KIC Realty
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PRESS RELEASE

FOR IMMEDIATE RELEASE

KIC Realty Expansion to Northern Alberta by Welcoming Jesse Loader and the Loader Real Estate Group

Edmonton, AB — February 26, 2024 - KIC Realty Inc. is pleased to officially announce its expansion to northern Alberta. With our move towards the Edmonton area, we warmly welcomed Jesse Loader and the esteemed Loader Real Estate Group to our team at the beginning of the calendar year.

Jesse Loader, multi-award winner, an accredited real estate agent and esteemed member of the Real Estate Association of Edmonton (RAE) since 2011, brings forth a substantial reservoir of expertise coupled with an unwavering dedication to achieving excellence. Jesse is not only a respected name in the real estate industry but also a dedicated coach and mentor, known for his leadership in both his hockey and real estate families. His team, the Loader Real Estate Group, joins KIC Realty with a focus on providing exceptional customer service, ensuring that every client has a successful real estate journey.

Prior to joining KIC Realty, Jesse played a key role in opening and growing one of the largest technologically driven virtual real estate companies in Edmonton and across Canada. His expertise and passion for the industry make him a valuable shareholder to the KIC Realty team. Jesse has been a pivotal part of the Alberta Northern expansion as KIC Realty also opened in Fort McMurray and now Grande Prairie to better service our clients.

"We are thrilled to have Jesse Loader and the Loader Real Estate Group join us at KIC Realty," said Willie Ip, CEO and Alberta Broker of Record at KIC Realty. "Their passion for delivering excellence and their genuine dedication to exceptional customer service resonates deeply with our values. We're truly excited about the opportunity to work together and achieve great success as a team."

KIC Realty's move north represents an exciting new chapter for the company as we expand our presence and reach in the real estate market. This expansion allows us to better serve our clients and provide even more opportunities for success.

For more information, please contact Willie Ip at willie.ip@kicrealty.com.

About KIC Realty: KIC Realty Inc. (KIC) emerges as a fresh and opportunistic venture in the Canadian real estate industry, introducing Agent-focused private placement financings and agent retirement savings plans that pave the way for a community-driven investment experience.

KIC Realty empowers individuals by fostering a culture centered around transparent communication, community building, and the cultivation of a shared brand, all under the expert guidance beyond its founding executive team. Agents will embark on a transformative journey with KIC Realty. They will be provided with unique benefits and returns from a venture firmly grounded in its solid core values of knowledge, integrity, and community. Equipped with this fresh business approach, KIC Realty stands as a cutting-edge hybrid real estate brokerage, demonstrating dexterity and innovation in both business and financial modelling.