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PRESS RELEASE

FOR IMMEDIATE RELEASE

Parm Sidhu Joins KIC Realty as New Broker of Record in Alberta

Edmonton, AB — April 16, 2024 - KIC Realty is excited to welcome Parm Sidhu as the new Broker of Record, Alberta.

Parm's unwavering commitment to service and her exemplary work ethic underscore her significant value both to KIC Realty and the broader real estate community in Alberta. Assuming the role of Broker of Record, Alberta, she will oversee KIC Realty's operations in the province, ensuring commitment to our core values of knowledge, integrity, and community while delivering exceptional service to clients and agents alike.

With an impressive 18-year career in the real estate industry, Parm brings a wealth of expertise and experience to her new role. Prior to joining KIC Realty, Parm obtained a pivotal position as a Board Director at the Alberta Real Estate Association (AREA), where her contributions remain instrumental across committees such as Forms and Practice, and Governance. Furthermore, her tenure as a former Board Director at the Real Estate Association of Edmonton (RAE) saw her involvement in critical committees including Member Services and Arbitrations and Professional Standards.

Notably, Parm's dedication extends beyond her professional endeavors. As a Canadian Army Veteran, she brings a wealth of experience to her role, embodying resilience and leadership. Additionally, her role as a member of the Member Advocacy Committee at AREA showcases her commitment to advocating for fellow real estate professionals.

Parm's contributions as a community builder and mentor underscore her holistic approach to enhancing the real estate landscape, both within the organization and beyond. "We are thrilled to welcome Parm Sidhu to KIC Realty," said Willie Ip, CEO at KIC Realty. "Her passion for real estate and commitment to excellence make her the perfect fit for our team. We look forward to working with Parm as we continue to grow and expand our presence in Alberta and throughout Canada."

For more information about Parm Sidhu and KIC Realty, please visit 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.