

To Whom it may concern: Elections Officer

Re: Candidate Statement of Suitability for Mortgage Industry Council – Elena Russell

With over 25 years of experience in financial planning, credit, and financing, I have dedicated my career to advancing the mortgage industry, supporting professionals, and protecting consumers. Currently, I serve as an Industry Mortgage Council member with RECA, representing our profession at the Board of Directors level. This role has reinforced my belief that our industry thrives when we collaborate, provide constructive feedback, and continuously raise the standards of practice for the benefit of both professionals and consumers.

I am deeply passionate about the mortgage industry and real estate as a whole. Over the last two years, I have been actively involved in shaping the direction of our field by contributing to the development of the private licensing mortgage course, engaging in national and provincial forums, and participating in multiple real estate and mortgage conferences across Canada. My involvement with Mortgage Professional Canada's national events in Montreal and Ottawa, along with AMBA's Western Canada conferences, reflects my commitment to staying informed, engaged, and connected with leaders and colleagues across the industry.

My areas of expertise extend beyond mortgage origination. I bring knowledge in financial planning, divorce and family law-related financing, reverse mortgages, and real estate transactions. These diverse areas allow me to contribute a broad perspective to industry discussions and policy development. I am particularly passionate about consumer protection—ensuring that clients not only have access to appropriate products but also the education to make informed decisions. This client-first approach has been the foundation of my work and a value I carry into all aspects of council representation.

Outside of my professional responsibilities, I actively give back to the community. I have been involved with Junior Achievement of Northern Alberta, where I teach youth the importance of financial literacy. I also volunteer in schools and lead credit courses, helping the next generation gain the tools they need to succeed. Through podcasts and client education sessions, I continue to advocate for transparency, guidance, and empowerment in financial decision-making. These outreach efforts reflect my belief that a stronger, more informed community builds a stronger mortgage industry.

Recognition from my peers has been both humbling and motivating. I have been nominated multiple times for AMBA's Business Development Award and am proud to have received awards in both 2024 and 2025. While I do not seek accolades, these acknowledgments affirm my dedication to supporting colleagues, growing teams, and promoting excellence within our industry.

I am also committed to educating AMBA members on serving clients in unique and often challenging circumstances, such as divorce. Helping professionals navigate these complex situations not only enhances their skill set but also ensures that clients receive the care and expertise they deserve. This advocacy is an extension of my broader mission to support mortgage professionals in becoming the best versions of themselves.

Looking ahead, my goal is to continue the important work we began two years ago with RECA. I believe Alberta has the potential to set the standard for mortgage regulation in Canada. By strengthening consumer protection, elevating professional education, and fostering collaboration, we can ensure our licensees remain empowered to deliver excellent service and uphold public trust.

In seeking re-election, I am not motivated by personal recognition but by a genuine desire to serve, contribute, and advance the mortgage industry. I am committed to representing the voices of professionals across Alberta, advocating for practical and forward-thinking regulation, and ensuring our industry continues to grow with integrity and purpose.

I would be honored to continue representing our community on the Mortgage Industry Council, working together to improve outcomes for professionals and consumers alike.

Thank you for your support!

Most sincerely, Elena Russell

Aug 25, 2025