



- Professional Training Program
- Lower Operating Costs
- Leverage Industry Marketing
- Powerful Brand Awareness
- Raises the Competitive Edge
- Increased Customer Satisfaction
- Increased Occupancy
- Exclusive Marketing Privileges
- Access to Best Practices
- Corporate Social Leadership

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Enrol in the
**Certified
Rental-
Building
Program**
and experience

**A Profound
Advantage**



A Foundation of Integrity

The “Certified Rental-Building” Program ensures the highest level of accountability and respect with our members, their customers, and industry stakeholders.

FIVE KEY COMPONENTS

1. Implementation of Standards of Practice

Buildings enrolled into the program must meet the “Certified Rental-Building” Program’s Standards of Practice. These standards cover a wide range of prudent and professional building management practices. When followed, these standards result in a well run, well managed apartment building that provides value and quality service to its customers.

2. External Audits

To ensure credibility and trustworthiness, a respected external auditing firm has been engaged to complete the building audit on behalf of the “Certified Rental-Building” Program.

3. Professional Training & Education

Education and industry certification go hand-in-hand in ensuring that the quality of product and service standards that differentiate our members’ buildings are maintained at the highest level. The “Certified Rental-Building” Property Managers’ Training and Education Program is designed specifically for building management personnel and their staff.

Some of the topics covered in the base curriculum:

- Overview of each Standard of Practice and application in the daily operations of a building
- How utilizing each Standard of Practice will improve building revenue streams and improve the quality of products and services offered to customers
- The auditing requirements for each Standard of Practice and how to prepare for the audit

4. Effective Branding

Building brand identity and brand awareness establishes public acceptance and ultimately consumer confidence and peace of mind in the choice of a “Certified Rental-Building” product. Through employing a Leveraged Marketing Model with our members, thousands of rental-consumers across Ontario will become quickly aware of the “Certified Rental-Building” Program and logo and the quality assurance it provides.

5. Member and Customer Support

The “Certified Rental-Building” Program is committed to accessibility for both members and their customers to learn about the program. Collateral, promotional materials and an integrated, dynamic website will be available.



Benefits to Members

- Paves the way to lowering operating costs through adherence to industry-leading Standards of Practice
- Competitively differentiates buildings in the marketplace
- Exclusive marketing use of the “Certified Rental-Building” brand as a means to improve occupancy rates, increase customer satisfaction, and enhance revenue streams
- Builds customer loyalty
- Corporate Social Leadership and awareness within the community

Available to Members

- Exclusive marketing rights to use the “Certified Rental-Building” brand for each building accorded certification status
- Benefits of a Leveraged Marketing Model to promote awareness with the rental housing consumers
- “Certified Rental-Building” Standards of Practice Manual and all program updates
- Access to industry-leading best practices
- Members’ customers and prospective customers can access the “Certified Rental-Building” website and 1-800 number
- Exclusive rights to have employees participate in the “Certified Rental-Building” Property Managers’ Training Program