

# NEWS RELEASE



## CANADA'S FIRST "CERTIFIED RENTAL BUILDING PROGRAM" LAUNCHED IN BRAMPTON, ON

**BRAMPTON – MAY 31, 2010** – The Federation of Rental-housing Providers of Ontario (FRPO) today launched the Certified Rental Building Program (CRBP) for Peel Housing Corporation (PHC) in Brampton at Peel Living's 31 Fair Oaks Place. PHC is the first social housing provider in Canada to receive the CRB Program designation.

This residential rental housing initiative is the first quality assurance Program of its kind, in North America, designed specifically for tenants (consumers). Since 2008, FRPO members have enrolled over 102,000 suites, in over 1,400+ buildings, across Ontario. At the end of April 2010, over 650 multi-residential apartment buildings have received official "certification status" in the province.

"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," said FRPO President & CEO Vince Brescia.

"I'm proud Peel Housing Corporation has received this CRB Program designation," said Brampton Mayor, Susan Fennell, "providing tenants with quality assurances which give them peace-of-mind when selecting a new home."

"As Canada's first social housing provider to achieve the Certified Rental Building Designation, we take tremendous pride in receiving this quality assurance recognition for all 70 of our building communities," said Paul Palleschi, Regional Councillor and President of PHC. "This achievement reinforces our commitment to offering the 16,060 residents of Peel Living with the highest standards in quality housing and customer service."

FRPO'S Director of Certification Ted Whitehead said, "FRPO's Accreditation Program provides its members with a consistent set of standards that represent solid 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."

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Added Whitehead, "A key benefit of the 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 90,000 suites and 800+ multi residential apartment buildings certified in the Program by the end of 2010. Whitehead said "Member enrollment continues to grow and we are well on target to meet our current goal. Since the program's inception in 2008, over 650+ buildings representing 80,000 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 & 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 & Education component
- agree to market and identify their building as Certified Rental Building to prospective tenants

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Consumers and tenants looking for Certified Rental Buildings in Ontario can visit [www.crbprogram.org](http://www.crbprogram.org)

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## **ABOUT FRPO**

Comprised of over 800 rental property owners/operators who supply rental units to over 300,000 Ontario tenants, FRPO is the largest rental housing industry association in the Province. [www.frpo.org](http://www.frpo.org)

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

## **ABOUT PEEL LIVING**

Peel Living is the Region of Peel's non-profit housing company. Also known as Peel Housing Corporation, it operates as an independent corporation of the Region of Peel and is administered by the Region's Human Services department. It is the largest landlord in the Region of Peel and one of the largest in Canada, providing housing for several thousand households. Peel Living also works with 13 community agencies that provide support services to residents in over 300 units that enable them to live independently.

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