



How landlords can best participate politically

April 1, 2011

It is in your interest to make contact with the federal candidate you prefer in your riding. The successful candidate will remember the positive impression that you made during the election when you ask for their support once they are elected.

During the election

For the candidates time is very tight during the election. Here are some suggestions for making a positive impression that will pay off later:

1. Find out where the local candidates and the parties stand on the key federal issue that affects our industry, namely: the tax treatment of rental property. (For details, see election information at www.cfaa-fcapi.org.)
2. Make contact with the campaign office of the candidate's you prefer to offer your support
3. Volunteer for canvassing or for telephone work
4. Donate money to the local or national campaign
5. Offer to put up signs at your properties, and encourage other landlords to do the same (That is a huge benefit for the candidates and provides low cost "returns" for you.)
6. Ensure you are registered to vote, and vote, preferably at an advance poll
7. Volunteer to help out on election day – help voters get to the polls or be a scrutineer.

If you want to do more, then consider:

8. Hosting a fundraiser with a focus on the rental housing industry (invite your local colleagues) or
9. Lending equipment or space to the campaign.

If you get an opportunity to speak with candidate one-on-one, tell them briefly about your experience as a landlord, and then make a clear and brief request. For example, ask them to support tax deferral on the sale and reinvestment in rental property.

After the election

In sending a letter, open by stating you are a constituent and why you are writing. In the second paragraph tell the candidate briefly about your experience as a landlord (and/or make a point from CFAA's arguments), and then make a clear request. Finish with a thank you, and a request for a response. Include your full contact information.

In making a telephone call, let the candidate or staff person know who you are, and that you are one of their voters. Quickly describe your concern and what you want them to support. Be polite and leave your contact information. When candidates or MPs receive several phone calls on an issue they pay it much more attention.

If we want to be treated better as landlords, then we need to speak up and deal with candidates and politicians in ways that resonate with them, as per the suggestions above.

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