

Concert Realty Services Ltd.

launches Certified Rental Building Program at Sierra at Village Gate West

Located at 7 Summerland Terrace, “this residential rental-housing designation is a must for any new apartment offering the very best in quality and service in Ontario. The CRB is the first quality assurance program in North America, designed specifically for tenants (consumers). Since the Program’s inaugural launch, FRPO’s members have enrolled over 101,000 suites, in 1,375+ buildings across Ontario,” said FRPO’s Director of Certification, Ted Whitehead.

“We are pleased to announce the grand opening of our new Sierra apartment building, at our Village Gate West community,” said Rod Pirie, regional manager - residential properties for Concert Realty Services Ltd. “Village Gate West and the Sierra building offer the very best in quality and service for Toronto rentals, and we are delighted to have this building certified under the Certified Rental Building program.”

Said FRPO President and CEO Vince Brescia, “FRPO’s goals with this program are to promote continued professionalism in our industry, and provide tenants with a quality assurance alternative when selecting their rental home. This program has been very well-received by Ontario tenants because it helps make the finding of a good quality rental home apartment much easier.”



Photo: Paul Casselman

Celebrating the July 16 official opening of Concert Realty Services’ new apartment building in Etobicoke, Sierra at Village Gate West, and achieving FRPO’s Certified Rental Building designation with thumbs up are (l-r) Concert Properties’ President, Brian McCauley; Village Gate West Building & Resident Services Manager, Jennifer Collier; Regional Manager, Residential Properties, Rod Pirie; Sun Life Assurance Company of Canada’s Managing Director, Real Estate, Lee Warren; FRPO’s Director of Certification, Ted Whitehead and President/CEO, Vince Brescia.

Added Ted Whitehead, “This 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.

“A key benefit of the Program for Ontario tenants is that it provides added peace of mind when they choose a CRB-approved building. It confirms 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 monthly inquiries on our website continues to grow at a very good pace. Ontario consumer inquiries average over 4,500 per month at the Program’s website: www.crbprogram.org” he said.

FRPO’s goal is to have 95,000 suites and 1,000 multi-residential apartment buildings certified in the Program by the end of 2011.



Photo: Paul Casselman

FRPO's President/CEO Vince Brescia (fifth from left) presented Concert Properties' President Brian McCauley (centre) and Regional Manager, Residential Properties Rob Pirie and the Team with their Certified Rental Building award at the official opening of Sierra at Village Gate West on July 16.

The Program features 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 & 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

ABOUT FRPO

FRPO is the largest association in Ontario representing those who own, manage, build and finance residential rental properties. The membership includes a diverse group of owners and managers, from those with one small building or a single rental unit, up to the largest property management firms and institutional owners and managers. The association also includes our colleagues and partners in industry, including service providers, suppliers, and industry consultants. With more than 2,200 members in every area of Ontario, and with over 350,000 homes, we represent the full spectrum of the industry in Ontario.