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RENTAL INDUSTRY NEWS

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The voice of the Federation of
Rental-housing Providers of Ontario

EDITOR: Lynzi Michal • x22
lmichal@frpo.org

A PUBLICATION OF:



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CHOOSE FORWARD

As we look back on the past year, we are optimistic that the tide has begun to change for rental housing. We have seen new development on the rise and a desire from the Ford government to collaborate with industry to reduce barriers and help bring new supply to market. While we still have a long road ahead of us to meet increasing demand, we are confident that with the right conditions, we can do our part to serve renters in Ontario.

Recently, Canadians chose forward with Justin Trudeau's Liberals successful re-election under a minority government. While only time can tell how well this will serve Canada in a changing global landscape, we hope to see a continued focus on the National Housing Strategy. Housing policy must reflect the needs of both homeowners as well as those seeking rental accommodations. Historically, homeownership has been the priority but with record demand for rental, we must adapt to ensure all types of housing are available to those who need it.

In keeping with "Choose Forward", this is the time of year we typically give some thought on the last 12 months and start to

consider our personal and professional goals for the year ahead. Just as we do budget planning and performance reviews, it's important that we set aside time for self-reflection as well. This is an opportunity for us to evaluate our achievements, missteps, areas for improvement or change of direction. Taking the time to access ourselves and preparing for the upcoming year is an exercise that always pays off.

Soon, we all will (I hope) take some time away from the office as we celebrate the holidays with our loved ones and though this is a busy time of the year for most people, be sure to take some time for yourself. Thank you for your kind support over the last year and I wish you all a very Merry Christmas and Happy Hannukah. Here's to much success and happiness in the new year, let's make this one the best yet. Happy reading, hope to see you in 2020.

LYNZI MICHAL

Editor, FE magazine

Director of Membership & Marketing,
FRPO



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ADVOCATING FOR MORE SUPPLY

Our mandate continues...



TONY IRWIN
President & CEO
FRPO

With the first snowfall behind us, the winter season appears to be here. But the fall was a busy one at FRPO. In October, we hosted our annual U.S. Housing Tour. This event provides a great opportunity for our members to visit a U.S. city and learn about a different rental market. This year we travelled to Washington, DC, where we were welcomed with warm summer weather to take in the rich history of the U.S. Capitol. We are grateful for the sponsorship of Wyse Meter Solutions, and the support of the Apartment and Office Building Association of Metropolitan Washington who arranged some amazing properties for us to tour.

Since my last column, FRPO has been quite busy on the government relations and political front. We continue to work with the Ontario government as it finalizes regulations to support Bill 108—More Homes, More Choice. FRPO is pleased the government's Housing Supply Action Plan has taken bold steps to increase housing supply by making changes to LPAT that should result in best planning outcomes, reforms to Development Charges that will provide greater certainty and transparency and a community planning permit system to streamline the approval process. We continue to raise the need for the government to make changes to the Residential Tenancies Act, and particularly the Landlord Tenant Board, and we hope those discussions become more focused over the next few months, with legislation to follow.

In recent months, we have been reaching out to Opposition MPPs at Queen's Park to educate them on FRPO and discuss issues impacting the rental housing industry. We had productive discussions with several NDP MPPs over the summer, including newly appointed Housing Critic and Deputy Leader Sara Singh (Brampton Centre); Kevin Yarde (Brampton North); Rima Berns-McGown (Beaches - East York); Jessica Bell (University - Rosedale); Doly Begum (Scarborough Southwest); and Tom Racocevic (Humber River - Black Creek). In addition, FRPO also met with Liberal MPP Kathleen Wynne (Don Valley West). This work will continue and culminate with our Queen's Park Lobby Day on December 9th where

we look forward to meeting with Hon. Steve Clark, Minister of Municipal Affairs & Housing, MPP Parm Gill, Parliamentary Assistant for Housing, and other members of the legislature from all parties.

The recent federal election has resulted in another minority government, something we have experienced twice in recent memory under Stephen Harper and Paul Martin. During the campaign, almost all political parties talked about the need to help Canadians buy a home. But focusing only on home ownership ignores a huge segment of the population: renters. Canada has 4.6 million rental households according to the 2016 Statistics Canada census – that's about 32 per cent of all households in Canada. And the rental population is growing, while homeownership rates have declined over the last decade. FRPO will continue to support our friends at CFAA in advocating for increased supply of rental housing by urging the Federal government to look at changes such as allowing rental housing to qualify for small business tax treatment and eliminating the GST/HST on rental housing operations. FRPO also supports increasing the capital cost allowance (CCA) rate and allowing CRA deductions against other income for example. These changes would undoubtedly stimulate new investment in purpose-built rental housing, which Canadians both want and need.

I encourage all members to get involved and if you have questions or comments, we'd love to hear from you. Thank you for your support! 🏡

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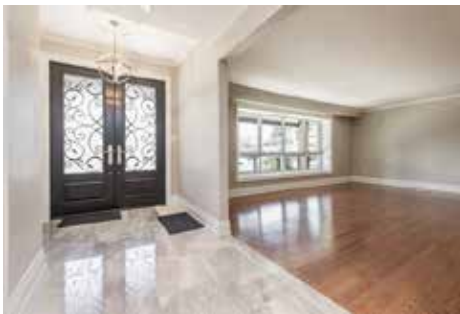
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UPCOMING INDUSTRY EVENTS

DEC
04

THE BUILDINGS SHOW 2019

Dec 4, 2019 8:00am to Dec 6, 2019 4:00pm
Metro Toronto Convention Centre

Centre

The Buildings Show, Dec 4 – 6, 2019, provides an unforgettable experience as North America's largest event for products, services, educational programming and professional networking for the design, construction and property management communities for the past 30 years. New in 2019, the Show will introduce Buildings Connect, a dynamic PropTech showcase directly impacting people, places, properties, portfolios, energy use and operational efficiencies. Explore technology innovations and connect with transformation influencers at Construct Canada and PM Expo in the South Building and HomeBuilder & Renovator Expo and World of Concrete Toronto Pavilion in the North Building.

JUN
08

CFAA RENTAL HOUSING CONFERENCE 2020

June 8, 2020 12:00pm to June 10, 2020 4:00pm
Westin Nova Scotian, Halifax, Nova Scotia

Nova Scotia

CFAA-RHC 2020 will take place from Monday, June 8, to Wednesday, June 10, 2020 at the Westin Nova Scotian in Halifax, Nova Scotia. CFAA will hold two days of education sessions on Tuesday and Wednesday, including sessions addressing cutting edge issues in areas such as rental operations, marketing, rental development, human resources, and the new government's directions. Benjamin Tal will give his Economic Update. Visit www.CFAA-RHC.ca or sign-up at events@cfaa-fcapi.org for more information.

JUL
20

FRPO CHARITY GOLF CLASSIC

July 20, 2020 11:00am to 8:00pm
Rattlesnake Point Golf Club, Milton

Milton

The FRPO Charity Golf Classic will be held on Monday, July 20th at Rattlesnake Point Golf Club in support of Interval House. This is an ideal opportunity to network with others in the industry, enjoy a fun day out with your team and raise funds for Interval House. Registration for this event will open in the spring. Stay tuned for more info.

DEC
05

2019 MAC AWARDS GALA

Dec 5, 2019 5:00pm to 9:00pm
Metro Toronto Convention Centre

The MAC Awards Gala is the most important annual event for our members and is well attended by rental housing providers ranging from hands-on managers to third party management and holding companies. This event allows us to recognize excellence in the residential rental housing industry and to advance the high standards that the Federation of Rental-housing Providers of Ontario aims to promote. This year's gala will be held on Thursday, December 5th at the Metro Toronto Convention Centre in conjunction with PM Expo and the Buildings Show. Join us as we honour this year's "best in the biz". We are pleased to announce Mr. Brit Smith of Homestead Land Holdings as this year's Lifetime Achievement recipient. This prestigious award recognizes Mr. Smith's significant contributions to rental housing in Ontario and the community at large. In addition, this year's event will conclude with our special guest speaker, Mr. Bryan Baessler of HGTV's Island of Bryan.

JUN
20

APARTMENTALIZE 2020

Wednesday, June 17 to Saturday, June 20, 2020
Boston, Massachusetts

Join us at the NAA's

Apartmentalize conference in Boston in 2020, and take your career, your company and the experience your residents receive to new heights. Achieve greater success in all three areas by joining us next year at the apartment housing industry's premiere event. Keep an eye on the website for updated event and registration information.



Please check www.frpo.org regularly for newly added events.

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FRPO HEADS TO WASHINGTON

Highlights from this year's housing tour

BY LYNZI MICHAL, DIRECTOR OF MEMBERSHIP & MARKETING

Recently, 40 FRPO members took part in FRPO's annual US Housing Tour in Washington, DC. Sponsored by Wyse Meter Solutions Inc, this event was held October 2nd & 3rd and included a networking event as well as a full day property tour. This tour has been a popular event for eight years now and gives attendees the opportunity to learn about the latest trends and experiences in the local market.

This event was planned in conjunction with the Apartment and Office Building Association of Metropolitan Washington (AOBA) and the National Apartment Association (NAA). According to CBRE, the Mid-Atlantic region has been experiencing record levels of investment over the last year and multifamily investment is set to exceed \$8.3 billion in transactions. Market trends include global capital, value-add investment, affordable housing initiatives and an amenities war. This region is expected to experience robust growth with the introduction of Amazon's HQ2 in nearby Virginia which will create almost 38,000 high paying jobs by 2034.

The Washington, DC area has had 34,331 units come to market since 2017 and ranked third for completions nationally. There are another 16,500 units currently under construction with the current vacancy rate sitting at 6.3%. CBRE has identified several





advantages in this market including a stable economy, educated workforce, high household income, opportunity zones in developing neighbourhoods, relative affordability as well as the best public transportation system in the US. Investors and developers may however be challenged by an already substantial pipeline, affordable housing constraints and construction costs.

This year's property stops included four unique communities in the downtown area. Several conversion projects were toured including two former college dormitories and a historical property that once served as a hospital. We also visited two new developments in the riverfront area which has undergone much revitalization as well as a Leed Platinum-certified community in an evolving neighbourhood.

This event was made possible with assistance from AOBA and NAA and we are very appreciative of their support especially that provided by Jeanne Clarke and Pascha Steward. We also wish to thank our property hosts; Urban Investment Planners, Bozzuto Group, WC Smith and Borger Management for their kind hospitality as well as CBRE and Yalda Ghamarian for providing us with their market insights and reports. Lastly, thank you to Wyse Meter Solutions for their generous support of this event. 🍷

The housing tour included a stop at the following properties:



URBAN INVESTMENT PLANNERS (UIP)

Carver & Slowe Hall – Carver & Slowe Hall are 3-storey properties which were primarily used as dormitories for Howard University students. Built in 1942 by the US government and used to house military personnel, the residential property backs up to the Park at LeDroit and offers residents the tranquil feel of a quiet neighbourhood as well as close proximity to high end restaurants and shopping. UIP has converted the properties into 162 rental apartments in a neighbourhood where there are no multifamily buildings that exceed five apartments.



BOZZUTO/CIM GROUP

Trellis House – Energized by a vibrant, evolving neighbourhood, Trellis House is an urban oasis that provides sanctuary when you need it—and a convenient jumping off point when life, and the city, beckon. Designed to encourage a sense of community and foster resident wellbeing, the LEED Platinum-certified Trellis House is lively with shared spaces rich with amenities that make it possible to live your best life, whether that means plugging into the fiber-optic internet, practicing yoga at our onsite studio, or breathing easy in the rooftop hydroponic garden.



WC SMITH

The Collective – Sitting between Capitol Riverfront and Capitol Hill gives the Collective's residents prime access to the best of everything this city has to offer. At the epicenter of opportunity and accessibility, The Collective luxury apartment homes offers three distinct lifestyle options and limitless amenities. Coming out of the ground in three phases, The Collective promises to take luxury apartment living to a new level. Regardless of which of The Collective's three buildings you choose to live in, as a renter you will have access to all the amenities in all three buildings.



BORGER MANAGEMENT

700 Constitution – Welcome to 700 Constitution, Capitol Hill's newest luxury apartment community. The perfect blend of historic charm and sleek finishes that boast masterfully designed floorplans with Capitol views and over-sized windows, high ceilings, and world class amenities. Residents can relax on their new rooftop terrace with unobstructed views of the nation's Capitol and the Washington Monument or mingle in iconic Stanton Park.

RISKS AND OPPORTUNITIES

Moving forward with the renewed federal government

BY JOHN DICKIE, PRESIDENT, CANADIAN FEDERATION OF APARTMENT ASSOCIATIONS

With the result of the recent federal election in mind, now is a good time to look at risks and opportunities we face with the renewed federal government.

The election result is not within our control. Landlords do not vote as a block, and many issues are also important to different landlords, which pull us in different directions. For CFAA and the industry, it is a given that the NDP now has significant influence over some federal government decisions, depending on what the NDP wants to address and what the Liberals are willing to move on.

The NDP's influence is less than it could have become because, on any issue, the renewed government needs the support of only one of the NDP, the

Bloc or the Conservatives. However, the NDP is the natural partner for the Liberal government.

WHAT NEW ISSUES WE FACE

Even before the election, the federal government was back into housing in a big way. The National Housing Strategy is directing the application of \$50 billion over 10 years to various housing initiatives, including incentives to build private rental housing with an affordability component (50,000 units), money for community housing repairs and construction (100,000 new units), and the Canada Housing Benefit.

In their election platform, for the same time period, the NDP promised 500,000 units of affordable housing without specifying the split between community

housing and private market affordable housing. The NDP also promised to double the maximum amount paid in housing benefits and to increase the number of households helped by two-thirds.

Due to the influence of the NDP, there may be more money for housing, and the allocation of the funding may change. How that money is spent will have an important impact on the rents landlords can charge.

Some Ontario readers may remember that, under the NDP provincial government, the early 1990s saw a flood of social housing construction. The mid-1990s saw a recession and then welfare cuts. For several years, rents did not rise, and often fell.

Then, for the next 15 years, the federal government reduced its involvement in housing, and the province cut back on social housing construction. With little

new social housing, economic growth and population shifts, rental demand picked up. Rents have risen, despite the cutbacks on social assistance payments in real dollar terms.

The general economy is largely a given to the rental industry, but housing policy is something we can influence, which affects us significantly. As an industry, we prefer direct financial assistance to tenants over community housing construction. However, for everyone's sake, we want suitable action taken on the housing crisis Canadians face in many centres.

A second major issue is taxation. The NDP is also in favour of tax increases on the rich, and that meme plays well with some members of the voting public. CFAA needs to be vigilant to seek to head off tax changes, which would have a negative effect on rental housing providers, and thus on rental housing supply.

A third issue that could use more attention is the energy subsidy or regulation programs that the government is moving forward with to address climate change. High-rises received attention through Tower Renewal programs,

and now the government is turning to facilitate low-rise building retrofits. Program design matters, and resources permitting, CFAA can play a major role in encouraging good program design, and minimizing counter-productive requirements.

HOW WE TAKE ACTION

How the rental housing industry seeks to advance our interests deserves attention too. We do not get very far with arguments that government actions hurt landlords. Instead, the arguments that work most often are that a particular action hurts tenants by reducing rental supply, and decreasing incentives to maintain and upgrade buildings.

For the best results, we need to approach the right people, at the right times, with the right policy arguments, and with back-up for the policy arguments. All of that takes time, knowledge and skill.

There are other players too, both opponents and potential allies. Our influence is stronger or less strong depending on general political forces, and how skillfully we take political action.

CFAA recently expanded our

government relations work by engaging Capital Hill Group (CHG) to help with the timing, connections and messaging. CHG is well-connected with all three key federal parties, and can also work with the Bloc, if that proves to be advisable. The CHG work is even more necessary now that the rental industry needs to engage with three or four parties, rather than just two.

To maintain and increase that key effort, CFAA has expanded our direct landlord membership program. While CFAA's member associations remain very important and influential within the Federation, CFAA needs to communicate directly with major rental providers, and to receive direct membership dues to fund the increased government relations and members services we are now providing.

For more information about the CFAA direct landlord membership program visit www.cfaa-fcapi.org or email admin@cfaa-fcapi.org. If you are a rental housing provider, it is in your interest to support CFAA in addressing the new challenges and opportunities the industry faces at the federal level.



CFAA RENTAL HOUSING CONFERENCE 2020

CFAA's next rental housing conference will take place in Halifax from June 8 to 10, 2020. Join CFAA and your colleagues at the Westin Nova Scotian for an unparalleled two days of education, networking, events, CFAA's 5th Annual Rental Housing Awards Dinner and the famous East Coast hospitality.

The education sessions on Tuesday and Wednesday will address cutting edge issues in areas such as rental operations, marketing, rental development, human resources, and the new government's directions. Benjamin Tal will give his Economic Update.

Check www.CFAA-RHC.ca or sign-up at events@cfaa-fcapi.org for more information.

If you'd like to share input regarding session topics or speakers, or help to organize or moderate one or more of the sessions, please contact us at: speakers@cfaa-fcapi.org.

As FRPO Chair Margaret Herd has said: "Park Properties operates only in the Greater Toronto Area. However, we recognize that our operations and returns are substantially affected by the governments and laws of the City of Toronto, the Province of Ontario and Canada. Every rental provider in Canada has a stake in what CFAA can achieve in lobbying the federal government. That is why Park Properties supports CFAA through a direct membership in CFAA. That is why I urge you and your organization to do the same. The value proposition is there in spades."

CFAA also engages with rental housing suppliers through membership in the CFAA Suppliers Council. Supplier support is also very helpful to make the rental industry stronger and more profitable for everyone involved. 🏠

The Federation of Rental-housing Providers of Ontario is a founding member of the Canadian Federation of Apartment Associations, the sole national organization representing the interests of Canada's \$480 billion rental housing industry, which houses more than nine million Canadians.

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MARKETING TO THE MODERN RENTER

Sophisticated solutions that work

BY JACKY HILL





The world of real estate has evolved significantly in the last 10 years, and with it, so has the way we market to new residents

As rental housing providers, part of the job is to continually adapt to new technology, new behavioural patterns, and the shifting demographics that make up the market. Multi-platform, multiple touch points and outreach should be part of every strategy. Current tactics, which include print, digital campaigns and multiple ILS distribution, need complementary thinking and ideas. So what's new? And what works?

CONTENT IS KING

Today content is everything and everywhere. You need to entice your audience. You need to inspire them, appeal to their logic but also excite them and connect on an authentic and emotional level.

It's all about meaningful engagement and encouraging your residents and audience to share content they like, whether it's an article, a photo, or a video on social media. Content creates and builds trust, and gives your audience insight into your brand. Remember to distribute widely.

AI

AI, or Artificial Intelligence, is becoming more popular and more sophisticated every day. It makes data analysis more efficient; can target potential leads rapidly; and save you time and money. Think about the many times you've received a recommendation online based on your past behaviour – for example, your Netflix recommendations. AI can monitor consumers' online patterns and help sellers understand their behaviour in real time. AI can also create a better understanding of what creative or messaging connects and what doesn't. Does your potential resident respond more favourably to your amenity photos or to the suite interiors? Learning what your consumer likes can help lay the foundation for your messaging, your creative, and your building's tone and personality.

VIDEO, THE ART OF STORYBOARDING AND VERTICAL FORMATTING

The right video strategy in this day and age is critical. People watch countless hours of video every day, and YouTube is the largest search engine in the world right after Google. Whether it's on Facebook, Instagram or another platform, video is everywhere, and shared regularly.

Always start with a story board, and make sure your content is professionally produced. At the same time, be sure your video feels authentic and that the message resonates. Show your human side; after all we're connecting with real people who will one day live in our buildings. The video should also inform them about the neighbourhoods and amenities that they will have access to.

Consider the formatting of your video: no one likes to crank their necks to watch sideways. Instagram – one of the world's most popular social media platforms at the moment – launched IGTV, which allows for longer content and for watching videos in vertical mode.

SOPHISTICATED DEMOGRAPHIC TOOLS

Demographic targeting is becoming more sophisticated, and there are new tools that can help you identify more than just income, age and sex. Behaviour targeting and marketing by identifying habits and trending hyper-targets your new residents and delivers you a more qualified tenant. Work with a partner that has access to multiple data sources and uses sophisticated geo-targeting tools to target these candidates.

INFLUENCERS

Influencer marketing is a classic social media strategy, but who are the new influencers? They are beginning to change. No longer just celebrities, these new influencers are consumers—real people, neighborhood gurus, fitness coaches, and editors that connect people with what they like. Understand your audience and adjust your influencer marketing strategy according to who your target tenant is likely to respond to.

NARROW IN AND FOCUS

Geo-targeting no longer needs to be a broad 1 KM circle, there are new tools like geo-fencing and “geo-snapping” that surgically identify your target audience and POI (points of interest) that they would frequent, helping you find your new resident more efficiently.

Yesterday we called it advertising, today it's marketing, tomorrow is more exciting than ever to connect, to engage and to resonate with your audience. 📺

Jacky Hill is Chief Revenue Officer of NextHome. During her 25-year tenure in real estate, Jacky was awarded a Riley Brethour Award from the Building Industry and Land Development Association and was recognized as Sales and Marketing Person of the Year by the Ontario Home Builders' Association. NextHome offers integrated multimedia strategies that are customized for the real estate industry. For over 25 years, our team of real estate experts has been providing unique marketing solutions that achieve powerful results.

HIGH-IMPACT SOLUTIONS

Products that make every room and unit more desirable

BY KIEL MENICK AND LAYNE DUGGER



Flooring and coatings make the biggest impact on how a resident perceives a space. For these areas, it is important to look for products that can stand up to the high levels of wear. This includes, choosing products with the latest technologies that can reduce the need for frequent repaints or flooring replacement, as well as ensure a property's aesthetic appeal for years to come. Builders and property managers should start the selection process by thinking about how rooms

will be used, and the expected performance throughout the space.

Here are some important features to look at when selecting coatings and flooring:

THE KITCHEN

Kitchens are often the go-to hub for social gatherings. For these areas, select a higher-gloss finish or a technologically advanced washable flat that can be frequently cleaned while maintaining a uniform appearance. For the

walls, look for coatings that resist food splatters, wash easily and resist high moisture levels. Additionally, consider a coating that features Odor Eliminating Technology, which helps reduce ambient odors of organic origin, like tough, lingering odors from cooking, smoke and pets. This technology can reduce common indoor odors, helping rooms stay fresh for longer.

Choose a waterproof, resilient flooring for a cost-effective, attractive solution to spills



and accidents. Use a luxury vinyl plank (LVP) to create a hardwood look that will flow seamlessly into the living room. For durability, look for a product with a high wear layer and PSI. A product with an enhanced finish is up to five times more durable than one with a typical urethane surface.

THE BATHROOM

Water and mildew resistance are key attributes when specifying for a bathroom. While tile is

a popular choice, a shortage of qualified tile installers, installation time and cost can be deterrents. Instead, consider a waterproof luxury vinyl tile (LVT); which provides water resistance and durability, and its natural stone and hardwood visuals can be coordinated with other elements of the overall design scheme. Easing labor needs and expenses, LVT can be installed five times faster than traditional ceramic.

For bathrooms, pick a coating that provides high levels of resistance to moisture and water-spotting, and a paint formula with antimicrobial agents, which inhibits the growth of mold and mildew that cause bacterial odors. Applying the right product in the bathroom can also mean a faster return to service and fewer repaints.

THE BEDROOM

Owners and residents will sleep easy with the right product specifications that can create a desired refuge, and air quality has continued to grow in importance to residents. This can be achieved selecting coatings with GREENGUARD GOLD Certification. These products are certified to GREENGUARD standards for low chemical emissions into indoor air during product usage. (For more information, visit ul.com/gg.) For instance, a coating with zero Volatile Organic Compounds (VOCs) or one that meets the most stringent VOC regulations. Another innovation is Formaldehyde Reducing Technology, which helps promote better indoor air quality by reducing airborne concentrations of formaldehyde and other aldehydes.

This technology helps reduce the levels of these VOCs from potential sources like insulation, carpet, cabinets, fabrics and other building materials. For children's bedrooms, consider coatings that are highly washable with

stain-blocking properties, as well as resistance to marks and burnishing.

Hard-surface products are trending throughout the home, but carpet is still popular in bedrooms. It is important to choose a single-source flooring provider to ensure hard- and soft-surface products are designed to coordinate. Bedroom carpeting should be stylish and provide comfort while also delivering the durability needed for a multifamily unit. New fiber innovations provide high-level durability and cleanability without sacrificing style or softness, ideal for homes with pets or kids. A high-performance fiber system makes it possible to offer carpet without worrying about stains from pet mess and wear, which often call for frequent replacement when a less-than-durable carpet is installed. Or, property managers can consider a modular soft surface option, which can offer quick, cost-effective replacement with high style from installation patterns like herringbone or basketweave.

Paint and flooring technologies have come a long way in offering solutions for residential properties. Selecting the right product can have a significant impact on the performance and aesthetics of the property, but most importantly, on resident satisfaction.

Considering the space's uses and the needs of residents will add value and attract and retain residents. And coatings that apply, hide and touch up easily will save time and money.

When preparing to make selections in a space, remember useful digital resources to make more confident color and flooring decisions. The SoundAdvisor™ website provides the ability to hear the Impact Insulation Class (IIC) test for various floor assembly and flooring combinations and tools like ColorSnap® Visualizer tap into virtual reality in order to visualize colors before applying paint. ■■■

For more than 150 years, Sherwin-Williams has been an industry leader in the development of technologically advanced paint and coatings. As the nation's largest specialty retailer of paint and painting supplies, Sherwin-Williams is dedicated to supporting both do-it-yourselfers and painting professionals with exceptional and exclusive products, resources to make confident color selections and expert, personalized service at its more than 4,300 neighborhood stores across North America.



ACTING ON BEHALF OF OWNERS

Professional management companies add significant value to investment properties

BY BIANCA ROTH, CHIEF EXECUTIVE OFFICER OF NORTH EDGE PROPERTIES LTD.

Poorly maintained rental buildings can result in numerous headaches for owners, from unforeseen repair costs to dissatisfied tenants, long vacancy cycles and declining property values. Enter the professional management company: acting on behalf of owners, the company has the expertise to detect and remedy maintenance issues early on in view of increasing an investment property's profitability.

Learn how hiring a property manager can save you time and money while enhancing the value of your investment.

EFFECTIVE PROPERTY MARKETING

Marketing is an essential tool for attracting potential tenants to a rental property, whether a single unit or a multi-unit residential building. A reputable management company has the contacts and knows the right context to market the property effectively and efficiently. Gone are the days of poor listing images or no images at all. Professional, high quality images are a must, along with virtual tours and other digital tools. Imagery needs to be accompanied by well-worded descriptions, clearly outlining the unit's positive attributes. This might include: Square footage, number of bedrooms and bathrooms, and key features, such as natural light or city or water views. It should also indicate what's included in the rental price (such as air conditioning, heat or water) and any common elements (such as a pool or gym) that are available for the tenant's enjoyment. Posting the rental unit on the Multiple Listings Service (MLS) and other rental search engines can extend its reach. A property manager will mitigate owner stress by taking the reins when it comes to marketing the property and will ensure it stands out in a busy rental market.

TENANT SCREENING AND LEASE FACILITATION

Similarly, attention to detail is necessary when selecting a tenant. Landlords often say that finding responsible tenants is a key concern. Property managers can establish suitable criteria

for screening prospective tenants. They may conduct checks on employment, income, credit scores, criminal history, and seek out references from past landlords or current employers to establish their credibility and reliability, including their ability to pay rent on time and maintain their unit in a clean, livable condition. Management companies also facilitate all aspects of lease administration, from arranging apartment visits for a vacant or soon to be vacated unit, to preparing lease and renewal documents, collecting rent deposit and reconciling annual rental increases to lease terms. They are also responsible for addressing the tenant's maintenance and repair requests in a timely manner. The benefits are twofold: It ensures the tenant remains comfortable in the unit while maintaining or enhancing the property's value. By acting in the best interest of the owner and the tenant, and communicating in a timely, professional manner, property managers can shorten vacancy cycles and increase tenant retention and satisfaction.

BUDGET MANAGEMENT

Property managers are responsible for budget management and keeping detailed financial records, including all income and expenses, maintenance and repair requests, and insurance costs. Concise financial records help property managers maintain monthly budgets, uncover cost-savings, and gives owners a clear indication of where their money is being allocated. They should also have records for building or unit

inspections and rent collections, as legally required. Managers can help to set a budget for the year and assist in deciding where to direct capital funds – for instance, they may suggest allocating a portion to making unit improvements or set aside an emergency fund. What's more, property managers often help owners during tax season by filing property taxes and applying for suitable deductions.

KNOWLEDGE OF LANDLORD-TENANT LAWS

It's vital that owners understand their legal responsibilities and obligations to their tenants – otherwise, legal issues may crop up unexpectedly, which are often costly and time-consuming. A qualified property manager has experience dealing with landlord-tenant laws and will be up-to-date on new rules and regulations, from how to handle tenant disputes to evictions and lease terminations, ensuring owners are legally compliant throughout. In addition, it's critical to have a clear contract between the building owner and property manager, which defines the legal responsibilities of each party. A standard agreement should include: Clearly outlined services and fees; the contract duration; responsibilities of the property manager (such as reporting annual budgets and reviewing property taxes) and the owner (such as establishing a reserve fund and securing property insurance). 🏡

North Edge Properties Ltd. is a premier property management company serving the greater Toronto area since the 1950s, with a commitment to create vertical communities that are safe and enjoyable for residents.

EASY NAVIGATION

Website accessibility and your senior audience

BY KELLEIGH SEDATE

The World Wide Web Consortium defines website accessibility to mean the inclusive practice of design and development so that people with disabilities can perceive, understand, navigate and interact with and contribute to the web. In 2019, the web has become an indispensable part of our day-to-day lives, underscoring the importance of why we need to do our best in making the web accessible to all users including seniors.

It is assumed that web accessibility is really just for people with disabilities, but

that's a common misconception. In reality, improving web accessibility for people with disabilities improves everyone's experience. Specifically looking at a senior audience, we need to be sure to make adjustments for their vision, physical ability, hearing and cognitive ability.

As we age, our vision declines, making it more difficult to read and see images on a website. Our dexterity decreases making it difficult to tap and click buttons and links accurately. We experience more trouble hearing, changing the experience

of watching a video online. Our cognitive ability changes, we might have a harder time concentrating, have difficulty following navigation and finding information on a website. And we become more easily overwhelmed by pop-ups, automatically rotating image carousels and webpages overloaded with content.

With a few design tweaks, you can tackle some of these obstacles on your website to make it more friendly towards your senior users. Here's a quick guide to get you started:

GETTING STARTED WITH WEB ACCESSIBILITY

1.

TEXT

Ensure you are using a font that is readable. When in doubt, stick to a popular sans serif webfont such as Arial, Helvetica, Open Sans or similar.

Make sure you choose a text colour that contrasts well with the background. There are a few websites that can help you check, such as Accessible Colours.

Avoid putting text in images. If you do, make sure to put a solid colour behind the text and include the text in the image's html alt-img tag, which will be read by screen readers.

Avoid long paragraphs and large chunks of italic text as these can be hard to follow.



2.

BUTTONS

Be sure that buttons and links are clearly marked. Links should always include an underline even if they are a different colour, to make them more clearly identifiable.

Avoid putting buttons and links too close together. Tapping and clicking is less accurate for seniors and we don't want them landing on the wrong page by mistake as it could be difficult for them to find their way back.

Make sure it is easy to understand what a button or link will do, or where it will go.

Use text instead of icons for buttons.



3.

VIDEO AND ANIMATIONS

Do not have videos automatically play on your webpage or allow content to auto-rotate. This includes image carousels. Let users click through images at their own pace.

Include closed captions on your videos so seniors can read what is being said.



4.

NAVIGATION AND ORGANIZATION

Make sure your main navigation is easy to follow and content is easy to find.

Be sure that users can follow where they are as they click through pages. Breadcrumbs at the top of the page can help.

Make sure the content on your page is well organized so users can find what they are looking for.

Avoid excessive amounts of information, keep your webpages simple to avoid distraction and confusion.

TEAMWORK

VISUAL



THE PERSONAL TOUCH IN LEASING

Is there an app for that?

BY SHERYL ERENBURG

Let's face it: technology makes our lives easier. With today's great business-gear apps, it's so easy to rely on technology to do a lot of the heavy lifting in the rental office. After all, online registration lists with auto-response, online appointments with confirmation via text messages, floor plan and elevation touch screens, follow up-eblasts and exit surveys are huge time-savers. Little wonder they're a hit with today's leasing professionals.

But let's not forget that selling is about connecting. And no matter how brilliant it is, technology alone doesn't sell as well as people do. So how do we bring a bit of the human touch back into the leasing process? There are a lot of simple ways to do this throughout the leasing pitch – and these can all happily co-exist alongside today's tech.

BEFORE THE APPOINTMENT

1. Prequalify your prospect over the phone, prior to the appointment. Use the opportunity to make a personal connection by offering directions, parking tips, and confirming what they can expect at the appointment.

2. Ask a few pointed questions to help guide your showing. Do they have pets, children, commute to work? Are they into exercise or entertaining? Make a list of all amenities relevant to them.



3. Jot down what the prospect tells you, so you can repeat their ask when they arrive. This will reinforce that you were listening to what they were saying.

WHEN PROSPECT ARRIVES

4. Establish a connection as soon as they arrive, by greeting them by name and introducing yourself. Treat the meeting as if you were receiving them in your home: offer a beverage, and a seat to make them feel comfortable. Take a moment to review their preferences before showing them any suites.

5. When showing a model or vacant suite, use their name frequently. If you are challenged with remembering names, bring their guest card or a notebook with you. This will be useful for jotting down their comments and preferences as they tour.

6. Tailor your presentation to your prospect's profile. You will have gathered intel about things like pets, children, exercising, and work commutes from your initial phone call. So don't waste time showing the dog run to people who don't have dogs; don't talk about schools and daycare to couples without children. Show the fitness room to those prospects who exercise, and the nearby bus stop or subway entrance to those people who commute to work.

7. Be an active listener. Psychologists do this all the time: repeat back what they have said in different words; this shows that you are listening and understanding what they are saying.

8. Pay attention to your prospect's preferred method of communication. If their initial contact was by email, they are likely time-pressed, so set up the appointment via email rather than asking them to call you. Note that most seniors are more likely to prefer a phone call over email. When in doubt, ask how your prospect prefers you to follow up.

AFTER THE APPOINTMENT

9. Make your follow up stand out. Instead of getting lost in the hundreds of emails in their inbox, send a short, handwritten note. (This is especially effective with the older demographic). Reiterate a tidbit they shared when you met, along with details of one of the suites they toured. This is a great place to acknowledge that you recognize deciding where to live is a big decision; offer them a second opportunity to tour. You can never over-service a prospect.

Technology is here to stay, and it's only going to become more prevalent in the way we do business. When used properly, it can help increase efficiency and yes, even help advance the sales cycle. The trick is knowing how to use technology without hiding behind it. Replace some of that screen time with face-to-face time and see just how far your success can go. 📈

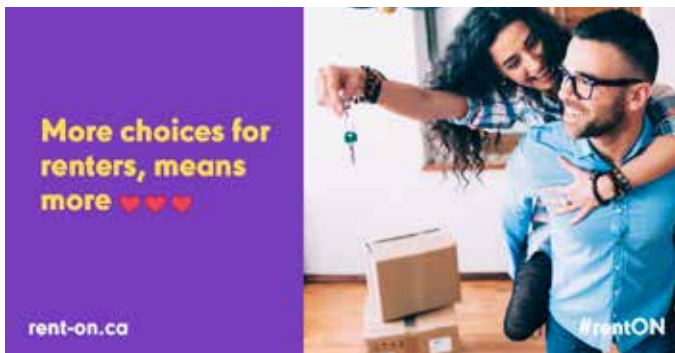
Sheryl Erenberg and Associates are marketing consultants to the rental industry specializing in lease-up of new, purpose built rentals.

A promotional poster for 'Transform Build Innovate'. The background is black. On the left, there is a 3D graphic of several colorful cubes (red, teal, purple, blue, green) arranged in a stepped, staircase-like formation. To the right of the cubes, the text 'Transform Build Innovate' is written in large, white and red font. Below this, three lines of text in red font read: 'Transform How You do Business', 'Build New Relationships', and 'Innovate the Way You Work'. At the bottom left, the logo for 'THE BUILDINGS SHOW' is displayed, consisting of a hexagonal pattern of white dots. To its right is the logo for 'pm EXPO' in red. Below these logos, the dates 'December 4 - 6, 2019' and the location 'Metro Toronto Convention Centre' are listed. At the bottom, the website 'thebuildingsshow.com' is provided, followed by social media icons for Twitter, LinkedIn, Facebook, and Instagram.

MORE CHOICE NOW

The government needs to step up for renters

BY LYNZI MICHAL



“ If we are going to make a dent in the rental housing supply gap, then we need sustained, strategic policies around rental housing at all three levels of government to stimulate further rental housing construction. ”

This federal election, all parties were eager to help Canadians buy a home. But in the new Parliament, if MPs concerned about housing affordability focus only on home ownership, they will be ignoring a huge segment of the population: renters.

Canada has 4.6 million rental households according to the 2016 Statistics Canada census – that’s about 32 per cent of all households in Canada. And the rental population is growing, while homeownership rates have declined over the last decade.

Too often, the perception is that rental is the housing option of last resort – if you rent, it must be because you can’t afford a home. But the reasons for renting, and the demographics of renters, are changing.

Today, renters are people from all income brackets, and they rent for different reasons. Young people who don’t want to own, preferring an urban lifestyle and the flexibility to move easily and affordably. Seniors who are downsizing and want to be closer to amenities or their children. Canadians of all ages in urban centres whose incomes are high enough to buy, but who would rather invest in their retirement portfolio or life experiences. And, of course, those who can’t afford to buy, who also deserve quality housing choices.

The federal parties had very little on offer for renters in the lead up to the election. Now that the Liberals have won a strong minority, they will likely implement their pre-election National Housing Strategy. While the ten-year, \$55 billion Strategy has many positive elements, most are targeted to ownership housing.

There is a welcome proposal to provide low-cost financing for 40,000 new rental construction units that meet certain tests. However, this approach falls short because of its narrow focus on financing tied to specific incentives for a limited number of rental units, instead of increasing the supply of rental housing more broadly.

There are real solutions at hand for the federal government to help grow the supply of rental housing, an option Canadians want and need. A newly elected federal government should look at changes such as allowing rental housing to qualify for small business tax treatment, and eliminating the GST/HST on rental housing operations.

Perhaps the biggest single stimulus to new investment in purpose-built rental housing would be reform of the taxes on rental housing. Increasing the capital cost allowance (CCA) rate for rentals and allowing CCA deductions against other income are just two examples.

Not every MP, new or re-elected, appreciates the nuances of tax policies’ impact on rental housing. But they can all understand that if demand is growing and policies don’t allow for and promote new supply, renters will be much worse off.

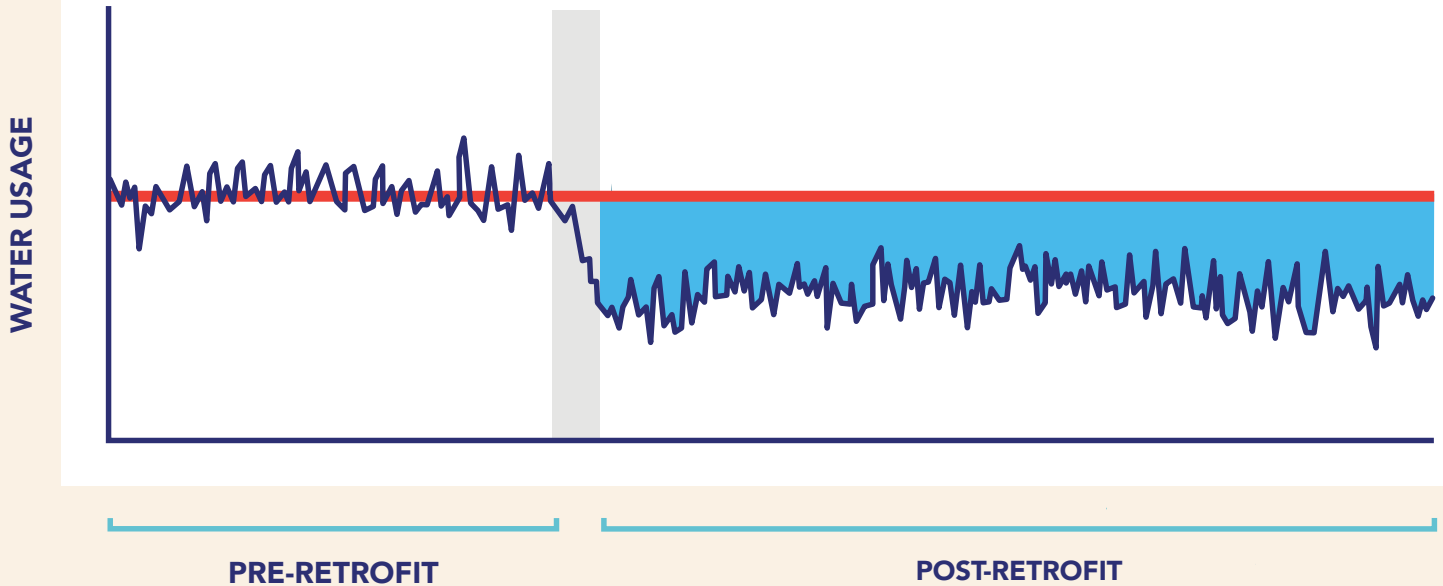
If we are going to make a dent in the rental housing supply gap, then we need sustained, strategic policies around rental housing at all three levels of government to stimulate further rental housing construction. Quick action by the new federal government can get everyone moving in the right direction. ■■

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CANNABIS LEGISLATION

A LOOK BACK AT YEAR ONE

BY JOE HOFFER

A hot rental market and low financing rates have fuelled an influx of investment into an aging housing stock. These factors, in conjunction with the loss of the post-1991 rent control exemption, has spurred a large volume of Above Guideline Rent Increase applications (“AGIs”), where investors attempt to

recoup a portion of their capital outlay through rent increases.

Prior to implementation of the legalization of cannabis, there was some apprehension by the multi-res industry about the impact it would have on portfolio operations. Concerns about cultivation and consumption by tenants, as well as consumption

by employees, were well founded and most informed industry members acted pro-actively to introduce preventative policies and rules well before the cannabis legislation took effect. Now that a year has passed, we have the advantage of hindsight and the experience to assess the effectiveness of our strategies.

“ LTB decisions have held that smoking itself may constitute grounds for termination of tenancies in circumstances where the tenant’s smoking results in complaints from neighbouring tenants. ”

In terms of proactive strategies, most professional industry members implemented “Rules” under the terms of “sitting tenant” leases to restrict both cultivation and consumption of cannabis in rental units and in the residential complex. Most industry leases include a long set of “Rules and Regulations” which culminate in a general rule allowing landlords to implement “reasonable” rules at any time. To ensure “reasonableness” of their Rule, most landlords introduced a complete prohibition on cannabis cultivation, as well as the smoking or burning of “any substance”, including tobacco, cannabis, vaping, etc. A concern for landlords who implemented prohibitions on cannabis cultivation and

consumption was whether the Rule would be found to be “reasonable” and whether it would be viewed as discriminatory.

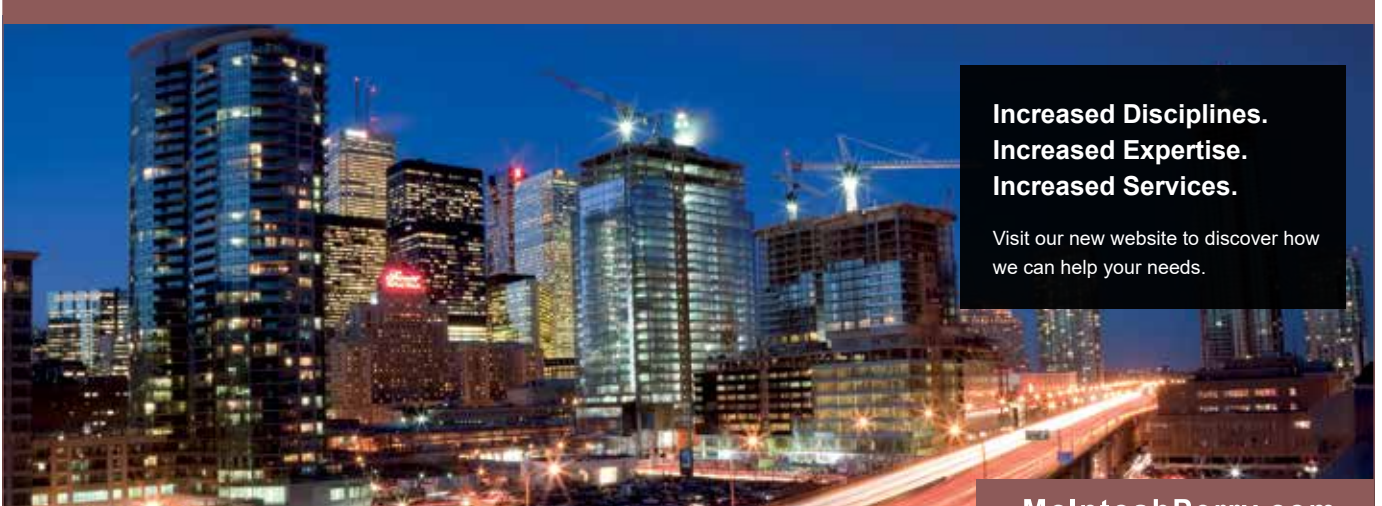
More than a year has passed and all indications are that the rules containing cannabis smoking and cultivation prohibitions are effective and accepted by the Landlord and Tenant Board (LTB). There is also judicial authority (albeit from Quebec Superior Court) to support the argument that rules prohibiting smoking, even among “sitting” residents, are reasonable and enforceable. LTB decisions have held that smoking itself may constitute grounds for termination of tenancies in circumstances where the tenant’s smoking results in complaints from neighbouring tenants.

In addition, it is relatively easy to make the case that the generation of either cannabis or tobacco smoke constitute both an annoyance and a health and safety issue. Landlords are obliged, under the provisions of the Residential Tenancies Act (RTA) to comply with, among other things, health and safety standards. The adverse health impacts of tobacco smoke are well documented, and as for cannabis, most board members have no difficulty accepting that tenants generally do not wish to have their infants exposed to inhaling cannabis smoke as they navigate apartment hallways.

As for cultivation, there have been no major challenges that we are aware of at the LTB, relative to the rule prohibiting

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cultivation of cannabis for personal consumption (four plants or less). The concern for industry members has not been the existence of household plants; rather, it has been the use of equipment to generate excessive heat, humidity and light which can result in property damage and health issues relative to the prevalence of mold and adverse air quality in the rental unit. For the most part, personal cultivation of cannabis for recreational consumption has not created operational issues and we are not aware of successful legal challenges to the reasonableness of the cultivation prohibition in rental units.

Where there have been legal and operational challenges is in the context of “medical” cultivation and use of cannabis but this is a problem which predated legalization of cannabis a year ago. The issuance of a license to grow cannabis for medical consumption has long been permitted; however, there is nothing in legislation which forces landlords to accept cannabis cultivation and consumption by

smoking in rental units. The medical license to grow simply authorizes a person to grow and process a set number of cannabis plants based on a medical prescription. The license to grow can specify a rental unit location for cultivation but that is based on information submitted in support of a license by a tenant. It is still open to a landlord to prohibit the tenant from cultivating cannabis in a rental unit, and where the tenant/license holder asserts that the landlord must “accommodate” the tenant’s cultivation for “Human Rights” reasons, that assertion may be successfully challenged.

Federal Cannabis Legislation does not specify that cultivation may only occur in a person’s principal residence and it allows a license holder to designate both a location and another person to cultivate on behalf of the license holder. In balancing the interests of the license holder and the landlord (and by extension, the interests of other tenants in an apartment building), there is a strong case to be made that

the license holder’s “human rights” are not offended by prohibiting the cultivation of cannabis in a rental unit. We have cases currently at the LTB where tenants are insisting on the right to grow up to 50 plants in a rental unit located in a multi-residential apartment building. There is ample evidence to support a finding that a “grow-op” located in a rental unit constitutes an environmental and safety hazard, in fact in some cases landlords have been ordered to conduct and pay for an environmental assessment of air quality of a rental unit even though the grow op is being run by the tenant! As of today, we are still awaiting completion of hearings on the issue but it is hard to comprehend how any Board Member of sound mind would authorize operation of a “grow-op” in a multi-res building when the grow op can legally be placed in a more appropriate location.

It is also difficult for a person with a cannabis prescription for medical purposes to demand a right to consume cannabis through smoking inside a rental unit. Even if they can produce a doctor’s note stating that consumption must occur through burning and smoking medical cannabis, there is no reason why a landlord cannot insist that the activity occur out of doors, just as is the case with tobacco smoking. The only exception, in our view, is where there are “mobility issues” which would then require accommodation of the tenant to allow consumption in the rental unit. Given the narrow circumstances in which in-suite cannabis consumption can be supported on human rights grounds, it is our experience that the overwhelming majority of tenants comply with the Rule when asked to do so. We have a few cases with adjudication pending and will provide updates as they come available.

Bottom line? After one year it appears that the impact of cannabis legalization on multi-res operations has been minimal, largely because of proactive measures implemented by landlords to discourage cultivation and consumption of same. That’s good news for landlords! 🍀

Joe Hoffer is a lawyer and partner with Cohen Highley LLP, a law firm with offices in London, Kitchener, Chatham and Sarnia. Joe has a litigation-based practice (for 30 years) in the areas of Real Estate, Condominium Law, Land Use Planning, and Residential Tenancies Law (Landlords only). He appears regularly before Provincial Boards and Tribunals, the Superior Court of Ontario, the Ontario Divisional Court and the Ontario Court of Appeal.

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MIXED-USE ASSETS ON THE RISE

Unique valuation model required for success

BY TIM BLACKWELL

Mixed-use properties are drawing considerable interest by investors in the multifamily and commercial spaces. Walkable communities and transit oriented development are creating new opportunities for not only developers but renters and business owners as well.

Partners at Goulston & Storrs, one of the largest retail real estate law firms in the U.S., say mixed-use assets are on the rise in a report by Forbes.

New developments are springing up combining residential with retail, office, medical and other spaces in large urban areas. “Mega development” towers that blend luxury, conventional or affordable living spaces with local retail that includes high-end restaurants and theaters are dotting Los Angeles, New York, Washington, D.C., and other metropolises.

Residents can live, shop and dine without leaving home with desirable ground-floor retail and office space anchoring high-rise apartments.

VALUATION PRACTICES ARE CHALLENGING REAL ESTATE'S NEWEST TREND

The Urban Land Institute and National Association of Realtors are devoting plenty of space to what's becoming a widely popular investment option but say with it comes a lot

of questions. Ideas vary on how to effectively execute a mixed-use development from finance to development to lease to operation.

Unlike residential or commercial developments, mixed-use projects in high-density or suburban settings are sometimes difficult to finance and have a lot of check-boxes to determine whether they are profitable or will fail.

One of the biggest challenges is that valuation practices haven't always advanced with the asset strategy, says RealPage Senior Vice President Damien Georges. In a recent article published by PERE, Georges said a single valuation won't capture the true worth of all the spaces under one roof.

“In this new world of mixed uses and co-working, institutional owners must grapple with the problem of valuing different cash flow streams in different ways, based on how a property is being used,” he said in the article. “Unfortunately, one size does not fit all when it comes to valuing a mixed-use asset.”

“This is why the majority of valuation analysis for mixed-use portfolios currently occurs in Microsoft Excel.”

MIXED-USE SPACE AND USAGE MUST BE FACTORED INTO VALUATION

Georges said a common mistake by small and large investors alike is not taking into

consideration the actual usage of each space while trying to assign a single valuation methodology based on the property type. An incorrect valuation will affect the dynamics of the lease, which ultimately determines cash flow and investment return on the balance sheet.

That's just the tipping point. The wrong valuation can have a cascading impact on cap rates as well as benchmarking against competitors. Ultimately, the estimation can shake the foundation of the development.

“This could lead to incorrect assessments of asset manager performance by owners and investors,” Georges said.

DATA-FUELED VALUATION SOFTWARE CAN MAKE THE RIGHT ASSESSMENT

The answer is transaction data models that are used for determining asset valuations within a portfolio. Property management software tailored for asset evaluation enables the investor or user to accurately identify the type of space associated with a lease.

Without the proper transaction history, the chances of implementing a successful strategy for mixed-use development are slim to none, Georges said.

“Managers should look for service providers with a history of developing data management and portfolio management solutions for complicated investment managers.” ■



ENVIRONMENT RE

Part 5 of CRBP's six disciplines explained

BY TED WHITEHEAD AND MARK DAVID

Membership in FRPO's Certified Rental Building Program (CRBP) is an effective means of maintaining a high standard of rental-housing quality when managing your building or working with tenants. When prospective or existing tenants see the familiar green CRBP logo and checkmark on your property, they will immediately know that they can "Rent With Confidence".

FRPO's CRB Program is North America's only multi-residential certification program. It was founded in 2008, and now has over 1,300 multi-res buildings registered in it from the provinces of B.C. and Ontario. A key founding element of CRBP is its six Standards of Practice disciplines in which all affiliated property managers must demonstrate compliance with to receive official "certification" for their buildings. In this six-part series, we previously examined the first four Standards of Practice

disciplines covering Building Operations, Resident Operations, Human Resources, and Financial/Risk Management. This article will cover off the fifth discipline – Environmental Operational Management.

DISCIPLINE 5 - ENVIRONMENTAL OPERATIONS

As the concerns about Global Warming and Climate Change continue to grow in stature, so equally does the need for every industry, and their members, to do their part as proactive environmentally-responsible corporate citizens. For Canada's multi-res industry, this has never been more important than it is now, as all levels of government seek to penalize (tax) those industries that are considered major producers of carbon emissions. Recent studies indicate that the multi-res industry is considered to be a key contributor to Canada's carbon-emissions output, contributing somewhere between

6% to 13% annually. This makes us a prime target for governments in their quest to meet their carbon-emission targets.

However, one thing sets our industry apart from other business sectors: largely it is not our buildings on their own that use energy, water, and create waste – it is the residents living in them. In most communities across Canada, as the growing cost of utilities and carbon taxes are being placed on business, multi-res has only limited opportunities to pass those costs onto the end-user and to modify consumer behaviour.

THE RESIDENT (CUSTOMER) EQUATION

Over the past 25 years, we have all learned the importance of being environmentally responsible citizens, and so has the next generation of Canadian renters. In 2009, a resident survey study conducted by J.D. Power found that a property's "green" rating only sat at #19 in terms of importance



RESPONSIBILITY

to prospective tenants. More recent studies (i.e. from 2017) show that renters are prioritizing “being green”, placing it between fifth and seventh on their list of reasons for looking at an apartment. It is fair to say that your company’s environmental reputation will ultimately be a key decision maker for many prospective tenants.

CRBP’s Environmental Discipline is an integral part of our “quality assurance” commitment to provide Canadian renters with healthy and safe apartment communities. We viewed this discipline so “critical” to our industry’s sustainability commitment that we established a separate brand certification within CRBP called - Living GREEN Together.

The Environmental discipline is based on the two realities: 1) Conserving resources makes good business & economic sense, and, 2) Conserving Resources makes environmental sense. The associated standards of practice are pragmatic, proactive, and participatory. The latter focused on involving residents (tenants) in proactive energy/water conservation measures, and waste diversion practices. The more we commit our residents to good conservation practices/measures the lower

the operating costs of an apartment building and the better it is for the environment.

The Environmental Discipline consist of 10 standards covering policy, environmental performance areas, and education/engagement. They include the following and much more:

Policy

- **Documented Environmental Policy**
- **Environmental Preferred Purchasing Policy**
- **Environmental Performance Monitoring**

Environmental Performance Areas

- Electrical standards
- Water Standards
- (HVAC) Standards
- Waste Diversion Standards
- Air Quality Standards

Education/Engagement

- Employee Awareness Education
- Resident Engagement Practices.

At the heart of the reason why FRPO introduced its industry CRBP certification initiative was the need to demonstrate our ability to self-regulate, along with our



commitment to being a socially-responsible & sustainable industry. The latter includes demonstrating our caring for employees, and the customers (renters) that live with us. We call it Living GREEN Together™ and our means as industry to promote safe, healthy, and greener apartment communities across Ontario.

It makes good corporate business sense for all professional property management companies to be a part of CRBP environmental discipline. At the corporate governance level, it provides investors, and unitholders/shareholders with greater peace of mind that their investments are contributing to overall social good and environmental betterment. 🌱

For further information about the CRBP and how to apply for the certification, please contact the Federation of Rental-housing Providers of Ontario (FRPO) – Ted Whitehead, Director of Certification, or visit our website today at www.frpo.org.



BUILDING MAINTENANCE SYSTEMS

The way of the future

BY MARY NITSCHKE

In 1985, “Back to the Future” landed in theaters thrilling audiences with its nostalgic view of the past (1950s) and its futuristic predictions of what lay ahead. Call me twisted, but I love the moment when Biff repeatedly thwaps George McFly on the forehead, saying, “Hello McFly!” It’s my battle cry when I’m missing something obvious. I imagine Biff’s fingers tapping my forehead, then I think about smart apartments, IoT, and ask myself: what are we really missing? Eeh gads! Building Maintenance Systems (BMS).



Most of us now have a few years of experience with smart technology. We know the value of smart thermostats, locks, lighting, and leak detection. We've barked at Google Home and Alexa, begging it to answer a question or turn something on—or at the very least, we know someone who has told us about these experiences in detail. We've been pitched on the potential savings in utilities for both resident and owner, to better control turnover expense. While these are good things, Biff is still tapping my forehead. "Hello Mary, what about the building?"

Consider the most recent round of construction and the focus on sustainability and well-being. In many cases, there are expenses that are entirely owner-paid (like house electric), which can comprise approximately 22 percent of total utility spend. If you compare this to the cost of turnover, which is typically less than 5 percent of total utility spend, it looks like we have an opportunity to dream bigger.

Have you looked at your building's systems and fixtures lately? They are commercial-grade systems, yet the apartment industry has yet to integrate the same management controls that the commercial real estate industry has been using for over four decades. Yes. BMS has already been around since the 80s.

Think about it. If you have a garage, you have a mechanical ventilation system. If you have interior corridors, clubhouses, leasing offices—you're likely running commercial-grade HVAC to condition those spaces.

What kind of IoT do you use to manage those systems? Does it really make sense to install a highly efficient HVAC system, yet not provide your facilities team with the tools to manage and proactively maintain it?



Fun Fact: 90 percent of buildings waste 20-50 percent of their energy. The age of the building has no correlation to energy efficiency. It's all about the tools, automation, and proactive maintenance. As apartment developers construct more and more high-density product, why are we just thinking smart apartments? Think instead about how sexy your NOI might look if you, instead, considered smart communities.

Think, too, about our maintenance teams and how we've asked them to run 110 hurdles with their shoelaces tied together. In most instances, the systems we install are not connected. If you have a garden-style community with 20 buildings and each building has its own domestic hot water system, do you think your facilities team has the time to check the operational temperature of those systems daily? Even if there is a remote view of the performance of say, an HVAC system, it's likely separated from the hot water system, garage ventilation system, pool system, and more.

How many different systems does the maintenance team need to monitor? Additionally, how much automation is integrated into those systems?

I chatted with a commercial building engineer regarding his BMS System. He loved it. He could maintain and service a building that was 15 minutes away from his desktop. I inquired what resources he would need if he did not have a BMS system. He indicated that he would need to increase his team size because they would be running around, less efficient and reactive instead of proactive.

He was also concerned that without a BMS automating HVAC temperatures that there would be an increase in events when spaces were uncomfortable and tenants complained.

Back to our design. When we are constructing and retrofitting to add smart apartments, we should at least acknowledge the elephant in the room: our communities. They should be smart, too. In many cases BMS can install on an existing asset; those commercial buildings that have installed retroactively saw a 2-3-year payback. If we are not looking at BMS when we are looking at IoT for our communities, we'll ultimately have Biff drumming his finger against our forehead saying "Hello, McFly. BMS."  

This article originally appeared in the Journal of Utility Management



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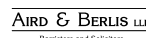
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Zipsure.ca & A.P. Reid Insurance Ltd.

LEASING PROFESSIONALS

Bonnie Hay & Associates
Sheryl Erenberg & Associates

LEGAL SERVICES • RENT CONTROL • PROPERTY TAX

Aird & Berlis LLP
Altus Group Ltd.
Cohen Highley LLP
Debra Fine Barrister & Solicitor
Dharsee Professional Corp
Dickie & Lyman Lawyers LLP
Gardiner Roberts LLP
Horlick Levitt Di Lella LLP
Landlord Legal Paralegal PC
Schwarz Law LLP
Zarnett Law Professional Corporation

PARKING

Edge Group Ltd.
Epic Parking Control Services Inc.
Precise ParkLink
Rover Parking

PEST MANAGEMENT

Bed Bug Authority
Citron Hygiene
Orkin Canada
Pest Control Plus
Terminix Canada

PROPERTY MAINTENANCE • CONSTRUCTION & REPAIR • SUPPLIES

Absolute Ventilation Inc.
Ace Group of Companies
All Professional Trades Services Inc.
Altona Renovation Ltd.
Broda Construction Ltd.
Brook Restoration
The Byng Group
CanMar Contracting Limited
CDM Distribution Inc. - 4 Corners
Certified Building Systems
The Certified Group
Conterra Restoration Ltd.
Cranfield General Contracting
Cynergy Mechanical Ltd.
Direct Property Services
DBS Air
Dulux Paints
Edge Group Ltd.
Home Depot Canada
Forest Contractors Ltd.
HCS Contracting
HD Supply Canada
H&S Building Supplies Ltd.
ICS Facility Services
Intact Renovations & Contracting Inc.
IronClad Flooring & Renovations Inc.
LEaC Shield Ltd.
Lincoln Construction Group
Major Air Systems
Maxim Group General Contracting
Modern Pro Contracting
Moen
Multitech Contracting 2000 Inc.
Neutral Contracting Group Inc.
New-Can Group Inc.
Norstar Windows and Doors Ltd.
Ontree
PAC Building Group
Pascoal Painting & Decorating Inc.
PCM Inc.
Peerless Contract
Platek
Pure MG
Roma Restoration
Sherwin-Williams Co.
Shnier Gesco LP

Sky Contracting Inc.
Solid General Contractors Inc.
Tac Mechanical Inc.
TORLYS Smart Floors Inc
Trace Electric
Traffix Inc.
Water Matrix Inc
ZGemi Inc.

PROPERTY MANAGEMENT SOFTWARE

Reed Water
Yardi Systems Inc.

REAL ESTATE

Avison Young Commercial Real Estate
CB Richard Ellis
Colliers International London Ontario
Colliers International Toronto Ontario
Lennard Commercial Realty, Brokerage
Primecorp Commercial Realty Inc.
QuadReal Property Group
Skyview Realty Ltd.
Stonecap Realty Partners Inc.
Sutton Group-Admiral Inc.
SVN Rock Advisors Inc.
Woburn Group

RENT PAYMENTS

Payquad Solutions

RENTAL HISTORY • TENANT CREDIT RECORDING • COLLECTIONS

Canadian Credit Protection Corp.
Gatmaster Inc. - TenChek
Locnest Holding Inc.
Naborly
Rent Check Credit Bureau

TENANT SERVICES

Canadian Tenant Inspection Services Ltd.
UR Concierge Services Inc.

TRAINING & EDUCATION

Informa Exhibitions
PSN - Performance Solutions Network
Smoke-free Housing Ontario
Taeus Group Inc.

WASTE MANAGEMENT

Waste Management of Canada Corp.

WEBSITE SERVICES

Landlord Web Solutions



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