

What is a Hard-Core Consultant and why do they not show up at RCIC events?

A common-sense approach to regulation is something which is hard to find. People who focus on clients and invest in the profession are the ones who are attacked and belittled. If the regulator can reign in some professional who are true leaders from the various Practice Platforms and have a committee (unpaid), it would have been best for the profession. A hard-core consultant or Mass Representation Consultant is one such practice platform. According to my Definition this platform has all the following credentials:

Someone who has NO agents but owns and operates Immigration offices, manned by employees in both in Canada and overseas (*putting their own money in manned offices both in Canada and overseas allows for a absolute understanding of Government procedures, raw Competition data including those of Fakes, involved in training of local staff because each region staff training has to be handled differently, deadlines because when money is invested, returns has to be obtained within a reasonable period of time, etc. People who run operations through agents may lack such extensive skillsets*)

The following reasonings may justify why this point is important:

- 1) Why is Agent Free RCIC's better for the Profession? Internationally, ICCRC or the regulation is outside the jurisdiction of laws which will protect the client (or the profession). This is because the current regulator has done NOTHING to make a difference.
- 2) Investing in the profession establishes stake holding. Many RCIC's earn revenue to invest in Real Estate or Stocks or invest in another business venture. When you see an RCIC reinvesting in his/her own profession, their confidence in the profession is at a very high level and their stake holding is commendable. At a time when we see the "Stalwarts" in RCIC actually moving away from client representations etc, ICCRC must do its best to support RCIC's who have a large stake holding in the profession because it will ultimately benefit the client

Someone who has NO Franchisees or financial partners (*there is no real investment and therefore no hardcore participation in the process. No access to Fake consultants and their operations because staff is not the RCIC's and there is no training offered on intelligence collection methods*)

The following reasoning may justify why this point is important:

- 1) Stake holding of the RCIC. With more branches owned by the RCIC, it shows his commitment in the Profession, his stake in the Profession and his long-term aspirations in the profession. Such RCIC's view clients differently.

- 2) Having private financial partners to fund operations internationally opens doors for White Collar crimes indulged by certain RCIC's today. Some RCIC's legitimize Fake consultants by being a director of the Fake Consultant's company without any legal rights to the company. Such partnerships allow the FAKE consultant to operate as a RCIC owned and operated business which is unfortunate.

Someone who has at least 50 employees to whom he/she is responsible for paying wages. *(When you have many staff, you pay wages and you need to be focused on the results of each position. Moving from liability to asset is a step by step process)*

- 1) Reinvesting in the Immigration practice by expanding (branch locations) or hiring many employees establishes the professional approach of the RCIC. It also says a lot about the commitment to the profession and stake holding in the profession by the RCIC.
- 2) *More employees also may contribute to better customer service*

Someone who represents at least 750 clients at any given time *Mass operations allow the RCIC exposure to multitasking at a much higher level. Boutique consultation is equally and sometimes more challenging than Mass Representation and has its own skill sets. Mass representations need a much higher level of customer confidence.*

- 1) Being market leaders in certain regions (Canada or Overseas), RCIC's attract high numbers of clients (without Agents). RCIC's with mass representations are usually threatened by Fake Consultants in the region because it impacts their survival. From ICCRC's stand point, a market leader RCIC could provide a lot more input which is client focused because it is not possible to have mass representation over several years if you are not client centric.
- 2) Because Mass Representation RCICs are threatened by Fake Consultants and others, they know how to manage Fake Consultants and could offer a treasure trove of ideas.

RCIC who collects fees in Canadian \$ ONLY and deposits the amount into a Canadian Financial Institution. *Fee collection and financial institutions handling fees must be through a Canadian Financial Institution in Canadian Funds. With current technology, money collected in International Offices in India can be deposited in the Canadian Account in Canada within one business day. Money trail is important and to have means to easily audit a money trail for any situation is important. If an RCIC is a Canadian Resident and if he transacts in foreign currency, I always view such action suspiciously because it does not make sense.*

- 1) An RCIC who lives in Canada should always collect money in Canadian \$ and the amount deposited in a Canadian Financial Institution. Currently, some RCIC's partner with FAKE consultants overseas, allow their name to be a director of the organization without any legal standing and allow the

FAKE consultant to collect money at their free will in local currency. As long as the RCIC obtains a “cut” of the profits or the collection, then everything is OK. There are a few among us who betray the profession.

Someone who recruits at least 100 students a year to Canada. *(I consider this a new business opportunity for RCIC's. Overseas you are competing against international agents who are so aggressive and therefore RCIC's find it difficult to outsmart them. RCIC's who are successful in Student Recruitment in addition to mass representation is someone who should be considered efficient and they can contribute towards informing junior RCIC's on strategies to approach both education and immigration options.*

- 1) International Education agents are aggressive and attract a lot of students. They are beyond Canadian legal jurisdiction and therefore can attract students by saying almost anything including guarantees of becoming a Permanent Resident/Citizen in Canada if they study in Canada. RCIC's who can overcome this challenge and recruit substantial students in addition to being a Mass Representative can be a valuable asset for information to the profession
- 2) Overcoming the obstacle of the mindset of Canadian institutions that only an Agent overseas can do a good job of recruitment is a challenge as well. Signing up as an agent for several institutions and demonstrating that a Canadian RCIC can compete effectively with their Foreign agent is also something which is achievable.

Someone with at least 8 years' experience in the industry. *The longer you are in the industry, the stronger the foundation you create, those who have weathered it out and stick around demonstrates a level of stake holding.*

If someone meets all the above criteria then I consider them hard core and if they are selected to be part of a consultation group for ICCRC, the profession is going to see a lot of results. ICCRC must also be open to races. To my knowledge, all 'Hard Core' consultants are Immigrants or colored people and they are not found anywhere close to ICCRC. Is ICCRC having a race problem?

Experience when linked to Representation rates will demonstrate if the RCIC is a full timer or a part timer, or if the RCIC is a successful Consultant or a failure. Currently people stand for elections towards the ICCRC board claiming to have several years of experience but fail to disclose Representation rates. Representation rates confirm a lot, but is a hidden and undisclosed figure for most RCIC's who stand for elections to the Board. One would have to assume that members sitting in the board are failure candidates who failed in the profession. It is possibly the reason why no action is being taken against Fake Consultants or ICCRC does not have a action plan against Fake Consultants because the people elected to the Board lacks the experience or the knowledge.

Investment in the Industry: “Hard Core Consultants” Invest substantially into the industry. You can see their advertisements everywhere, in Canada and Overseas. The amount of money spent on TV advertising in Canada is substantial, and it promotes the industry. Instead of learning from these investments and participation in industry growth, ICCRC alienates such consultants and align themselves with people based on race.

ICCRC does NOT have a single RCIC who is a “hard core consultant” who they consult with, because they don’t think people who have gained the confidence of the public has a role within the organization. It is assumed there are only about 7 “Hard Core Consultants”. This is very counterproductive for a regulator who is supposed to associate themselves with people who have gained the confidence of the public through high self-representation rates. ICCRC also has not done its basic homework on practice platforms in this industry. This is because the people associated with them do not even understand what practice platform means.

It is my view that NO “Hard Core Consultant” will take money from the PPmP because it is not OK to take your colleagues money. If self-regulation must be successful, everyone must pitch in. In the current system RCIC’s with limited understanding of the profession occupies roles and are paid by ICCRC. These individuals would do anything to belittle a “Hard Core Consultant”.

There seems to be an unprofessional power struggle and factionism within the membership and those who are focused on their job, the real job of representing clients are belittled and verbally attacked by a few who want control and power. This kind of a regulator is pulling down the profession through lower Overall Representation Rates and client confidence is vanishing. If regulation for Immigration Consultants is done by IRCC or the RCMP like other countries have, it will save the profession. For consultants like me who focus on Consulting and Representing clients (the purpose of this regulation), it will give us a better branding.

Today, everyone seems to give false or misleading statements where ever you turn within the profession. Nothing is more crucial than Representation Rates. Representation Rates cannot be fudged and can easily be audited.