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Keith Reading is Senior Director, Research at Morguard, with more than 30 years of experience in commercial real estate research. Before joining Morguard, he was Senior Manager, Commercial at RealNet Canada, a leading real estate information services company. Keith also served as Vice President, Research at Colliers International, one of North America's largest commercial real estate services companies.

He has authored industry-leading local, regional and national reports, presentations and briefs throughout his career. These include Morguard's Canadian and U.S. annual and quarterly Economic Outlook and Fundamentals Reports, as well as Colliers' national and Greater Toronto Area market overviews across multiple real estate asset classes. Keith is also frequently called on to provide commentary and insights to media outlets, investors and industry associations.

He is a Toronto Metropolitan University (TMU) graduate with a BAA degree in applied geography. Keith sits on the Metropolitan University's Real Estate Management Council and is a member in good standing of the Real Property Association of Canada, the Canadian Real Estate Development Association, and the ICSC's Canadian and North American Research Committees.