

## Qualifications

**Ben Ellens**, B.Kin., AACI, P. App., PLE  
Senior Appraiser | Sales Representative

195 King Street, Suite 102  
St. Catharines, ON, L2R 3J6  
Mobile: (289) 407-3566  
Email: benellens@rcellens.ca  
www.rcellens.ca

## SUMMARY

---

I am an experienced commercial real estate professional operating out of the Niagara Region. I provide appraisal, consulting, and sales services for a variety of property types. Services include valuation, acquisition, disposition, use strategies, feasibility studies, due diligence, highest and best use analysis, and lease consultations. Clients include independent business and property owners, financial institutions, municipalities, and developers. Clients use the services for financing, accounting, informational, and strategic purposes.

## EDUCATION

---

**GOODMAN SCHOOL OF BUSINESS, Brock University** St. Catharines, ON  
*Master of Business Administration* Sep. 2019 – Present

- I have completed core courses in accounting, economics, organizational behaviour, operations management, management information systems and financial management (MBAB 5P01, MBAB 5P03, MBAB 5P04, MBAB 5P06, MBAB 5P07, MBAB 5P08, MBAB 5P09).

**SAUDER SCHOOL OF BUSINESS, University of British Columbia** Vancouver, ON  
*Diploma in Urban Land Economics* May 2018

- Academics: 3.72 GPA with A+ in Income Property Guided Case Study
- Successfully completed Appraisal Institute of Canada curriculum for the AACI designation

**MCMASTER UNIVERSITY** Hamilton, ON  
*Honours Bachelors of Kinesiology* Apr. 2012

- Academics: 3.64 GPA with successful completion of Microeconomics, Macroeconomics, Statistics, Organizational Behaviour, Financial Accounting and Managerial Accounting courses
- Honours: Dean's Honour List | Award: Received University (Senate) Scholarship

## EXPERIENCE

---

**RONALD C. ELLENS APPRAISALS INC.** St. Catharines, ON  
*Senior Appraiser* Nov. 2018 – Present

- Complete real estate valuations for various property types, including residential, retail, office, industrial, self-storage, multi-residential, development land, and agricultural
- Maintain relationships with a wide variety of clients, including entrepreneurial real estate owner-operators, as well as large private and public corporations across the Niagara Region and surrounding municipalities
- Total valuations exceed \$100 million in assets annually

**ROYAL LEPAGE NRC REALTY, BROKERAGE** St. Catharines, ON  
*Sales Representative* Oct. 2019 – Present

- Experienced in assisting business owners, developers, and investors in commercial real estate by providing solutions and guidance for the complexities of real estate transaction process

## EXPERIENCE

---

### RONALD C. ELLENS APPRAISALS INC.

*Candidate Appraiser*

St. Catharines, ON

Mar. 2014 – Oct. 2018

- Prepared preliminary appraisal reports on residential and commercial properties with minimal oversight
- Conducted detailed research and collected data from both internal databases and third-party sources
- Performed over 750 building and site inspections in partnership with senior staff

### JUST JUNK FRANCHISING CORPORATION

*Director of Franchise Development*

St. Catharines, ON

Mar. 2009 – Feb. 2014

- Awarded 7 franchise locations across Canada, increasing the reach of the service by 33%, or 5 million Canadians
- Responsible for managing the relationship between the franchisee and franchisor; 3-time recipient of the Canadian Franchise Associations Franchisee Choice Designation

### JUST JUNK FRANCHISING CORPORATION

*Financial Controller*

St. Catharines, ON

Mar. 2008 – Feb. 2009

- Developed an Internet Marketing Opt-in Program that allowed the franchisor to be reimbursed from franchisees when National Advertising Fund spending exceeded the allotted 2%; recovered 100% of expenses
- Worked with professional services to create year-end financial statements in accordance with franchise legislation

## PROFESSIONAL AFFILIATIONS & AWARDS

---

Director's Platinum Award – Royal LePage (2021)

Member – MLS Committee – Niagara Association of Realtors (2021)

Member – Ontario Provincial Advocacy Committee – Appraisal Institute of Canada (2021)

Sales Achievement Award – Royal LePage (2020)

Friend of the Chapter – American Society of Farm Managers & Rural Appraisers (2020)

Member – Professional Land Economist (PLE) from the Association of Ontario Land Economists (2020)

Member – Niagara Association of Realtors (2019)

Member – Ontario Real Estate Association (2019)

Member – Canadian Real Estate Association (2019)

Registered Sales Representative with the Real Estate Council of Ontario (2019)

Member – Accredited Appraiser Canadian Institute (AACI) from the Appraisal Institute of Canada (2018)

Award – 40 Under Forty Business Achievement Award from The Business Link Media Group Niagara (2014)

## TYPES OF PROPERTY ASSIGNMENTS

---

- Vineyards
- Tender Fruit Lands
- Farm Lands
- Greenhouses
- Wineries and Breweries
- Wind Turbines
- Fast Food and Restaurants
- Residential Subdivisions and Townhouse Land
- Highway and General Commercial Land
- Large Residential Apartment Buildings
- Raw Residential Subdivision Lands
- Tourist Commercial Land
- Local Commercial Plazas
- Mixed Use Office/Retail/Industrial Facilities
- Duplexes and Triplexes
- Residential Dwellings
- Commercial Buildings
- Motels and Hotels
- Income Tax Appraisal
- Across the Fence Valuation (IO)
- Combined Retail/Office Buildings
- 2% and 5% Park Dedication Valuation
- Institutional Buildings
- Mortgage Construction Appraisals
- Industrial Buildings
- Combined Commercial/Residential Buildings
- Multiple Tenant Industrial/Commercial Plazas
- Bush/Open Space Lands