



# FRPO Launches Canada's First Certified Rental Building Program

Left to Right: David Horwood (Chair, FRPO); John Stang (Minto); Ted Whitehead (Director of Certification, FRPO); and Vince Brescia (President & CEO, FRPO), unveil Ontario's first Certified Rental Building at GWL RA/Minto's High Park Village

**O**n June 25, 2008, the Federation of Rental-housing Providers of Ontario (FRPO) officially launched the Certified Rental Building (CRB) Program for rental housing in Ontario. This residential rental housing initiative is the first quality assurance program of its kind in North America.

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

FRPO'S Director of Certification Ted Whitehead said, "The FRPO program provides its members with a consist-

ent set of standards that represent good value in rental housing for consumers. The 'certification' program is intended to introduce CRB approval and logo as a symbol of quality that helps tenants identify well-run, well-managed buildings."

Added Whitehead, "The benefit to consumers is that it will be easy for them to identify quality buildings. It should give tenants peace of mind when choosing their new home in a CRBP approved building that they have selected a property manager who cares about the quality of rental buildings and the quality of service they provide to tenants"

The Federation's goal is to have 500 rental buildings certified under its rigorous Certified Rental Building

program this year and 1,500 buildings certified by the end of 2009.

The CRB program will introduce a 'best practices' approach to the provincial rental marketplace, and will identify for tenants '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.

FRPO launched the program at GWL RA/Minto's High Park Village, a group of high-rise apartment buildings in Toronto and the first to receive the prestigious CRB designation. Other rental properties in Hamilton, London, and Kitchener-Waterloo are also set to be approved under the CRB program.



LEFT:  
Tenants at Minto's High Park Village enjoy the CRB Launch Barbeque on June 25th

BELOW:  
Current and past FRPO Chairs, David Horwood and Mitchell Abrahams, respectively, display one of the new signs that inform tenants they can now rent with confidence

The objectives of the Certified Rental Building Program 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 clearly identify for consumers “good” buildings and “good” property managers;
- Provide rental housing consumers with a quality assurance alternative when selecting their apartment home.

For landlords and property managers who are FRPO members, the Certified Rental Building Program will distinguish member buildings from those of their competitors as having met the program's rigorous standards of practice. The program will also help members measure, evaluate, upgrade and improve their building operations and tenant services. 📈

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FRPO members can obtain their building enrolment kit for the Certified Rental Building Program by contacting Ted Whitehead at [twhitehead@frpo.org](mailto:twhitehead@frpo.org) or 416-385-1100 x27 (toll free 1-877-688-1960).

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