

Park Property Management Inc. joins Certified Rental Building Program



All photos this page by: Tony Milnick

The Park Property Management Mississauga Team celebrated their Certified Rental Building Program achievement with Mayor Hazel McCallion, FRPO Chair David Horwood and President and CEO Vince Brescia.

It was a November to remember for Park Property Management Inc., as The Federation of Rental-housing Providers of Ontario (FRPO) officially launched the Certified Rental Building Program (CRBP) for rental housing at three of Park Property Management Inc.'s communities. On November 4, they celebrated the inauguration of their Aurora Court community in Scarborough, on November 5 the celebrations were held in Stratford as 22 Greenwood Drive had their certification and signage unveiled. Then the festivities continued on November 12 at Lolita Gardens, located on 600-620 Lolita Gardens, in Mississauga, was inaugurated.

The CRBP residential rental housing initiative is the first quality assurance Program of its kind, in North America, designed specifically for tenants (consumers). In 15 months, since the Program's inaugural launch in Toronto, FRPO members have enrolled over 91,000 suites, in 1,200-plus buildings, throughout Ontario. As of the end of October, over 500 multi-residential apartment buildings have received official "certification status" across Ontario.

Said FRPO President and CEO Vince Brescia, "FRPO's goals with this Program are to promote professionalism in our industry, and provide tenants with a quality assurance alternative when selecting their rental home."

"The Federation of Rental-housing Providers of Ontario is to be commended for launching the Certified Rental Building Program in Mississauga and providing tenants with a much valued peace of mind when selecting their rental unit, knowing their unit meets the rigorous requirements of the program," said City of Mississauga Mayor, Hazel McCallion, during the celebrations she attended at Lolita Gardens.

"Park Property Management has been a market leader in the residential rental industry and is proud to have the first apartment building to be accredited in the CRB Program," said Park Property Management Inc.'s President, Gerd Wengler. "The certification confirms Park's commitment to the highest standards of professionalism and assures existing and new renters that they will receive quality accommodation and service," he added.

FRPO'S Director of Certification Ted Whitehead said, "FRPO's Accreditation Program provides its members with a consistent set of standards that represent good value in rental housing for Ontario consumers. The Program's seal of approval communicates to consumers a symbol of quality-assurance that helps tenants easily recognize well-run, well-managed buildings."

Added Whitehead, "A key benefit of the



Enjoying the Certified Rental Building festivities at 600-620 Lolita Gardens in Mississauga (l-r) Park Property Management's Vice-President Margaret Herd, FRPO Chair David Horwood, Mayor Hazel McCallion, FRPO's Director of Certification Ted Whitehead and Park Property Management's President Gerd Wengler.



Mayor Hazel McCallion said, "FRPO, and Park Property Management as the first landlord in Mississauga, are both to be commended for launching the CRB Program in Mississauga, providing tenants with a much valued peace of mind when selecting their rental unit, knowing their apartment meets the rigorous requirements of the program."

Program for Ontario tenants is that it provides them with added peace of mind when they choose a CRBP-approved building. It confirms that they have selected a rental home where the property manager cares about the quality of the rental building product and the quality of service they provide to tenants. Ontario tenants are responding very favorably to the Program, as the number of inquiries on our website continues to grow exponentially."

FRPO's goal is to have 100,000 suites and 1,300-plus multi-residential apartment buildings certified in the Program by the end of 2009. Whitehead said "Member enrollment continues to grow and we are well on target to meet our 2009 goal. Since the program's inception 15 months ago over 500 buildings representing 55,000 suites have now been fully certified across Ontario."

The Program will introduce a 'best practices' approach to the provincial rental marketplace, to make it easier for tenants to recognize 'good' buildings and 'good' property managers. For the first time in the rental housing marketplace, renters will have a quality assurance alternative when selecting their apartment home.

THE PROGRAM'S OBJECTIVES ARE:

To approve and classify multi-residential apartment buildings, across the Ontario marketplace, that meet a defined set of industry quality assurance standards for rental housing consumers

To make it easy for tenants, and potential rental housing consumers, to recognize well-run, well-managed multi residential apartment buildings

To provide rental housing consumers with a quality assurance alternative when selecting their apartment home

For a multi-residential apartment building to qualify as a Certified Rental Building it must meet the five mandatory requirements of the Program:

Abide by FRPO's and the Program's Member Code of Conduct

Adhere to the Program's Mandatory Standards of Practice

Successfully comply with the mandatory Third-Party Audit Process

Have identified staff successfully complete the Program's Training and Education component

Agree to market and identify their building as Certified Rental Building to prospective tenants

Consumers and tenants looking for Certified Rental Buildings across Ontario can learn more by visiting www.crprogram.org

Comprised of over 800 rental property owners/operators who supply rental units to over 250,000 Ontario tenants, FRPO is the largest rental housing industry association in the province.

To encourage rental housing providers to participate in the Federation and in its certification Program, FRPO provides many benefits with membership, including:

- Free Legal Advice on specific landlord/tenant inquiries
- Member access to numerous bulk purchase programs
- Access to the FRPO's natural gas program
- Discounts with Home Depot, RONA, Colour Your World
- Regular bulletins on issues of interest to industry professionals
- A subscription to the industry magazine FE

For more information on Park Property Management Inc., visit www.parkproperty.ca.



Photo: Nicola Betts

Park Property Management Inc.'s Scarborough Team celebrates the Company's Certified Rental Building Program achievement at a news conference and sign unveiling ceremony.



Photo: Nicola Betts

On November 4, Park Property Management Inc.'s Scarborough apartment buildings received Certification from the Federation of Rental-housing Providers of Ontario (FRPO). Shown (l-r) at the sign unveiling are Vince Brescia, President & CEO, FRPO; Gerd Wengler, President and Margaret Herd, Vice-President, Residential Property Management, Park Property Management Inc.; Ted Whitehead, Director, Certified Rental Building Program, FRPO.



Photo: Tony Milnick

In Stratford, Park Property Management Inc.'s team celebrates the Company's Certified Rental Building Program designation at a news conference and sign unveiling ceremony, on November 5.



Photo: Tony Milnick

Park Property Management's apartment buildings in Stratford, Ontario received Certification from the Federation of Rental-housing Providers of Ontario (FRPO) on November 5. Shown (l-r) at the sign unveiling are FRPO Director of Government Affairs, Mike Chopowick; Stratford Deputy Mayor and Councillor George Brown; Margaret Herd, Vice-President and Gerd Wengler, President Residential Property Management, Park Property Management Inc.; and Ted Whitehead, Director, Certified Rental Building Program, FRPO