



**Jacques Robert**  
**Real News**  
**August/September 2012**

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Dear real estate professionals,

We hope this finds you well. In this issue we share with you a technology update about passwords, facebook and LinkedIN.

Did you know that we post all of our newsletters online? Yes, they are available on our website by clicking [here](#).

We also include a list of this month's community events for those of you interested in getting involved in the community.

We thank you for your ongoing support.

Sincerely,

*Jacques & Sarah*

## Jacques Robert Charity Draw: The University of Ottawa Heart Institute

Our second Jacques Robert Charity Draw occurred on June 29th, 2012. From the multitude of ballots submitted by our clients, "University of Ottawa Heart Institute" was picked. Our office donated \$500.00 to them.

The *University of Ottawa Heart Institute* is Canada's largest cardiovascular health centre which is "dedicated to understanding, treating and preventing heart diseases." For some additional information about this charity, you can visit their website by clicking [here](#).

Four times this year, (in March, June, September and December 2012) our office will donate \$500 (CAN) to a local Canadian registered charity.

When our clients attend our office to sign for any legal services we've provided to them (whether buying, selling, refinancing, etc), they will have the opportunity to enter their favorite registered Canadian charity into our quarterly draw for \$500.

The charity must be one of the numerous registered charities appearing on the Canada Revenue Agency website.

The draw results will be announced on:

\*Friday March 30th, 2012 (for the period of January 1-March 30th, 2012)

\*Friday June 29th, 2012 (for the period of April 1st- June 30th, 2012)

\*September 28th, 2012 (for the period of July 1st - September 31st, 2012)

\*Friday December 21, 2012 (for the period of October 1 - December 31, 2012)

The draw results will be published on our website, newsletter, and posted in our office. The name of the individual who completed the ballot will not be shared publicly.

We will also contact the individual who completed the ballot and the charity directly.

For more information, please [contact us](#).

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### Is your office interested in an informational seminar?

Both Jacques and Sarah are teachers at heart and as such, they offer various seminars on real estate, wills and estate matters free of charge.

If your office is interested in receiving an informational seminar, please [contact us](#) to schedule a date and time.

Seminars can range from 30 minutes to 1.5 hours and may cover such topics as: chattels and fixtures, sps, title insurance, stigmatized properties, agreement of purchase and sale contracts etc.

## A Technology Update

**Passwords:** "*Secure Passwords: The Rules Have Changed*" was published in the May/June 2012 issue of *Probate & Property* (Vol. 26, No. 3). In this article the authors indicate that a report was recently published by the Georgia Institute of Technology in which they recommend that passwords should be 12-character long.

In fact, their research found that it took cybercriminals 2 hours to crack 8-character passwords as opposed to 17,134 years to crack 12-character passwords! They concluded that "12-character passwords should be the de factor standard we all use."

The article also reminds us to use PINs on our smartphones, cease writing passwords on sticky notes which we leave on our monitors or in our desk drawers.

The authors go on to recommend some ways to remember our passwords which are becoming increasing long and numerous. Among others they recommend using "full sentences or passphrases as passwords", using IronKeys ("which includes a password "vault" application that remembers all the characters for you.") or using an application such as eWaller ([www.iliiumsoft.com](http://www.iliiumsoft.com)) "which store your passwords in encrypted format and allow you to sync access to it from multiple devices, including smartphones."

In conclusion, the authors remind us to "take passwords seriously."

**Facebook:** LawPRO recently published an article "Is Facebook secretly sharing what you are reading and watching?" The article contains some useful information and tips to help you protect your privacy all the while benefitting from this social networking site. The article is available online [here](#).

**LinkedIn:** An article that was recently published in *The Lawyers Weekly* (June 8, 2012 edition) "Use LinkedIn to attract new clients" lists ways in which lawyers can use this networking website to attract new clients. These tips are easily transferable to real estate professionals. Among others, the author proposes that a profile be set up using your most recent professional photograph. The article further proposes to add all your current and past clients to your network in addition to everyone from your professional contact list. This is a great way for new clients to see what people are saying about you in addition to keeping up to date with your clients and colleagues. The article goes on to suggest that you should ask for recommendations, join groups to raise your profile, and add your linkedIN address to your profile, e-mail signature and website.

In addition to these, the author, Mr. Gary Mitchell, proposes that you should research your target audience by "searching for people using the names of the companies you want to target as the keyword. It will show you the list of people at those companies that have a profile. This is a great way for you to identify the people you need to build relationships with. Find out what groups they belong to and join them and begin to offer valuable and appropriate content to get noticed."

"Once you have made the initial effort of creating your profile," the author says, "making the most of your investment will require you to spend at least 10 minutes a day managing it."

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## Client Quarterly Newsletter

**Next Issue: December 2012**

If you would like to automatically receive our client newsletter, please send us an [email request](#).

To access previous issues, [click here](#).

*IF YOU WOULD LIKE TO RECEIVE OUR NEWSLETTER PLEASE EMAIL: [smorqan@jacquesrobert.com](mailto:smorqan@jacquesrobert.com)*

**Disclaimer:** *The foregoing articles are for information purposes and do not constitute legal advice.*

## Community Events

A list of community events taking place in Ottawa this September:

- **Piknic Electronik Gatineau:** June 10th - September 16th, 2012 @ Parc de la riviere, 100 Laurier Street (Gatineau). For more information [click here](#).
- **Festival de l'Outaouais Emergent (FOE):** September 5th - 9th, 2012 @ Centre multisport, 211 Montcalm Street (Gatineau). For more information [click here](#).
- **9th India Film Festival:** September 6th - 29th, 2012 @ 395 Wellington Street (Downtown). For more information [click here](#).
- **Ottawa Folk Festival:** September 6th - 9th, 2012 @ Hog's Back Park (Central). For more information [click here](#).
- **Fete d'antan/Yesteryear's Fest:** September 7th- 9th, 2012 @ Musee de l'Auberge Symmes, 1 Front Street (Gatineau). For more information [click here](#).
- **Iams Wiggle Waggle Walkathon:** September 9th, 2012 @ Bruce Pit, Cedarview Road (West). For more information [click here](#).
- **Trends in Design:** September 13th, 2012 @ 455 Bank Street (Downtown). For more information [click here](#).
- **Wedding Palace Bridal Show - 2012 Fall Show:** September 15th-16th, 2012 @ 55 Colonel By Drive (Downtown). For more information [click here](#).
- **Ottawa Health & Care Show:** September 15th, 2012 @ Ottawa Masonic Centre, 2140 Walkley Road (South). For more information [click here](#).
- **Easter Seals Drop Zone:** September 24th, 2012 @ National Hotel & Suites, 361 Queen Street (Downtown). For more information [click here](#).

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## About Our Law Firm

With the dynamic vision of its key player, Jacques Robert, our firm has grown to be one of the largest real estate law firms in the Ottawa area. To meet the changing face of Real Estate Law we are continually upgrading our systems and competitively adjusting our pricing structures.

Our highly trained legal team, consisting of Sarah Morgan (associate lawyer), Adriana Caruso (law clerk), Melanie Soubliere *on leave* (law clerk), Wendy Kling (customer service/administrative assistant), Eva Mooers (office administrator/receptionist), Michelle Soubliere (receptionist) and Milva Caruso (office manager and law clerk) are all well versed in the areas of real estate law, wills and estates.

We offer a fully bilingual service to our clientele - nos services sont également disponibles en français.

Our firm is on the recommended rosters for the Department of National Defence, RCMP as well as many corporate relocation firms. We are on the recommended list for all of the major builders in the region.

We have three (3) locations for our clients signing convenience: the East, West, and South parts of the city. Our Central Administration is conducted at the East office which is located in Orléans just minutes from the Queensway, the main freeway through Ottawa from West to East. We are open daily from 8:30 am until 5:00 pm.

East      Central Administration  
[2788 St. Joseph Blvd.](#)  
Orleans, ON K1C 1G5

South     Capital Corporate Centre

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