

## PUBLICATION

### The Marketing Mousetrap: A Marketing Executive's View of the Exempt Market

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I joined the Exempt Market industry about a year ago as head of Sales and Marketing for Everest Real Estate Investments, an Edmonton-based developer and an issuer of Exempt Market securities.

As an incoming marketer to an unfamiliar industry, I initially used two guiding principles: Assess the competitive landscape - how are our competitors marketing their products, and how can we emulate and build on what they do?

Play up the strength of our product, position to our target markets, and use specific media; I can say whatever I want, as long as it's true.

These are two tried-and-true tools that incoming marketers use for all industries, and therefore I should be able to use them in the Exempt Market industry; Right?

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