

# Alberta Rental Review

Q1 - 2022 Edition



WHAT DOES  
2022 LOOK  
LIKE FOR YOU?

Using a co-signor or a  
guarantor on the lease:  
what is your best option?

New Member  
Benefits!

Celebrating Industry Excellence:  
2021 Award Winners

Simplify Your Marketing  
with Fresh Focus Media!

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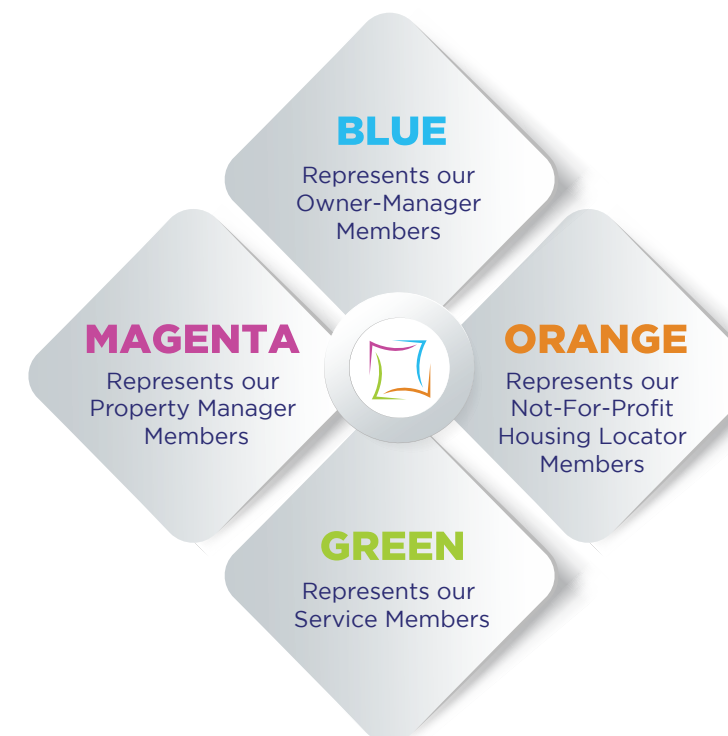
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# EXECUTIVE DIRECTOR'S REPORT

You're reading the new and improved Rental Review; it's no longer a newsletter - it's a magazine! This exciting new platform will help improve our communication with you while providing additional ways to showcase our members and their business; our first Edition format is the first of many more to come. Don't forget to click on the share button to share with coworkers, associates, friends, and family and help us help you grow your community reach!

**Two of the most noticeable changes we have made this past year are to the CRRA Logo and our Website.**

The new logo symbolizes the whole CRRA Membership because each category brings something to our dynamic association. The colors in the logo and their meaning are as follows:



The new CRRA website is more comprehensive. We've worked to enhance on the previous versions so it can continue to evolve to meet the growing needs of our members. The website hosts the Membership Portal – a member's only platform that makes features more readily available virtually. One of the new features being digital forms, launching in January 2022; this will simplify your business in allowing you to buy the CRRA leasing forms and notices in PDF's, fill them out online, then print and save them. You'll be able to access previously filled out forms for your recordkeeping in the Membership Portal as well!

The next feature being launched in Spring 2022 is the Resource Library. This virtual information centre gives you the ability to answer your questions at your fingertips. Each month, a new article will be added that will empower you further in your landlord business.

The reason we embarked on these changes was to enhance the CRRA Member experience; putting our members first and providing greater value will allow us to broaden our reach and create an even stronger association with a more powerful voice.

*Gerry Baxter*

## LOOKING BACK AT 2021

The CRRA was able to hold our three major events and have them well attended, despite the challenges brought on by COVID-19. The Golf Tournament was in September, followed by the Member Spotlight Trade Show in October, and then our Awards Gala at the beginning of November. We extend a big thank you to each of the three events' Sponsors and the members who attended. Thank you also to venues and their staff for hosting these events and ensuring everyone's safety.

The Residential Tenancies in Alberta (RTA) Course remained popular throughout the year as we were able to offer the course virtually. This enabled people who could not travel or attend in-person events to take part in the course and we plan to hold the January RTA Course virtually, while offering both in-person and virtual courses for the remainder of 2022.

As for our Seminars & Luncheons, we are excited and looking forward to getting back together on January 20th in the Main Ballroom at Hotel Blackfoot. We'd like to thank Hotel Blackfoot for holding our space and preparing for our return to their establishment.

I would personally like to extend a big thank you to all our Members for their support during 2021. From coming to events, participating virtually in online Seminars, Luncheons and courses, showing your patience and working with us as we introduced our new technology. We're very humbled by your support and appreciate the trust you have in your CRRA.

2022 will bring new challenges while we find the new normal in a world and economy after COVID-19. We look to face each challenge head on with you and for you, the CRRA Membership.



# ASK A LAWYER

Written by Christopher Souster  
Partner, Guardian Law Group

## Guarantor

A Guarantor in this scenario is a party who, at a minimum, assures that the financial obligations of the tenant will be paid if the tenant cannot or does not pay it themselves and defaults under the lease. A guarantor can be a parent, a family member, a close friend, or anyone willing and able to take on the responsibility. The guarantee can be limited to rent only, or it can be expanded to include all amounts owing by the tenant including any damage or destruction that exceeds the security deposit (an unlimited guarantee). Conversely, the guarantee can be limited to an amount or for a specific time period, (for example, the guarantor may only be responsible for 6 month's rent and thereafter released if the tenant has consistently paid rent).

A guarantee should be a separate agreement, or at least an addendum to the lease agreement that clearly sets out the obligations of the guarantor. In Alberta, there is the additional requirement of an acknowledgement of the guarantor under the Guarantors Acknowledgement Act, RSA 2000, c G -11:

## Requirements

3 No guarantee has any effect unless the person entering into the obligation (a) appears before a lawyer, (b) acknowledges to the lawyer that the person executed the guarantee, and (c) in the presence of the lawyer signs the certificate referred to in section 4(1).

The guarantor is not a signatory to the lease or a tenant and does not have the rights of the tenant under the lease (the guarantor does not have rights to access the property, live in the property, or even obtain the return of any security deposit). They are merely a person(s) who accepts financial responsibility under the lease.

## Co-Signor

Co-signors and guarantors are often considered synonymous in the rental industry but there are some differences. The co-signor does not require the guarantor's acknowledgement as they are signatories to the lease itself and obligated to fulfill the tenant's obligations under the lease. The co-signor agrees to repay any missed lease payments immediately under the lease and for the duration of the lease whether it's a periodic or fixed term tenancy. A co-signer can enter into the agreement as a tenant (a co-tenant if you will), or it can simply be a party who agrees alongside the renter to pay the monthly rent. If the co-signor signs as a tenant, the co-signor is afforded the rights of a tenant under the Residential Tenancies Act.

The main difference is that a Guarantor pays the rent when the tenant defaults in its payment whereas a co-signer agrees to pay the rent with the tenant to ensure the full monthly payment is met.

If you still have any concerns as to whether you should seek a guarantor or a co-signor, please consult a lawyer to ensure that you are properly papering your security and that it will be enforceable if you are required to exercise upon it.

**Questions? Guardian Law Group is here to help!**  
**Contact them at [www.guardian.law](http://www.guardian.law) or 403.457.7778**

Your property is vacant, and you are approached by a tenant who appears to be a great prospect, but you are concerned about their ability to pay the rent. They have recently moved out of their parent's home; they have just taken on a new job and don't have a solid track record of earnings. This person also has little to no credit history or any prior landlord referrals. You get a good gut feeling from them but have concern as to their ability to pay. You have heard of other tenants obtaining a co-signor and a friend of yours provides you with the advice that the tenant should instead obtain a guarantor for the rent. You are uncertain as to whether a co-signor or a guarantor is your best option in these circumstances.

## THE TRUTH ABOUT HOW FIXED RATES ARE DETERMINED



Purchasing a new home is exciting and, of course, one of the biggest purchases you will ever make. And if you're like most people who need to borrow money by taking out a mortgage, you will need to decide whether you should choose a fixed rate or a variable rate mortgage.

But what do you understand about these mortgage rates, and where do they come from? The reason is when you understand how fixed rates are determined, it will assist you in making a choice between a fixed rate and a variable rate, as well as what the trajectory of where fixed rates are heading.

However, most people believe that fixed and variable rates are determined in the same way, which is incorrect. To clear the air and help you see the truth, I'm revealing some facts about mortgage rates and how they can affect your mortgage application. Keep reading to know more.

## the TRUTH

### 1. Fixed rates are determined by inflation and GDP

In fact, fixed rates are based on the Bond Yield market. Bond yields are impacted by the movement of capital by investors and certain buying and selling practices of bonds by the federal government, referred to as quantitative easing.

Quantitative easing is an artificial tool the Bank of Canada has been using to apply downward pressure on bond yields. Through the purchase of bonds, fixed mortgage rates have been held down, allowing consumers to take advantage of stable and low-priced mortgage rates throughout the uncertain periods of the COVID-19 pandemic.

The simple conclusion of this news today that the government will discontinue this practice is that rates are no doubt set to move upward quickly (and likely by as much as 20-30 BPS) over the next week or two. In order to help offset the rate risk we will be experiencing in the coming days, please be aware that getting your pre-approval in place sooner rather than later is important if fixed rates are what you want.

Be prepared for the coming rate increase by doing these two simple things and taking advantage of current Interest Rates and Product Pricing.

- Have all of your documents ready to verify for your pre-approval
- Take action and submit your pre-approval request right away
2. Variable rates are determined using the Bank of Canada Prime Lending Rate

The truth is that variable rates are based on the Bank of Canada Prime lending rate, which is determined each time the Board of the Bank of Canada meets every six weeks. The viewpoint right now is the next prime rate increase will not happen until Q2 of 2022.

Variable rates can also be referred to as an adjustable-rate. The difference between these is that with a variable rate the payment remains the same if the rate increases, so more goes toward interest and less to principal increasing the amortization. The adjustable-rate will change the monthly payment to maintain the amortization period and required principal and interest payments.

## bottom LINE

As a mortgage broker, it is important that I follow what is happening in the bond market and with the prime lending rate and how it impacts my clients. Being able to assist clients with the overall picture of the choice between a fixed or variable rate mortgage is an important part of our conversations.

For more information about these mortgage rates, reach out to me at Keith Uthe Demystifying Mortgages. I am an independent mortgage specialist with Mortgage Alliance Enrich Mortgage Group, Smith Manoeuvre Certified Mortgage Professional, Real Estate Investment Adviser, and a Legacy Certified Financial Life Planner in Calgary. I provide first-time homebuyer mortgages, mortgage refinances, switch or transfer mortgages, debt consolidation mortgages, equity mortgage lending, construction mortgages, commercial mortgages, business financing, private lending, rental property financing, renovation financing, flip financing, spousal buyout mortgage, and Smith Manoeuvre mortgages. I serve clients in Alberta and coast to coast across Canada.

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As a member of the CRRA, you and your employees have access to exclusive rates on home and auto insurance.

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\*\*Due to government insurance plans, Westland MyGroup does not offer auto insurance in British Columbia, Saskatchewan or Manitoba.

Article provided by: Keith Uthe | Mortgage Alliance - Enrich Mortgage Group  
Office: 403.614.8843 Toll-Free: 1-877-366-3487  
[www.demystifyingmortgages.com](http://www.demystifyingmortgages.com) [keith@enrichmortgage.ca](mailto:keith@enrichmortgage.ca)



# Simplify Your Marketing

There's a reason why marketing and advertising are specialized trades practiced by business professionals - marketing and advertising works! What could be more important for a business than a steady customer flow, efficient methods for ensuring customer satisfaction and a retention plan focused on creating brand loyalty? When utilized correctly, marketing and advertising can empower your business, communicate messages, educate customers, open up your services and products to the world, and most importantly, generate new, consistent and ongoing revenue.

According to a study conducted by the Association of National Advertisers (ANA), most businesses do more than half of their marketing in-house, but 90% of businesses still work with external agencies even though they have their own marketing team. The benefit of conducting your own marketing is that no one knows your brand better than you, but the downside is that you may lack the experience, not know how to use the marketing tools effectively to produce results or need to hire extra staff, which may outweigh the cost of hiring a marketing company.

Many businesses think if they get followers, visitors or track their analytics, they are going to be successful in marketing. This is not necessarily the case. You can draw thousands of people to your website but if a visitor doesn't understand what you sell, it will never transform into a sale. On average, you have 5 seconds to catch a person's interest and 30 seconds for them to decide if it's worth it for them to spend money with you. So, if your website is convoluted and hard to understand, customers aren't going to stick around to see what you do. Knowing what you do and how you sell to a customer is the key starting point to any marketing strategy.

When looking for a marketing company, make sure to weigh the costs vs. the experience. Too often businesses go with the cheapest quote and then wonder why it's taking so long to achieve the results they were promised. Before you hire someone, whether it's internally or a marketing company, make sure who you are hiring has the experience you're looking for and that they will be able to provide the results and quality of content you're looking for. The benefit of hiring a marketing company is that they may know modern marketing techniques and strategies that involve a wide complexity of platforms, which if tried to manage in-house could cost more time and money.

The first step for customers is to better understand what exactly you do. Are they visually impacted by your business, its process and how you present yourself? Every alignment of your brand, from simple marketing material to how you represent yourself online, all the way through to how you execute for your customers and the material they see matters. Empower your business with FFM-trained brand specialists who ensure you're getting the most out of every way your business can be viewed. FFM marketing strategists work with your business, evaluating current success and failures, understanding how your business works and planning with you how we can best position your business for success. Our services and custom marketing solutions are specifically tailored to each customer we work with.

We want to learn about your business, how you deliver for your customers and how we can best work with you to help achieve your goals. Contact us today!

[www.FreshFocusMedia.com](http://www.FreshFocusMedia.com)



## SHINE THE SPOTLIGHT ON YOUR BUSINESS!

Are you looking to connect with CRRA Members but aren't sure how? The CRRA Member Spotlight gives our Members an opportunity to explain their value & drive real leads to their business.

### What's included:

*Exposure on CRRA.ca for a whole month*

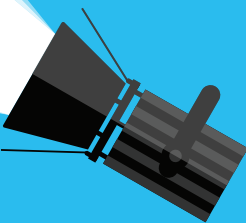
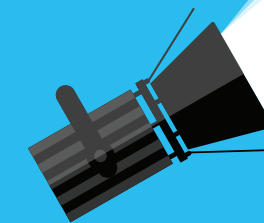
*Email to the CRRA Membership about you and your services*

*A blog post that highlights your business with sharable links*

*4 tagged social media posts with direct leads to your blog post*

*Special listing in the CRRA's Alberta Rental Review Magazine*

Contact Sarah Harrison [Sarah@CRRA.ca](mailto:Sarah@CRRA.ca)  
to get your business in the spotlight!



### Engage with the CRRA!

You may have noticed us more on your social media feed lately.

We're working hard to keep find new ways to be connected to our Membership!

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# bringing home the hardware.



Boardwalk is honoured to be recognized by the CRRA for outstanding achievements. Our extraordinary Associates continue to move mountains and provide remarkable Communities for our Resident Members. Our teams received six awards this year—including *Renovation of the Year* for Varsity Square. Congratulations to all our talented people!



## Cover Story

What does 2022 look like for you? For the CRRA, it is filled with new ideas, technology, and a new way to communicate, with larger and reformatted events tailored to our industry. With bigger and better on the horizon, we can't help but move into 2022 with great optimism and enthusiasm!

For many years, the CRRA has continued to grow its community by providing a great network of Landlords, Property Managers, and Service Members. Even though most of our Members' needs were being met, we felt there was always room to evolve, expand, and enhance many of the services being provided, and create new ways to enhance our Members' experiences overall. It all started with a logo change!

In the spring of 2020, we scheduled a meeting with [Fresh Focus Media \(FFM\)](#) as we really needed a local company to help us with our website needs. Right from the initial meeting, FFM informed us that our current logo and colors could use a refreshing facelift and that they could help us change the overall look by making our branding more cohesive and consistent; essentially, an updated look that Members could all really relate to. After this first meeting, the inspiration and vision that was discussed with how the CRRA could look like in the future had us all feeling very energized.

Since that first meeting, the CRRA has been busy putting on our thinking caps and brainstorming on the many ways the CRRA could enhance the Membership while adding more value for our Members. Our first thought was online forms and notices. How much more convenient would it be for our Members if they could access forms online? Not only online access but then be able to fill them out, print them off, save them, and then access them at any time just by logging in! Guess what - this is exactly what we have available as of January 31st, 2022. A tool that was built by us, just for you - our Members! A benefit that will make your busy lives just a little easier.

Our second thought with expanding the benefits for our Members was the need for information at your fingertips. How many times have you been sitting at home, our office is closed, and something unexpected happens that requires some immediate clarification? Instead of sifting through the legislation, trying to navigate through where your specific issue is relevant, we are putting a Resource Library together that will have most of the information you require at your fingertips! The Resource Library, located in your Membership Portal, will be current with regular uploads of new, important industry information. Our hope is that our Members find they're continually accessing the Resource Library for information we have placed in there, like a virtual CRRA library that you can access from the comfort of your own home. This is an exciting feature that we will be providing to you later on this spring.

The third idea we'd like to reveal in this article is to take our Member Spotlight Trade Show from the regular trade show we have had great success with and make it bigger and better - it's now the CRRA EXPO! More than just a name change, and it started by asking ourselves some tough questions like - why limit who attends our show, invite only Members, or have only industry products or services? Isn't there more value for our Members with us having even more products services available to them? As a Member, wouldn't you like to attend our show and find there's just MORE there for you? Like a wellness component, a yard and landscape expert, or maybe the latest and greatest lighting product that saves you money? Or a new and innovative security system or even the latest must-have gym equipment?

Essentially, this will be an EXPO Floor filled with products and services that save you money and time on more than just your Rental Business. Because let's be honest: we all seem to need more time and money!

We hope you find you just can't help but share in our excitement for what we have coming up this year for the CRRA Members. We're looking forward to seeing you at the CRRA EXPO in April 2022!

Cover Story written by: Sarah Harrison,  
CRRA's Financial & Event Manager and Director of Marketing





# THE CRRA IS EVOLVING!



**CRRA**  
Calgary Residential Rental Association



## NEW FEATURES FOR MEMBERS



VISIT [WWW.CRRA.CA](http://WWW.CRRA.CA) FOR MORE INFORMATION

## WE'RE ONLY A CLICK AWAY!



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OPPORTUNITIES



ASSISTANCE &  
SUPPORT



LEASING FORMS  
& NOTICES

[WWW.CRRA.CA](http://WWW.CRRA.CA)

The CRRA's monthly  
seminar & luncheon  
meetings are back  
in person at  
Hotel Blackfoot!

**Upcoming dates:**

*May 19th*

*June 9th*

*September 15th*

*October 20th*

*November 17th*

Check [CRRA.ca](http://CRRA.ca) to register  
and for topic information!

12

September 2022 at the  
McKenzie Meadows Golf Club in  
Southeast Calgary.

**Network on the course and  
meet other CRRA Members**

Visit [www.crra.ca](http://www.crra.ca) for the latest information on the  
Golf Extravaganza & other upcoming events

13





Our last Member Spotlight Trade Show was held right before the pandemic took hold of the world in March of 2020. Being more than a year and half since the last time the CRRA was able to bring exhibitors and attendees together, the weeks leading up to October 19th, 2021, were filled with anticipation and excitement.

At 8:30 am, the dining hall was opened for those attending the Wake-Up Call Breakfast. Kendall Brown of Urban Analytics was the speaker, and she shared her thoughts about the market for 2022 including new projects that are being planned or are under construction in her presentation "Calgary's Rental Market: What You Need to Know for 2022 & Beyond".

After breakfast, the Trade Show floor was open! The same excitement that the exhibitors had earlier in the morning was shared by the attendees as they walked onto the floor. The buzzing of people interacting and business relationships being made was the day's soundtrack - in-person business was back (with masks and social distancing)!

The Take Five Lunch began at 11:45 am with the CRRA's economist friend, Todd Hirsch of ATB Financial. He gave a poignant and very well received presentation about what we could possibly expect in a world and economy after COVID-19. Mr. Hirsch has always been a knowledgeable and inspiring speaker, and his topic "From Re-Open to Re-Build: Alberta's Economy 2022" did not disappoint; it's



safe to say many of the attendees felt optimistic about the future when he was finished.

Throughout the afternoon, more people came to walk the floor and exhibitors expressed to the CRRA Staff and Volunteers that they felt the conversations they had with the attendees were far more meaningful this year - people were excited to connect again.

We thank our exhibitors for being a part of this year's Trade Show and we hope it was a successful day for everyone.

Our sincere gratitude to the Sponsors for the Member Spotlight Trade Show for their support and generosity in making this year's show a success.

Lastly, thank you to our Volunteers, Cheryl Krug & Mona Dallmann, for their dedication and whose help is always appreciated.

The Member Spotlight Trade Show really highlighted what the CRRA is all about for the Members: community and connections! [See you on April 12, 2022 for the all-new CRRA EXPO!](#)



Visit our showroom at:  
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## Water Damage Restoration in High Rise Buildings: 5 Critical Tips

*This article was provided by First Onsite Restoration.*

High-rise properties, whether commercial or residential, present special challenges when it comes to maintenance and safety. One of those challenges is preventing and responding to water damage.

Water damage is one of the biggest threats to any kind of building, but the damage water can do to a high rise is especially threatening. That's because water can cause structural damage that makes a high rise uninhabitable, affecting countless individuals and businesses.

High-rise buildings typically use larger amounts of water than smaller facilities. With numerous residential or commercial residents, there are simply more people using the space. With that much traffic, water usage increases significantly. When large amounts of water are used, the potential for leaks is tremendous.

Water leaks, when unaddressed, cause severe damage requiring extensive and expensive repairs. When the repairs are significant, they can lead to days (or weeks!) of business closures or the need to provide temporary housing solutions for tenants.

The good news is that most leaks and water damage in high rises are preventable. Others can be addressed quickly and efficiently if your plumbing and maintenance teams know what to look for.

Some of the common water-related problems in high-rise buildings include frequent plumbing clogs, leaks, appliances that use a ton of water, poor implementation of safety valves, bad plumbing habits, and natural disasters like storms and floods. When leaks, floods, and plumbing back-ups occur, you may be left dealing with contaminated carpets and walls, mold growth, and structural damage.

## 5 Ways to Deal with Water Damage in Your High Rise

As a manager or owner of a high-rise facility, you can avoid the expense of long-term water damage by watching out for and responding to the following issues.

- 1 Prevention Is the Best Strategy** - Train your maintenance and plumbing teams to watch for water issues before they get worse. Establish a great routine of consistent maintenance on all plumbing systems in the building, and don't forget to implement policies to inform your tenants of their responsibilities when it comes to water management in the building. For example, they should know that it's appropriate to reach out to maintenance when they experience slow drains or gurgling toilets. They should also have clear instructions about what can and can't be put down the drains in the building. High-efficiency appliances will reduce your energy use while also putting less stress on your plumbing system. Consider implementing them during upgrades or replacements. Avoid putting plumbing and water management tasks on any deferred maintenance lists. The more you can do before a flooding situation, the better off you will be in the long run.
- 2 Implement a Floodproofing Strategy** - There are three different kinds of floodproofing: dry floodproofing, wet floodproofing, and integrated floodproofing. Dry floodproofing is a process designed to protect an area of a building so that water can't accumulate. The limit is 4 inches in a 24-hour period. This is done by adding waterproof coatings to floors and walls, as well as installing backflow prevention valves. You can also add flood shields to windows and doors. Wet floodproofing is needed in underground parking spaces, as well as storage areas. Installing drains in the floor allows water to efficiently exit the space before it can cause any serious damage. Finally, integrated floodproofing combines dry and wet floodproofing strategies to do the most damage minimization. You can build waterproof enclosures for relevant equipment, drains in main underground corridors, and effective sump pump systems to clear entire areas of water in the event of a flood.
- 3 Use Technology to Your Advantage** - Installing sensors that will automatically detect water leaks will have a great impact on your ability to prevent large-scale flooding and damage. You will also want to consistently check on your water safety valves. Are they in good working order? Is there any corrosion or sediment that is blocking the valves? Safety valves should effectively shut off water flow to every single appliance in the building, as well as fountains, sprinkler systems, and any other external water features.
- 4 Don't Use Caustic Chemicals to Clear Drains** - Clearing a drainage clog with caustic chemicals may be a fast fix, but it's usually one that is just pushing the problem further down the line. Caustic chemicals, drain cleaners, and acids will eat through clogs, but they will also eat through pipes. It may also dissolve just enough to push the clog further down the plumbing system, making it harder to reach the next time it clogs the water flow.
- 5 Know When to Bring in the Professionals** - When water damage happens, it can be outside the scope of your maintenance staff to manage it. Bringing in disaster restoration specialists provides you with the fastest response possible from an experienced team with the scale and knowledge to handle these types of properties. Water and flood damage restoration requires specialized knowledge. Property owners and managers don't always have the contacts or resources they need to respond quickly to water damage, and when it comes to water, acting fast is of the utmost importance.





## Knowledge Is Power!

*Get educated for your business*

The Residential Tenancies in Alberta (RTA) Course takes landlords from the beginning of the tenancy, straight through to the end and everything in between.

**May 6th & 13th Course is virtual!**

**In-Person Course Dates for 2022**

- June 10th & 17th
- September 16th & 23rd
- October 14th & 21st
- November 18th & 25th

Register online at [CRRa.ca](https://www.crra.ca)



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# INTRODUCING OZZY THE COMMUNI-CANINE!

Hello! I'm Ozzy, and I'm new in the CRRA office. I'm in charge of the CRRA's communications - that's everything from emails to social media.

I'm a natural at herding people together and keeping them in the loop. The CRRA heard you and brought me in to regulate the outgoing information to you and the whole CRRA Membership.

I'm very sociable, and I love long walks, hide'n seek, fetch, and plenty of milkbones. I have a keen eye for shoes, but I never chew them.

So, when you see Ozzy@CRRA.ca, just know it's your loyal information companion and I will work hard to keep you in the know without pestering you!



## What You Can Expect In 2022

### The CRRA is making a commitment to its Members:

Emails will be sent to members on Wednesdays.

These emails will contain information for members that pertain to that month, such as upcoming Seminars & Luncheons, courses, our major events, industry updates, and hot topics.

*Please note that you will be receiving these emails from Ozzy@CRRA.ca.*

*Don't forget to add Ozzy to your safe sender's list!*

The only exception to these Wednesday emails will be on the rare occasion that information is received and deemed to be of an urgent nature to members.

**Welcome Ozzy to the CRRA Team!**

## MEET THE TEAM AT THE CRRA



**Gerry Baxter, Executive Director**  
*Joined the CRRA Team in September 2000*

During his career, Gerry has been a part of many changes in the evolution of the Association, the services it provides and the way in which the CRRA interacts with its Members. He has been teaching the Residential Tenancies in Alberta (RTA) Course to Alberta Landlords since 2007. He has also presented to many community and school groups, educating tenants about their rights and responsibilities. Gerry represents the CRRA with Government and the media. Working with the Board, staff, and members continue to be a very rewarding experience.

Gerry's hobbies include genealogy, keeping up with today's politics, actively participating in his community, and being an avid western movie fan.



**Nikki Petrowitz, Administrator  
& Communications Coordinator**  
*Joined the CRRA Team in September 2014*

Nikki is the effervescent and gregarious first contact for many at the CRRA office and manages the phones, emails, and communications for the association. Many members have come to rely on her knowledge and friendly demeanor in discussing their landlord business & issues. Nikki is also one of the RTA Course instructors and also presents to community groups throughout the Calgary area.

She and her husband, along with their four cats, moved to Alberta from Vancouver Island in 2013, and her hobbies include reading, sightseeing, and gaming.



**Sarah Harrison, Financial & Event Manager,  
Director of Marketing**  
*Joined the CRRA Team in March 2007*

Between her handling the CRRA's finances to managing every event we hold, Sarah is the keystone in the CRRA office. Her keen eye for detail and her can-do attitude is what drives the CRRA Team to excel for our Members. Sarah is also responsible for connecting with our Members on how they can best market themselves within the association.

Her hobbies include challenging her cooking skills with new, exotic recipes, and interior design. She and her family moved to Calgary from Lethbridge in 2005. She is also Ozzy the Communi-Canine's real-life inspiration's mom!



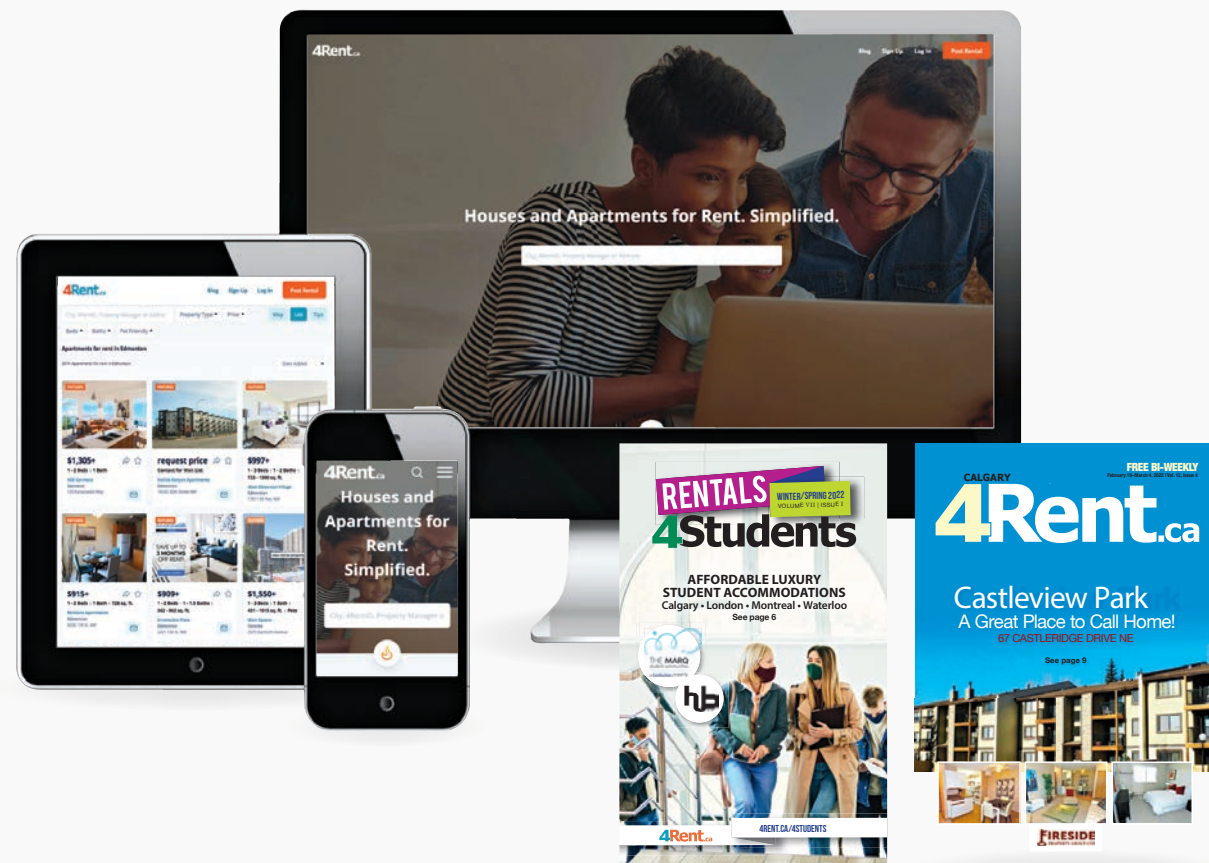
**Jordan DeBarros, Manager of Business Development  
& Education Programs**  
*Joined the CRRA Team in November 2014*

In his role, Jordan is primarily responsible for membership growth and retention and creating educational offerings for the CRRA Membership. He loves meeting with potential new members and partnering with current CRRA Members to enhance their membership experience. Jordan's background is in sales, marketing, and corporate communications. He is originally from Saskatoon, Saskatchewan but is not a Saskatchewan Roughriders fan!

He moved to Calgary in 2007 and loves all that this wonderful city has to offer. His hobbies include playing golf, keeping active, traveling, and spending time with his dog Ollie, his friends, and family.



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## CRRA PROFILE Brad Longeway



At CRRA's 2021 Awards Gala, Serv-It Bailiff Services received the 'Customer Service Award' and Brad Longeway, Serv-It Bailiff Services' representative in the CRRA, received the coveted 'Industry Excellence Award', the CRRA's highest honor. We asked Brad about his being a part of the CRRA's Community and what these awards mean to him in his own words.

Being a part of the CRRA Community is very important to us as a company. Serv-It Bailiff Services joined the CRRA because we believed it was the best way for us to not only be engaged with the Landlord community, but also to stay on top of industry changes and continued education. What I have enjoyed the most about being a part of this group is that it allows us to share ideas and experiences with each other. For me, Covid has made me realize that perhaps I have taken for granted social and network relationships, and it made me realize how much I value the opportunities the CRRA gives us to get together as a group, whether it be for educational seminars, luncheons, or social activities such as the golf tournament. I also appreciate how much I have learned about the industry outside of what we specifically do by being a part of the CRRA, as I believe it helps us better understand our client's needs and be able to serve them better.

At Serv-It Bailiff Services, we pride ourselves on giving honest advice to all CRRA Members. Our advice is always based on what we feel is the best course of action in a situation. It isn't influenced by what would be best for our business, but what makes the most sense for our client's business. While Landlords hire us to represent them at the RTDRS or to have a Bailiff enforce an Order for Possession, we also feel it is very important to assist Landlords with their stress and anxiety during the process. Often, our clients have little to no experience in RTDRS matters and are battling misinformation from a tenant or other source. We pride ourselves in taking the time to explain the process to our clients and answer all their questions as to reduce their stress as much as possible while we go through the eviction proceedings. As many more Landlords are now completing their own RTDRS applications and hearings, we are finding more often that the procedures are not being done correctly, which can cause delays in [the process]. We are focused on letting Landlords know what we can do for them. Serv-It Bailiff Services offer CRRA Members reduced rates on RTDRS Applications.

We work to give value back to the CRRA Members by giving educational presentations at the monthly seminars whenever given the opportunity. There is no doubt we as a company have benefitted from being a part of CRRA Community, and I believe the educational seminars are the best way we can give back to other Members by sharing our expertise and experience.

Winning the Customer Service Award means a lot to our team. We pride ourselves in the service we provide, and to be recognized for that service is very rewarding. I appreciate the hard work that past and current staff have given to Serv-It Bailiff Services, and the reputation they built that allowed us to be even considered for this Award. Serv-It Bailiff Services want to thank those who put nominations in for us.

To be very honest, winning the Industry Excellence Award was a shock. I did not expect that - I'm sure anyone there could see the surprise on my face! This job can be seen in a negative light, so to be recognized in this way is very humbling. I want to thank the CRRA's Board of Directors for this award, and I hope I, along with my team, can continue to meet and exceed our clients' needs.

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**2021 CRRA Award Winner**  
*Industry Excellence Award*  
*Customer Service Award*



# THIS COULD BE YOU



For your options & pricing, contact  
Sarah Harrison at [Sarah@CRRA.ca](mailto:Sarah@CRRA.ca)

## DIGITAL FORMS!



NOTICES AVAILABLE NOW  
LEASING FORMS COMING SOON

**NEW>>** The CRRA's Pet Agreement is on its way!

Digital Pet Agreement **Exclusively** available  
for Members in the Membership Portal in May!

Check out [www.CRRA.ca](http://www.CRRA.ca) for Details on  
Digital Forms and other Member Benefits



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[partnerships@AutismEdmonton.org](mailto:partnerships@AutismEdmonton.org)  
for more information

## Connect with the CRRA Members at the Luncheon!

Get three (3) minutes at the podium during our Luncheons to talk about  
your company or a product and/or service you provide.



### What's included:

*3 minutes on the mic at a CRRA Luncheon and a display  
table for you to showcase your business*

*Hand out your advertising materials at the Luncheon*

*1 ticket for both the Seminar & Luncheon – no additional cost!*

*1 Member Spotlight included!*

**Contact Sarah Harrison [Sarah@CRRA.ca](mailto:Sarah@CRRA.ca)  
to get your time on the stage!**



# Optimize Your Business & Streamline Operations



In this day and age, most people would be surprised to learn the number of businesses that are still using numerous spreadsheets to manage their business instead of utilizing Digital Business Management Software. 90% of all businesses rely on spreadsheets for their financial reporting, and between 70% and 80% of businesses still heavily rely on spreadsheets for tasks including customer relationship management, reporting on business data, and financial reporting. There are many factors that come into play when it comes to why businesses use spreadsheets, there is a lot of functionality with spreadsheets, you are able to gather, correlate, store and sort information, all while creating graphs and charts to aid in producing visual aids, not to mention the accounting and budgetary functionality that goes along with spreadsheets. One of the primary reasons a lot of businesses lean towards spreadsheets, is because they are a very cost-effective way to manage your data, most people know how to use them, they are customizable and they are quick and easy to add to a workflow.

What most people don't realize is software simply takes all the spreadsheets businesses use and makes them more accessible, and presents them to you in a more visually stimulating package. Through real-time information, breaking down team silos, turning conversations into action, organizing everything in one easy-to-understand place, and building a culture of open teamwork, digital software helps businesses become more fluent. Business Management Software has a leg up over spreadsheets because its goal is to make your processes as seamless as possible. This is far more secure than standard spreadsheets, and by tracking each person, you will always know who made changes or edits to the software. It helps by trying to limit errors that may occur, simplifies reporting, and makes data easier to read and understand. You are able to access, add, edit and review all information through mobile access, which makes it easier for your business to scale as it grows.

Databases are a form of software and are designed to store, organize and retrieve data. When it comes to software there are several different types of databases, most commonly used is the CRM or Customer Relationship Management software platform. These databases are used primarily for the sales side of your business, which is generally used to store customer or client information in a centralized location. If your business is scaling or rapidly acquiring new customers, upgrading to a CRM from a spreadsheet can not only help to sell to more customers; but ensures everyone on your team knows where you are at with each lead, what information has been provided, what has been discussed and allows your team to assist with leads if you are unable to follow up or touch base with a lead when needed. This information isn't always as easily accessible when the data is stored on a spreadsheet.

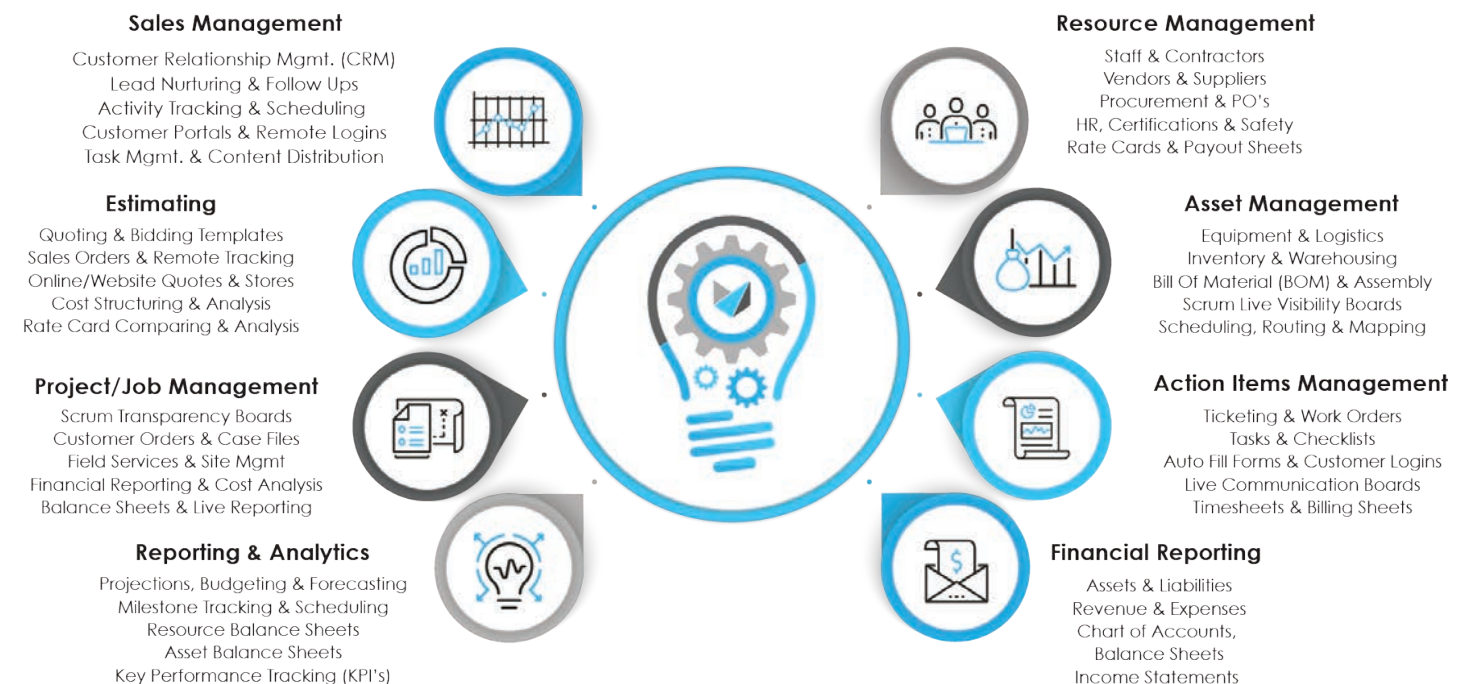
If you are currently using spreadsheets to manage your day-to-day operations, ROOK Connect Software, CRM, PRM, ERP & BI will work with you to make sure all of your data is added to the software where it needs to be, and that the information will be accessible in an easy-to-use and methodical format. Our goal is to streamline your current processes and ensure that you are saving time and money by using our platform.

The need for digital solutions has increased exponentially, which has positioned ROOK Connect to aid businesses that are looking to move away from spreadsheets and into Digital Business Management Software.



ROOK Connect prides itself on its ability to work with customers to ensure their software matches their processes. We realized there was a gap in the market where most software companies make their software work one specific way and force your business to change to match how they think you should work. At ROOK Connect, our goal is to make sure your software works the way you need it to. We want to make sure you are able to get the information you need when you need it and from anywhere in the world, as long as you have a mobile connection. By ditching the spreadsheets along with the numerous problems that go along with them, you can effectively and efficiently grow your team and your company.

## Business Process & Workflow Automation Software, CRM, PRM, ERP & BI, Designed To Maximize Efficiency



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For over 30 years, Boardwalk has strived to be Canada's friendliest multi-family community provider and is a leading owner/operator of multi-family rentals. We provide homes in more than 200 communities, with over 33,000 residential units totaling over 28 million net rentable square feet. Boardwalk has a proven track record of building better communities, Where Love Always Lives™. Our disciplined approach to capital allocation, acquisition, development, purposeful re-positioning, and management of Communities allows the trust to provide its brand of Community across Canada. Boardwalk delivers exceptional service, product quality and experience to all its Resident Members.

Joining the CRRA has provided us with a forum to connect, collaborate, share our ideas, and collectively address challenges and opportunities with our industry peers. We believe participating in a community that serves the Canadian housing market is a win-win for everyone.

We are incredibly honoured and humbled to receive this type of industry leader accolade [Boardwalk Rental Communities won 6 awards at CRRA's 2021 Awards Gala]. These awards are symbolic and validate the Herculean efforts of our teams. They serve as a reminder to push to new heights, innovate and bring an unmatched product, value, and service to our Resident Members.

Our CEO, Sam Kolias, has always believed Love is key to human and all connection. When we built our Golden Foundation a few years back, we had four pillars: "Treat others as we want to be treated, Be Good, Love Community, and Have Fun". After sharing with our team and asking them to live our foundation, Sam later decided to make this as simple as possible for everyone to understand so he said our Golden Foundation can be remembered most simply by "Love Always". This then later informed how we define ourselves who we are, what we do, and our purpose – our culture. We provide homes for our Resident Members in all our communities, and we strive to ensure these are homes "Where Love Always Lives". We instill this in all our team by always repeating this at every opportunity – it is our biggest asset in principle to help us make a difference, even in the most challenging of circumstances.

Leading with care and integrity, Boardwalk's top priority has always been the health, safety, and well-being of both our Resident Members and our Associates who continue to adapt, evolve, and emerge with the times. Although the country's economic conditions remain dependent on the course of the pandemic, the extraordinary efforts of our teams have provided a tailwind for our continued innovation, success, and growth.

Our Brands, Boardwalk Living (affordable value), Boardwalk Communities (enhanced value) and Boardwalk Lifestyle (affordable luxury), appeal to a diverse demographic and have evolved to meet the needs of all our Resident Members.

Throughout the Covid-19 pandemic, we remained optimistic and continued to produce resilient operational results with record-high NPS Customer Satisfaction scores and growing FFO results for our unitholders which remain the highest in the Canadian multi-family REIT sector. These results would not be possible without our amazing teams and partners succeeding in the integration and quick adoption of new technologies (including our Resident Member platform (YUHU), the introduction of virtual showings, online payments) and the creation of meaningful community engagement, programming, and partnerships (including the BWell certification program, Dress for Success, Making Changes, CheckSammy, MircroHabitat, Alveole).

Not only are we committed to providing our Resident Members with the most affordable housing options in the country, but we fundamentally believe in strengthening our global community. Being philanthropic and giving back to our communities at large is one of our core values and is reflected in everything we do. Each year, we continue our involvement with more than 60 community sponsorships and partnerships across Canada, including Canadian Food Banks, Diabetes Canada, The Canadian Red Cross and more. In addition, our monthly engagement opportunities encourage our Resident Members and Associates to get involved with their community in meaningful ways. This includes providing our Resident Members and their families with volunteer opportunities, hosting fundraising events, supporting local small businesses and more. To support our community further, each Boardwalk Associate receives (4) volunteer hours per year.

Our extraordinary people, culture, commitment to affordability and exceptional customer service differentiate us from the competition. Beyond that, we simply lead with LOVE ALWAYS and live by our Golden Foundation: treat others as would like to be treated, be good, love community, and have fun!

**boardwalk**

Alberta's

TOP

75

EMPLOYERS

2022





It seemed like forever since the last time the CRRA was in the Four Carriages Ballroom. In actuality, it had only been two years, four months, and 28 days since the previous Awards Gala - the last time we got together to celebrate excellence in the residential rental industry. Given that it was the first time in a while being back at the Carriage House Inn, the evening began with a reserved, albeit slightly nervous, energy in the (newly renovated!) anteroom during the cocktail hour that worked its way up to being what we know this event to be - exciting and gregarious - once we got seated for dinner in the ballroom.

During the cocktail hour, our friends at 4Rent.ca started the evening right by sponsoring a photobooth that allowed us to have fun (safely!) and have the pictures to prove it!

The evening program began at 6:30 pm with Brandon Lord, the President of the CRRA, as the Master of Ceremonies, and Gerry Baxter, the CRRA's Executive Director, assisting and organizing handing out the Awards.

Thank you to all of the Gala's Sponsors, with special thanks to the Platinum Sponsor, Minto Properties. Congratulations to the evening's winners, and to the nominees - you are all why we have reason to celebrate in this industry!

**MEDIA EXCELLENCE AWARD in the Owner & Manager Category**

**Winner:** Boardwalk Rental Communities

**Sponsored by:** Serv-It Bailiff Services

The Media Excellence Award recognizes companies who utilize innovative print and social media strategies to communicate with their clients. For one of their new buildings, Boardwalk Rental Communities developed an interactive site that seamlessly allows prospective tenants to discover their perfect homes through navigating building amenities to finding a floor plan that fits their needs.



**MEDIA EXCELLENCE AWARD in the Service Member Category**

**Winner:** Sonata Design

**Sponsored by:** Minto Properties

The Media Excellence Award recognizes companies who utilize innovative print and social media strategies to communicate with their clients. Sonata Design has made it easy to keep the public in the know on all things home décor and design, and how it can impact their business and portfolios, and made it simple for prospective clients to get in touch and request services directly through their website.



**ENVIRONMENTAL EXCELLENCE AWARD**

**Winner:** Boardwalk Rental Communities

**Sponsored by:** BentallGreenOak (Canada) Limited Partnership

The Environmental Innovation Award recognizes an individual or company that demonstrates a commitment to protecting the environment, encouraging others to reduce their carbon footprint, fostering innovation, and raising environmental awareness. Boardwalk Rental Communities strives to provide its residents with a place to call home that is also environmentally mindful.



**COMMUNITY SERVICE AWARD**

**Winner:** Power Properties

**Sponsored by:** Fresh Focus Media

The Community Service Award recognizes a company or individual who clearly demonstrates their commitment to community involvement through community initiatives. Power Properties was recognized in 2019 as a community partner of the Make-A-Wish Foundation. Since March of 2005, they have donated office space to the Make-A-Wish Foundation of Southern Alberta to allow the foundation to concentrate on their continued work to grant wishes for children with life-threatening illnesses.



**NOT FOR PROFIT SOCIETY AWARD**

**Winner:** Horizon Housing Society

**Sponsored by:** Kanas Corporation

The Non-Profit Society Award recognizes an organization that has demonstrated an ongoing commitment to excellence and professionalism in representing the clients, members, or community it serves. Horizon Housing has been housing those in need since 1976. Their mission has always been to provide homes to those with mental health challenges or other special needs that are integrated into our communities, and they are proud to offer residential rental housing that is appropriate, affordable, integrated, and supported.



**SMALL LANDLORD AWARD**

**Winner:** Ronnie Geddes of Keylux Inc.

**Sponsored by:** Oaktree Carpets & Flooring

The Small Landlord of the Year Award recognizes a small company or individual who demonstrates a commitment to excellence, education, and professionalism in managing a small portfolio. Ronnie Geddes has received praise from current and past tenants for her quality of service in managing her properties.



**CUSTOMER SERVICE AWARD**

**Winner:** Serv-It Bailiff Services

**Sponsored by:** Coinamatic Canada Inc.

The Customer Service Award recognizes Service Members who excel in their respective area of business by continually providing outstanding service to the residential rental industry. According to their customers, Serv-It Bailiff Services is a wealth of information and is readily available for advice and a friendly chat whenever needed. They have become the 'go-to' for landlords when dealing with difficult situations.



**TENANT SERVICE AWARD**

**Winner:** Kim Slipetz-Comrie of Calgary Housing Company

**Sponsored by:** CAPREIT

The tenant service award recognizes customer-focused owners and property managers who provide outstanding service to their tenants on an ongoing basis. Kim Slipetz-Comrie was singled out by her entire company because of her character and passion for her tenants.



**RENOVATION AWARD for an Individual Suite**

**Winner:** #4, 6202 – 52nd Street in Taber, Alberta Managed by Renter's Choice

**Sponsored by:** SERVPRO of Calgary South

The Renovation Award for an Individual Suite recognizes a property manager/owner who demonstrates excellence in enhancing the appeal of a suite. Renter's Choice pulled out all the stops to have an owner see the value in improving their spaces for their tenants, and the result is a wonderfully renovated suite that is tied to his memory and dedication.



**RENOVATION AWARD for a Building**

**Winner:** Varsity Square Apartments owned by Boardwalk Rental Communities

**Sponsored by:** Bath Fitter

The Renovation Award for a building recognizes a property manager/owner who demonstrates excellence in enhancing the appeal of the lobby, exterior, common areas, or suites of the property. Underused space has been repurposed into beautiful community rooms by Boardwalk Rental Communities where tenants can entertain guests or gather with each other.



**MAINTENANCE PERSON OF THE YEAR**

**Winner:** Irvin Aradanas of Minto Properties

**Sponsored by:** Reggin Technical Services Ltd.

The Maintenance Person of the Year Award recognizes an individual who shows dedication to providing quality maintenance service through the use of their expertise and skills; and whose cheerful manner and consistently good performance reflects positively in their relationship with residents and other staff. Irvin Aradanas has been categorized as a crucial part of their team's success in a challenging economic time.







The “Building of the Year” Awards are designed so that any sized landlord can be recognized for their achievements. Our committee takes into account many aspects of the submissions including the size of the owner, the size of the building, and the age of the building. This award also recognizes owners/managers for the performance of their duties related to the overall management and maintenance of their buildings.

#### BUILDING OF THE YEAR with Under 100 Units

**Winner:** Beddington Court owned by Boardwalk Rental Communities

**Sponsored by:** Westland MyGroup

With green spaces, parks, and playgrounds close by, this property has super quick and easy access to Deerfoot Trail and transit. Recently renovated inside and out, it features a spacious and stylish lobby, leasing office, games room, and laundry room. With historically low vacancy, this property is well-loved by long-time and new residents alike.



#### BUILDING OF THE YEAR with Over 100 Units

**Winner:** The Underwood owned by Western Securities

**Sponsored by:** ServiceMaster of Calgary

With a long list of amenities and a commercial food hall and market, this building is an added jewel to Calgary’s downtown city scape. By incorporating historic features into the building with the benefit of new technology and architecture, the residents of this building are given a living experience like no other. The staff work hard to keep the community in the building intact with activities in the entertainment lounge, and to make sure all tenant know they’re part of the family - including the pets!



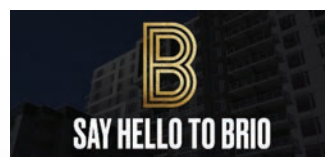
The “New Building of the Year” Award recognizes new residential rental buildings and what new innovation features they bring to the rental industry. Our committee takes into account the size of the building, as well as what amenities are available to the residents, and the management of the building. The building must have a minimum of 50% occupancy and be less than two years old to qualify.

#### NEW BUILDING OF THE YEAR with Under 200 Units

**Winner:** BRIO owned by Boardwalk Rental Communities

**Sponsored by:** First Onsite Restoration

This property is a brand new, 162-unit building in Brentwood Village, and offers its tenants an eco-friendly community with a vast array of amenities. The staff of this building prides itself on not only the culture they are a part of; but also the top-notch security and safety they can offer to residents. It’s within walking distance of grocery stores, shopping centres, restaurants, train stations, and the University of Calgary.



#### NEW BUILDING OF THE YEAR with Over 200 Units

**Winner:** by Casadona Place managed BentallGreenOak (Canada) Limited Partnership

**Sponsored by:** Certa-Pro Painters & Central Alberta

Proudly managed by Bentall GreenOak and owned by Casadona Properties, this building offers its tenants a ground-floor coworking environment and fireplace lounge. The management company maintains high standards for the community thus allowing the residents to live hassle-free. Red attributes highlight many walls throughout the building, drawing inspiration from Ferrari red, and pictures from Italy’s beautiful landscape fill the hallways with character and charm.



#### SERVICE MEMBER OF THE YEAR

**Winner:** Fountainhead Mechanical Inc.

**Sponsored by:** Boardwalk Rental Communities

The Service Member of the Year Award recognizes individuals or companies who show continual exceptional customer satisfaction. This also encompasses involvement and support within the CRRA: event attendance, sponsorship, and volunteering. Fountainhead Mechanical Inc. started out with just two team members and they have built a company that has the CRRA Membership at its heart.



#### RESIDENT MANAGER OF THE YEAR

**Winner:** Naveen Ramegowda of Boardwalk Rental Communities

**Sponsored by:** Fireside Property Group

The Resident Manager of the Year Award recognizes an individual(s) who demonstrates excellence and professionalism in managing and overseeing the day-to-day operation of their rental property. Naveen Ramegowda has received countless positive surveys from residents, new and historic, stating exactly how much they value him and the work he does.



#### PROPERTY MANAGER OF THE YEAR

**Winner:** Jacqueline Van den Broek of HomeSpace Society

**Sponsored by:** ProStar Cleaning and Restoration

The Property Manager of the Year Award recognizes an individual who demonstrates excellence, leadership, and professionalism in property management. Jacqueline Van den Broek has over 20 years of experience and her focus is to deliver quality, safe, and affordable housing by working collaboratively with social housing agencies.

**JACQUELINE VAN DEN BROEK**

**HOMESPACE SOCIETY**

#### INDUSTRY EXCELLENCE AWARD

**Winner:** Brad Longeway of Serv-It Bailiff Services

**Sponsored by:** GWL Realty Advisors Residential Ltd.

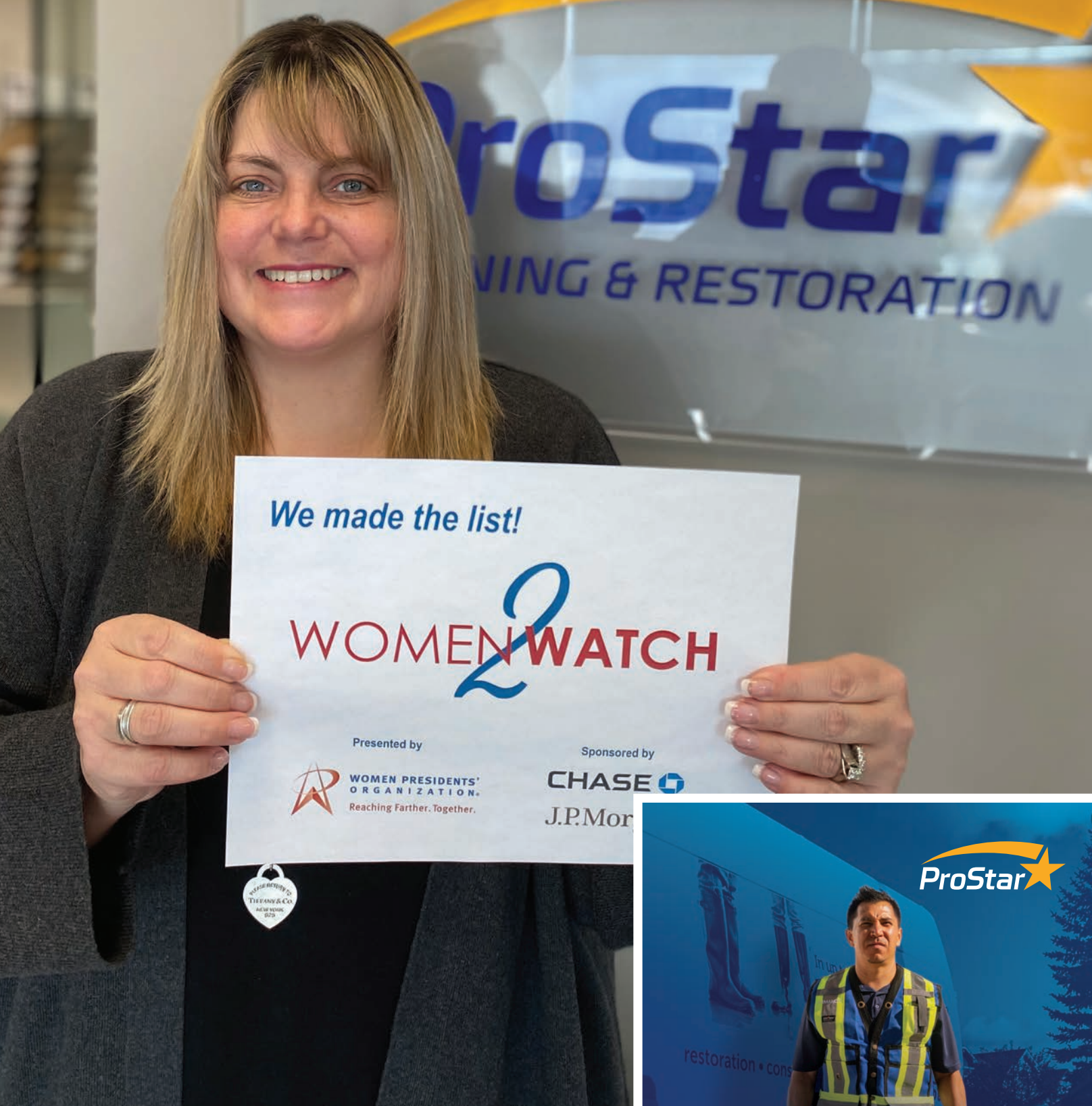
Brad Longeway has been a member of the CRRA since 2005 and has dedicated his time and effort to educating CRRA’s members and the public on properly handling their business. Many times, Brad has stated, “We want to make sure landlords are educated and prepared, even if it takes away from our business in the future” and he has stayed true to this. He stands behind the CRRA with pride and is truly deserving of the CRRA’s Industry Excellence Award.



## Snaps from our 2021 event!





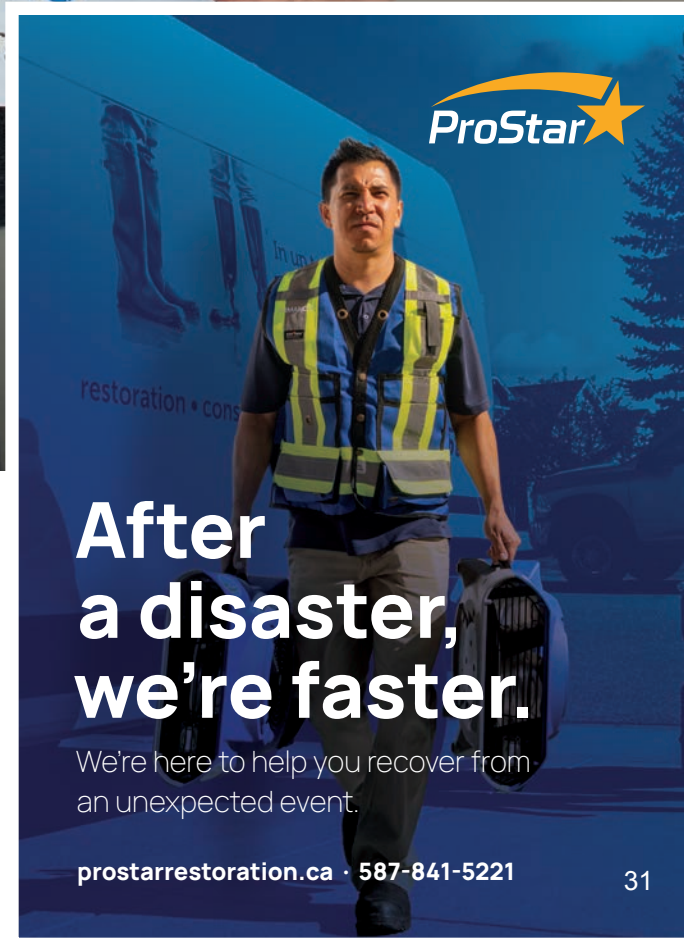


ProStar Restoration is thrilled to Congratulate our Founder and President, Jodi Scarlett, on being named as one of the 2021 Women 2 Watch by Women Presidents' Organization & JPMorgan Chase & Co.

Jodi is a force in the Restoration Industry and is making a substantial impact on her community, both locally, and globally.

Even though Jodi has accomplished so much already, all we can say is...it's only just begun.

To view the entire list visit: <https://www.women-presidents.com/news-events/50-fastest/2021-women-2-watch-list/>



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## CELEBRATING INDUSTRY EXCELLENCE

**JOIN US ON JUNE 16TH, 2022**

Visit [crra.ca/crra-annual-awards-gala-2022](https://crra.ca/crra-annual-awards-gala-2022)  
for more information & to purchase tickets



### EVENING SCHEDULE

Cocktails begin at 5:30pm

Dining Room doors opens at 6:30pm

Dinner is Served at 6:45pm

Proudly Presented by the

