in this region. Occam's Razor and all that...

Having said that, we fully agree with at least one of the proposed mechanisms by which outside demand has been imported into our local markets: the proliferation of short-term rentals. The number of housing units in our communities now dedicated exclusively to providing short-term accommodations on a commercial basis has exploded since the global advent of airbnb and its imitators just a few years ago. While there are some interesting and ultimately beneficial facets to this trend, what demands the most attention currently is the resulting reduction in housing supply available for traditional forms of tenancy.

In response, we have invested in access to world-leading data services covering this new sector of the real estate market. Currently we have market data coverage for all of Nova Scotia at the individual listing level, updated monthly. We have a few interesting extra-curriculars in the works for this resource, but alas, these are busy days and client needs come first (seems like a certain provincial government should be beating down our door on this one, but I digress). In the meantime, here is why Short -Term Rentals have our attention:



This chart shows the growth of housing units (CMHC tracked housing completions) against growth in what we estimate to be commercially operated STR units (i.e. entire-home AirBNB listings that spend the majority of the year available on the platform rather than housing a long term resident). Starting with only a couple hundred in 2016, commercial STRs have grown rapidly, peaking at nearly 1,700 units in 2019. This negates about 18% of the 9,300 housing units completed in the municipality over the same timeframe. In a time when we need all the supply we can get, this is an unnecessary headwind. At the same time, these overall numbers are not earth-shattering; it's hard to imagine that conditions would be that much different if the industry had been able to pump out 11,000 units instead of 9,300 over those three years.

However, those are the overall numbers. The short-term rental market is not dispersed evenly throughout the housing market, it is having vastly different impacts within Halifax. Some locations have no loss of housing availability, others are under significant

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pressure. To illustrate, though STR units peaked at 18% of completions for HRM overall, if we narrow our analysis to just the Peninsula, that figure jumps to about 30%. You can imagine how that may escalate further looking at some of the high-demand neighbourhoods. More on that in the future.

Whew, you made it to the end, but when it comes to housing issues there are no shortcuts! This is an immensely important challenge and we're trying to do our part. We are proud to support the work of Nova Scotia's Affordable Housing Commission through our involvement in their Data and Financial Modelling Working Group. Of course, Turner Drake is also engaged in numerous consulting assignments, including non-market housing feasibility studies, and Housing Needs Assessments from coast to coast. To see how your community can benefit from the unique expertise of our Planning and Economic Intelligence team, call Vice President Neil Lovitt at (902) 429-1811 or nlovitt@turnerdrake.com.

Having trouble reading the graphs? Visit our web site www.turnerdrake.com/newsresearch/research.asp

→ What The Housing?!

VALUATION DIVISION

On An Island in the Acadian Sun



From the tip of the Tuskets to the briny Bras d'Or, Nova Scotia hosts a buffet of islands along the coast and in our many inland lakes. They provide visitors with a glimpse of wild beauty and an air of mystery; offering fantasies of self-isolation in a rustic cabin, or (in rarer cases) a self-sustaining luxury compound in the sea.

There is no denying the unique appeal of an island property: every trip is a journey and the setting is ripe for peaceful contemplation and an escape (geographically) from it all. But not all islands are created equal, and one person's paradise is another's bare rock suited more to the gloomy vibes of a horror film à la *The Lighthouse* (filmed, incidentally, in the almost-an-island Cape Forchu near Yarmouth, NS).

On occasion we are tasked with placing a monetary value on islands in Atlantic Canada, and though it feels crude to reduce these special places to dollar signs, our valuation crew is beholden to the oath of Market Values and Highest and Best Use. So, what factors into such an assignment? Before I jump into my canoe or take to the sky for the inspection, here are some considerations rolling around my head:

Location

The classic axiom of real estate applies most strikingly to island properties. An island located many kilometres out to sea will attract a much smaller pool of potential purchasers than an island within a leisurely boat ride off the mainland. For every additional hour spent travelling to an island, the cost of fuel, and risk of weather increases the difficulty in visitation and greatly increases the cost to move construction materials. For this reason, inland islands (on mainland lakes, or the Bras d'Or Lake) are generally more accessible and desirable than their oceanic counterparts.

Amenities

What better accessory for your yacht than a private island? Islands located near marina facilities, yacht clubs, and other services are immediately attractive to folks who enjoy Nova Scotia's sailing culture. This trend is best revealed in the market for islands between Lunenburg and Chester on Nova Scotia's South Shore. Here you will find the most expensive islands in the province, adorned with multi-million-dollar estates including the recently purchased "Kaulbach Island". With a price tag of \$4,000,000 this property includes multiple high-end buildings, deep anchorage, and a farm to keep you stockpiled in the event of any cataclysm (yacht not included).

Waterfrontage

Sandy beach or granite cliff? Both offer beauty but it is the former which is sought most by island purchasers. Valuing an island property often involves two key unitised elements: the "Basic Land Value" captures the uplands which tend to vary in quality based on vegetative cover, topography, etc. and are expressed as a value per acre; and the "Waterfront Benefit" which varies based on coastline material (sand, stone, boulders, etc.), accessibility, topography, and aesthetic appeal; and is expressed as a dollar amount per linear foot of water frontage. Breaking down value into both the Basic Land Value and the Waterfront Benefit is one of the ways we can leverage past sales of islands (which are inherently unique) to provide an estimate for islands yet to be sold.

Ecological Interest

As with many assignments involving wild places, the cold calculus of valuation has a redeeming quality when it can be leveraged to protect the land for future generations. In Nova Scotia, organisations such as the Nova Scotia Nature Trust, Nature Conservancy of Canada, Ducks Unlimited, and the Provincial government have created a market for islands which explicitly recognises their ecological significance. Islands which might otherwise be used to dry fishing gear can be justified with a **Highest and Best Use** "for conservation use" when there is demonstrable demand for islands hosting birds, mammals, and plant life unique to these coastal oases.

It's a small step, but by establishing conservation as a legitimate Highest and Best Use (backed by market data) we are opening a door to recognising the intangible values and relationships we have with land. It is this humble appraiser's hope that one day the valuation process will broaden even further, allowing for the legitimate weighing of non-market values and against the rigid confines of what is merely "financially feasible" or "legally permissible". Perhaps we can one day pit the spiritual value of land against its extractive value.

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James Stephens is a consultant in our Valuation Division and is heavily involved in the valuation of lands for the provincial governments, private land owners, and land trusts including the Nova Scotia Nature Trust, Nature Conservancy of Canada, Annapolis Valley Farmland Trust, and the Island Nature Trust. For more information about our range of valuation services, feel free to contact James at (902) 429-1811 or by email: jstephens@turnerdrake.com.

LASERCAD® DIVISION

Covid Opportunities



Photo Credit: Olivier Le Moal (istock photo).

Usable (Occupant) and Rentable areas in leases are often incorrect, sometimes because partition walls are moved increasing one suite size and reducing the other; the rents are then adjusted in the lease but the areas are not. The leases are often copied and recopied. Sometimes the area is inaccurately measured by counting the ceiling tiles or by a person unfamiliar with the correct BOMA Standard. Oftentimes the way of measuring the space has not kept pace with changes in the BOMA Standard Method of Measurement...or may not have been measured to the correct Standard in the first place... or because the occupancy has changed from say office to retail. The changes wrought by the pandemic have been wrenching but they do provide the opportunity to start afresh and get the Usable and Rentable areas measured by a third party such as our Lasercad® Division with minimal disruption while tenants are working remotely. If you are considering selling your property because of the present uncertainty it is worthwhile having Usable and Rentable Areas remeasured to the current and appropriate BOMA Standard even if it does not impact the leases in place. We have had situations where owners have sold their property without realising that they were "missing" space, for example a mezzanine in an industrial building which had been constructed by the tenant but devolved to the landlord when the lease expired. Or an office portfolio where the landlord had based their rents on the Usable rather than the Rentable

Area (Usable Area is the space actually occupied by the tenant, Rentable Area includes the Usable Area plus a proportion of the Common Areas such as washrooms, corridors, lobbies, utility spaces, etc.).

There are a number of companies "future proofing" their offices by renting contiguous space to encourage staff to return by offering them a safe environment where they can respect social distancing. These concerns will post date the pandemic. We have been fortunate in Atlantic Canada so far, with a low incidence of Covid-19, but people are nervous, they know that the situation can change rapidly. While the situation will be alleviated if mass vaccination is completed in 2021 there may be concerns that Covid-19 will still be a threat. Our Lasercad® Division can assist in this process by certifying the space size to help with the lease negotiations; or by working with the landlord and tenant providing conceptual floor plans to help them configure the space and ensure that it meets their wish list criteria (for example, a tenant requiring twenty offices at 135 ft.² plus a coffee bar, etc.). These space planning services are also applicable to the industrial market. Our Market Surveys show that demand has increased steadily in the Atlantic Region since 2015 and there is anecdotal evidence that pandemic influenced ecommerce has caused a surge in demand for distribution space, particularly from Class A companies. The converse situation exists with some retail space. Access problems during the pandemic and the growth of ecommerce has and will cause closures, especially after the holiday season, but will also result in scaled down space as firms adjust their retailing model to better reflect their growing ecommerce business whilst still maintaining a physical presence to service "face to face" customer requirements. The jury is still out on the impact of "click and collect" on operations such as supermarkets, wine and liquor stores and so on, after the pandemic. Our Lasercad® Division is fielding calls too from architects and design firms prevented from travelling to the Atlantic Region by the quarantine requirements who are working with restaurants and other businesses taking advantage of their "downtime" to complete large scale renovations.

The Federal Government has now published its proposed vaccination timetable. It anticipates that about half of the population will receive a vaccine by the end of June and that all who want it will have been vaccinated by year end. Given that health care workers, front line staff, and residents of nursing homes will

be the first to be vaccinated and that it will then will be available by age (over 80s first) it will be the end of 2021 before we return to the new normal. Space measurement, by an independent third party familiar with leases, such as our Lasercad® Space Division, takes much of the uncertainty out of the lease negotiations and allows landlords and tenants to focus on the lease terms.

If you would like more information, or would like to bounce ideas around, email our spacemen Patrick Mitchell pmitchell@turnerdrake.com or Nathan Hewitt nhewitt@turnerdrake.com. Or feel free to call them at 902-429-1811 (1-800-567-3033... this is not a call centre). There is further information on our Corporate web site www.turnerdrake.com/products/lasercad.asp.

TOP GUNS







Chris Jobe, BBA, DULE, BBRE, MRICS, AACI

Congratulations to Andrew Scanlan Dickie on gaining his MCIP designation from the Canadian Institute of Planners. Andrew joined our Planning Division in the Spring of 2019. With a background in finance and an affinity for development economics, Andrew focuses on the complex relationships that underpin planning decisions. His work at Turner Drake extends from Nova Scotia to British Columbia. He is currently enrolled in the University of British Columbia's Diploma in Urban Land Economics.

Congratulations as well to Chris Jobe on gaining his AACI designation from the Appraisal Institute of Canada. Chris joined Turner Drake in 2012 and is currently a member of our Property Tax Division. With degrees in accounting and real estate, Chris formulates and negotiates property assessment reductions on a wide variety of properties including light industrial and manufacturing, retail, offices and apartments located across Canada, from British Columbia to Newfoundland. He's a dab hand at tying Windsor knots too.