



**EXPERTISE:**

**INVESTOR  
REALTOR  
APPRAISER  
MARKETER  
ENTREPRENEUR  
INNOVATOR  
VISIONARY  
STRATEGIC**

## WORKING WITH RUDY

*OVER 50 YEARS EXPERIENCE*

A highly regarded expert in the real estate industry, Rudy has occupied the roles of appraiser, realtor, real estate consultant, speaker, developer, entrepreneur, landowner and deal maker. A skilled negotiator, he has successfully closed many prominent deals and has worked with thousands of individuals on buying and selling real estate.

Rudy has a unique and highly successful method of determining the highest and best use of a property and the ability to create dynamic market strategies to the ideal target market.

***An innovator and a trailblazer, many look to him to provide insight on residential, commercial and rural land and real estate trends.***



## BACKGROUND OVERVIEW

With Rudy comes over five decades of real estate experience and a vast knowledge in all corners of British Columbia. His diverse expertise in property acquisition and assembly, single and multi-title appraisals and assessment, land and project development, air-photo and satellite mapping interpretation and property valuation are immeasurable. Above all, he has the know-how in appraising and valuating timber.

Rudy has been a fee appraiser for numerous large commercial corporations including Canada Safeway, Imperial Esso, Gulf Oil, Texaco, Standard Oil, Touche Ross, Royal Bank of Canada, Imperial Bank of Commerce, Bank of Nova Scotia, Montreal Trust, Toronto Dominion Bank, Tilden Rent-a-Car, Uniroyal Tires, Van Tel Credit Union, Roman Catholic Church, Can- Corporation, Imperial Life, City of Prince George, Royal Trust, Pacific Rim Mortgages, and Seattle First Bank.

One key appraisal, marketing and consulting venture was with Imperial Life properties appraising over 250 individual titles spread throughout British Columbia. The contract was to analyze the 'best and highest use' for each title, identify and realize latent revenue, negotiate with government regarding potential land trades, improve the land and assist with marketing.

Rudy was instrumental in the quick sale of the townsite of Kitsault, overseeing all marketing strategies. Pivoting on Rudy's knowledge of the media and his extensive media contacts and reputation, the multi-million dollar sale garnered unprecedented – and positive– local, provincial, national and international attention.

## MILESTONES







## CREDENTIALS & AWARDS

- Obtained real estate license in 1964
- Opened first real estate office in 1972
- Obtained Diploma, Urban Land Economics in Appraising/University of British Columbia 1972
- Member, Real Estate Institute of British Columbia
- Fellow Real Estate Institute of British Columbia
- Served on the CORE Lands Evaluation Commission and the West Coast Treaty Negotiations for the Province of British Columbia
- Chaired numerous real-estate committees, multiple listing boards, Vice President/Western Canada: All Points Relocation Service
- Founder and President: NIHO Land and Cattle Company (1972)
- Founder and Partner: LandQuest Realty (1996)
- Founder and President: Landcor Data Corporation (2000)
- Past Director, Metro Vancouver Crime Stoppers (2020)
- Director, Secretary and Treasurer, Prince George Downtown Business Association (1965)

Regarded as a reliable and knowledgeable source by all levels of the media. Rudy is an assured and regular public speaker and presenter to and on behalf of the financial, real estate, investment and appraising industries.

In 2017, Rudy was awarded the New Westminster's Chamber of Commerce Platinum Award for Innovator of the Year in recognition of Landcor Data Corporation.

In 2022, Rudy was the first recipient to receive the REIBC RI Medal of Excellence Award for Ingenuity.

**"BRITISH  
COLUMBIA  
IS MY  
FORT"**





## KNOWLEDGE | EXPERTISE

### **Education:**

Rudy was licensed as a realtor from 1964 to 1984. He opened his first real estate office in 1972 and obtained his diploma in Urban Land Economics in Appraising from the University of British Columbia in 1972. He is a member of the Real Estate Institute of British Columbia, and a Fellow of the Real Estate Institute of Canada. He also has attended numerous seminars on appraising and marketing, both in Canada and the United States.

### **Appraising:**

For more than four decades, Rudy has been a fee appraiser for numerous companies including: Canada Safeway, Imperial Esso, Gulf Oil, Texaco, Standard Oil, Touche Ross, Royal Bank of Canada, Imperial Bank of Commerce, Bank of Nova Scotia, Montreal Trust, Toronto Dominion Bank, Tilden Rent-a-Car, Uniroyal Tires, Van Tel Credit Union, Roman Catholic Church, Can-Corporation, Imperial Life, City of Prince George, Royal Trust, Pacific Rim Mortgages, and Seattle First Bank.

His specialty is using maps, satellites, and air photos. He has appraised ranches, farms, islands, and both commercial and industrial properties, and in 1990, he valued the 500,000 acre Douglas Lake Ranch for a client.

### **Timber:**

Rudy spent a number of years appraising and valuating timber for B.C. Forestry and has also completed timber valuation reports for clients throughout B.C.



# KNOWLEDGE | EXPERTISE (CONT'D)

## Media Relations:

Rudy has shared his experiences in recreational real estate with the BBC, CBC Radio, CFUN and CKNW Radio in Vancouver, CKMX and CHQR Radio in Calgary, and 680 AM and CFRB Radio in Toronto. He has been featured on CBC News, Rogers Cable Television "Money Talks", City TV's "Realty Television", KVOS's "Real Estate 101", and Report on Business Television. Rudy and NIHO Land & Cattle Company have been the subject of two hour-long episodes of the popular "Wings over Canada" program which airs across North America.

Rudy has written articles for R.I. Input, Real Living Magazine, Western Investor and Cottage Magazine. Articles have been written on him and NIHO Land and Cattle Company in The Globe & Mail, The National Post, South China Morning Post, The Sunday Times of London, WestJet and Air Canada's inflight publications, MSN.ca's Money, as well as other numerous publications.

## Speeches:

Over the years, he has given numerous speeches to the real estate and appraising industries, investment clubs, credit unions, The Mortgage Investment Association of British Columbia and other local groups. Rudy has also held seminars on wilderness survival techniques.

He is also a recurring guest speaker and anchor at his friend Ozzie Jurock's "LandRush" seminars. The main topic of his speeches is how to find and value recreational land using the new technology in today's real estate environment. He regularly gives speeches for the Real Estate Institute of B.C. and he was a special guest speaker at the 2013 REIBC President's Luncheon.

## Committees:

Rudy has served on the CORE Lands Evaluation Commission for the Province of British Columbia and the West Coast Treaty Negotiations – Province of BC, was the Vice President for All Points Relocation for Western Canada, and chaired numerous committees on multiple listing boards.



# KNOWLEDGE | EXPERTISE (CONT'D)

## Real Estate:

For many years Rudy owned the largest real estate firm in Northern British Columbia, specializing in selling commercial and industrial real estate. He also specialised in land assembly projects. He has trained many real estate salesmen over the years and has given seminars on real estate, sales training, and motivation both in Canada and the U.S.

## Sales:

Rudy has marketed and sold all types of real estate over the past 4 decades including ranches, farms, ocean and fresh water islands, resorts, and timber properties. With Rudy's unique skills of finding properties, in one 10 year period Rudy purchased over 700 properties, including the 30,000 acre, 250 property "Wineberg Estate" from Imperial Life.

By 1991 NIHO owned some of the most prestigious recreational land in BC including 65,000 feet of ocean frontage and over 60,000 feet of river frontage, including private islands, parkland properties and secluded ocean front peninsulas.



# LAND CONSULTING SERVICES

NIHO Land & Cattle Company was known for being one of the largest privately owned recreational land companies in British Columbia. Starting with its first subdivision in 1972 (the 4,000 acre BAR-T Ranch just outside of Smithers), NIHO has been a pioneer in the recreational & rural land industry for almost 50 years. During this period, NIHO has owned over 1,000 properties cumulatively amounting to over 50,000 acres of mixed timberland, waterfront, islands, farms/ranches, and other remote rural properties.

Through the ongoing process of managing its own diverse rural land portfolio, NIHO has acquired an in-depth expertise in a wide range of land related activities. NIHO's Consulting Services now offer the same unique skillset that we use to manage our own diverse portfolio of rural lands to others. Land owners can benefit from the unique recreational land expertise that we can offer.

Whether you're a property owner, private company, realtor, or an individual with a high potential trophy property holding, our combined consulting services can help you realize the full potential of your real estate asset.

## NIHO GROUP OF COMPANIES



**NIHO Land & Cattle Co.**

Experts in  
Recreational & Rural Real Estate



Realtors Specialized in  
Recreational & Rural Real Estate

**LANDCOR<sup>®</sup>**  
**DATA CORPORATION**

Real Estate Intelligence on all  
Properties in British Columbia



# LAND CONSULTING SERVICES

Rudy has been actively involved in land consulting on the marketing strategy and development of a number of third party and joint venture projects.

Past and present projects include subdivision developments, resort properties, towns, ranches, and entire property portfolios.

## Contact:

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## PAST PROJECTS

- THE RANCHES AT ELK PARK
- KITSALT TOWNSITE
- THE WINEBERG ESTATE
- TYNDALLWOOD
- BIRCH BAY RESORT
- EAST POINT RESORT
- HISTORIC RIVER RANCH
- CLAM BAY
- NECHAKO RIVERFRONT
- DEAN RIVER
- EDGEWATER
- MOOSE LAKE LODGE
- CHILANKO LODGE
- CHILKO LAKE RESORT
- THETIS ISLAND VINEYARDS  
& CEDAR BEACH
- GOLD PAN RANCH



# GIVING BACK

Over the years it has been my honor and privilege to give back to communities throughout a Province I am so proud to work and live in.

~ Rudy Nielsen

Arts Club Theatre Company  
Battered Women's Shelter  
BC Cancer - Ride to Conquer  
BC Children's Hospital Fund  
Big Brothers/Big Sisters  
Canucks Place  
Centre for Child Development  
Cheetah Conservation Fund - Kenya  
City of New Westminster Grand Prix  
City of New Westminster's Innovation Week  
City of New Westminster's Senior Services Society  
Crime Stoppers Prevention of Crime Activity  
Crossroads Hospice Society  
Ducks Unlimited  
FamilySmart BC  
Greater Vancouver Food Bank Society  
Juvenile Diabetes Research Foundation  
Make a Wish Foundation - BC and Yukon  
Nakusp Secondary School - Senior Outdoor Education Class  
Nature Kids BC  
Ovarian Cancer  
Richmond Hospital Foundation  
Scholarship Foundation of the Pacific (formerly the Fernandez Earle Scholarship Foundation)  
St. Paul's Hospital Foundation Children's Hospital - Vancouver  
Thompson River University  
Tourism New Westminster's Feast on the River  
University of the Fraser Valley  
UBC-VCH Depression Research and Hospital Foundation

