



AVAILABLE ONLY TO MEMBERS OF FRPO

Launch into Certification

The **Certified Rental Building Program** is the only tenant-focused, multi-residential apartment building “quality-assurance” program of its type in Canada and North America.



CRB Fast Facts

- Over 105,000 suites and 970 multi-residential apartment building enrolled
- Over 50,000 inquiries to the program’s website received annually – crbprogram.org
- Over 350,000 Member Outlink inquiries generated in the last four years
- J.D. Power’s 2013 Canadian Resident Survey indicates that 1 in 4 Ontario renters has awareness of the CRB logo and brand
- Over 250,000 Ontario residents now reside in CRB-approved apartment buildings

CRB Member Benefits

- Enhanced image & reputation for your company
- Increased competitive advantage and exclusive co-branding and marketing opportunities. Create 100’s of new leasing opportunities through the CRB program’s Leverage Branding Program
- Improved building administration and reduced operating costs
- Benchmark your operations and resident service practices against industry-developed best practices
- External third-party auditor - J.D. Power ensures compliance
- Improved employee professionalism and morale
- Your buildings listed on CRB program’s website crbprogram.org
- Access to industry developed standards and best practices in the areas of
 - > Resident Servicing
 - > Building Operations
 - > Risk Management
 - > Human Resource Management
 - > Environmental Operations



Federation of Rental-housing Providers of Ontario

FRPO members and the Ontario multi-residential industry greatly benefits from this type of proactive credentialing program through an improved image and government relations value. FRPO’s goal with the CRB program is greater respect and self-regulation for the industry.

What participating FRPO members say about their involvement with the CRB program...

“There is no question that this program is worth investing in ...it’s been good for our operations, our staff, and the Industry as a whole.”

“I can’t attribute this program to having a direct bottom line impact. That said, I still think it’s worth it...it’s a tool that has provided validation to all the work that’s been done.”

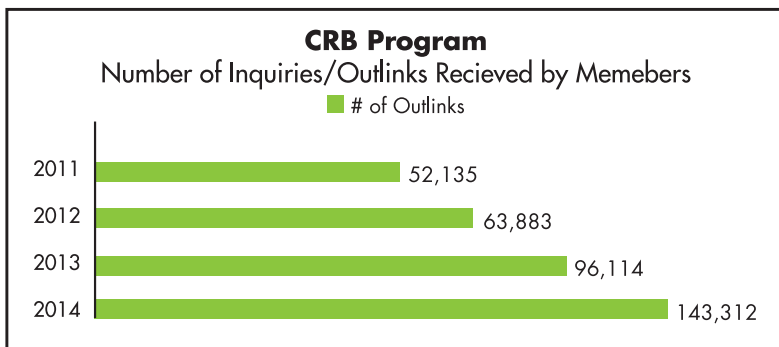
“CRB raises the perception of professionalism of the industry...and rightfully so.”

“If you are a professional property manager, you **MUST** be part of this program.”

“CRB gives you the ammunition to back up the fact that we are turning a family run business into a professionally run business.”

“When my daughter went off to school, I looked for a certified building and wouldn’t consider one that wasn’t certified because I know what it means – I’ve been through it.”

“The staff was so proud of their certification, they demanded that the signs were put up as a symbol of their achievement.”



For more information contact Ted Whitehead, *Director of Certification* by phone 416-385-1100 x27 or email twhitehead@crbprogram.org
Visit us online at crbprogram.org

Gain the CRB-advantage for your buildings and your residents!



Federation of Rental-housing Providers of Ontario

Base Components of the CRB Program

The Certified Rental Building Program was designed to ensure the highest level of accountability and respect with our member's customers, the general public and industry stakeholders. There are four primary components:

1. Mandatory Standards of Practice

Buildings entered into the program must be able to meet the program's over 50 Standards of Practice. These standards cover a wide range of prudent and professional building management practices in the areas of Resident Servicing, Building Operations, Risk Management, Human Resource Management, and Environmental Operations

2. Mandatory External Audits

All buildings entered into the program must be audited and demonstrate compliance with the Standards of Practice. A respected third-party auditor firm – J.D. Power has been engaged to complete the building audits on behalf of the program. Building audits are good for three-years.

3. Mandatory Training & Educational Requirement

It is mandatory that key building management attend the Certified Rental Building Property Manager's Training & Education course. Improving the knowledge and professionalism of staff, involved in the daily operation of a Certified Rental Building goes hand-in-hand with raising the quality assurance standard across our industry.

4. Effective Use of CRB Program's Brand & Logo

Brand identity and awareness are critical to establishing both public acceptance and positively impacting prospective resident's "rental-decision" mindset. Ontario rental-housing consumers will seek value in the CRB-approved buildings through its "quality assurance" value proposition and the program's "commitment to quality of service." The CRB program's "Leveraged Brand Marketing" program is directly focused on working with its members to ensure the program's brand and logo are ever present when Ontario rental-housing consumers are looking for a new apartment home.

What Does it Cost?

Costs will vary depending on the number of suites and buildings entered into the program. Typically the costs will range from \$5.00 per suite to \$7.00 per suite a year.

NEW Environmental-Operating Standards

Looking for a way to reduce your building utility costs, and create a greener community for residents?

The CRB program's new environmental-operating standards can help you reduce your buildings energy consumption while actively engaging your residents in common sense conservations measures.

crbprogram.org

