

## CANADIAN FEDERATION OF APARTMENT ASSOCIATIONS - June 2007

### Member Recognition and Awards

*Mike Chopowick, Manager of Policy, Federation of Rental-housing Providers of Ontario*

Too often the rental housing industry is overlooked when it comes to achievements and accomplishments by landlords, managers, investors and other industry participants in the business of providing quality rental accommodations for the one-third of Canadian households who rent. A prime objective of the Federation of Rental-housing Providers of Ontario (FRPO) is to highlight the positive things that our members are achieving and celebrate the industry's accomplishments. We do this best through FRPO's Annual MAC (Marketing, Advertising and Construction) Awards.



2006 FRPO Award Winners: Monira Yasmin - CAP REIT (left), Leasing Professional of the Year; and Gobal Mailwaganam – CAP REIT (right), Outstanding Community Service Award

### Why Recognize Members' Achievements?

We all know how challenging it is for so many good landlords and managers across our province to differentiate themselves from the others. While the vast majority of landlords excel at providing quality rental housing to Ontarians, there are some that truly surpass all others in the industry in a variety of ways. FRPO strongly believes these members deserve to be recognized.

Besides celebrating the industry's achievements, FRPO's annual awards ceremony helps raise the bar for the entire sector. Every year, in categories such as lobby and suite renovations, new projects and marketing techniques, the standard for quality gets better and better. FRPO's industry awards have been effective in setting a new benchmark each year for excellence.

Most of all, FRPO's awards ceremony is fun and keeps members involved, engaged and committed to the overall success of our industry association. Held near the end of the year with FRPO's AGM, the MAC Awards are one of the industry's most eagerly anticipated events, as members are treated to Oscar-like red carpet treatment, complete

with a lavish gala dinner and suspenseful announcements (“And the winner is...”). Over 470 members and guests attended the 2006 awards dinner.

### **Members benefit**

Members know the value of winning the industry’s highest honour. The official FRPO MAC Award logo is used by award winners in their rental advertisements and property signage. Prospective tenants are drawn to properties that have demonstrated their commitment to being the best of the best. Only FRPO members are eligible for MAC Awards.

### **How it works**

FRPO accepts nominations for fourteen different award categories. A nomination form (attached below) is made available at [www.frpo.org](http://www.frpo.org), and a volunteer committee reviews applications to select the finalists. In recent years, nominations have been taken very seriously by members, complete with extensive written documents, DVD’s, digital photos and reference letters to support their nominations. Last year, FRPO received 75 nominations for the fourteen different awards.

### **Categories**

There are fourteen categories for awards, ranging from the prestigious ‘Member of the Year’ to the more specific ‘Suite Renovation Under \$5000 of the Year’. A complete list of categories (and 2006’s winners) is attached, below. The awards try to recognize the diversity of the industry, from low to high rise buildings and big and small landlords and managers.

In addition to awards for Marketing, Advertisement and Construction, FRPO also awards Pinnacle Awards for excellence in a range of industry practices such as community service and professionalism. In 2006, a new Pinnacle Award was added to honour Environmental Excellence and recognize efforts by landlords in energy conservation and environmental sustainability.

### **Conclusion**

Extensive effort and time go into making FRPO’s annual awards dinner a success. It has taken a few years for the event to reach its current level, and it takes several months of planning to ensure the logistics of the dinner and awards process are successful. This work is worth it, and now FRPO’s annual awards have become a permanent feature of the rental housing industry and an important way for us to continue promoting the professionalism and standards FRPO members are known for achieving.

## **FRPO MAC Awards – 2006 Winners**

### **FRPO Member of the Year Award**

**John Dickie**

**Dickie & Lyman Lawyers LLP**

### **Property Management Advertisement Award – Single Project**

**WJ Properties**

**125 Neptune Drive, Toronto**

### **Property Management Advertisement Award – Corporate Branding**

**Metcap Living**

**Environmental Excellence Award**  
Minto Urban Communities

**Property Manager of the Year Award**  
Robert & Betty Giaschi  
Realstar / GWL RealtyAdvisors

**Leasing Professional of the Year Award**  
Monira Yasmin  
CAPREIT

**Outstanding Community Service Award - Individual**  
Gobal Mailwaganam  
CAPREIT

**Outstanding Community Service Award - Company**  
Greenwin Property Management

**Rental Development of the Year Award – High Rise**  
Concert Real Estate Corporation/OMERS Borealis  
Jazz, 167 Church St, Toronto

**Suite Renovation of the Year Award – Under \$5000**  
Sun Life Financial  
Park Place Towers, 75 York St, Kitchener

**Suite Renovation of the Year Award – Over \$5000**  
Morguard Residential Inc  
The Colonnade, Toronto

**Lobby Renovation of the Year Award**  
MINTO Urban Communities  
Aventura, 18 and 20 Deerfield, Ottawa

**Property Management Website Award**  
Gateway Property Management  
[www.gatewaypm.com](http://www.gatewaypm.com)

**Curb Appeal Award – Over 30 Units**  
Greenwin Property Management  
77 Davisville Drive, Toronto

# FRPO M.A.C. Award

2007  
Rental Development  
Low-Rise

Recognizes a company that has achieved excellence in the development of a new rental housing project. This award will be judged impartially on the overall creativity and suite design, curb appeal, and efficient use of space and functionality of the floor plan. The project must have been completed between October 31, 2005 and October 31, 2007. Please feel free to complete your answers on an attached separate sheet.

**NOMINATION FORM** Deadline: October 1, 2007

Name of Company: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Number of Units: \_\_\_\_\_

Location of project: \_\_\_\_\_ Average Monthly Rent: \_\_\_\_\_

What year was the property developed? \_\_\_\_\_ What was the total cost of the development? \_\_\_\_\_

What time period was the development completed in? \_\_\_\_\_

What are the best features of the development? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What obstacles did your organization encounter to get the project completed? \_\_\_\_\_

What are you most proud of? \_\_\_\_\_

What is the location of the development and why did you choose to develop in that area? \_\_\_\_\_

\_\_\_\_\_

Yes! I have enclosed electronic and hard copies of a floor plan; pictures of before and after the renovation; and our company logo in either a .jpeg or .tiff format. Please submit any other related documentation pertaining to the submission and forward to the address below:

**The Federation of Rental-housing Providers of Ontario**  
2007 FRPO M.A.C. Awards  
20 Upjohn Road  
Suite 105  
North York, ON M3B 2V9  
Cbentley@frpo.org

**ALL NOMINATIONS MUST BE FRPO MEMBERS**

# FRPO's 2006 Achievement Awards

A Celebration of Excellence



**F**RPO presented its 6<sup>th</sup> Annual industry awards ceremony at its November 30, 2006, annual dinner. Over 470 members, industry representatives and guests were on hand at the Metro Toronto Convention Centre to celebrate the achievements of FRPO members. FRPO's Marketing, Achievement and Construction (MAC) awards continue to promote professionalism and advance the high standards FRPO and its members have promoted and advocated for over two decades

This year, nominees competed to receive a distinguished MAC award in different categories in residential rental property management. The quality of the submissions

demonstrated our industry's commitment to improving standards across Ontario. Competition was strong this year, with 75 nominations for the fourteen awards.

FRPO was especially proud to present a new Pinnacle Award for Environmental Excellence. This new award went to the member who demonstrated excellence in environmental practices such as in energy conservation, water conservation, recycling or other initiatives or investments that generated an environmentally positive outcome.

Please join us in congratulating the 2006 FRPO MAC Award winners.



**FRPO Member of the Year Award:  
John Dickie, Dickie & Lyman Lawyers LLP**

John Dickie is a tireless advocate on behalf of the rental housing industry and devotes countless hours of valuable time to help FRPO's Board of Directors and Rent Control Committee develop industry strategy, policy positions and submissions to governments. John is also President of the Canadian Federation of Apartment Associations and Chair of the Eastern Ontario Landlord Organization. John didn't just provide an exceptional contribution this year – he was also awarded Member of the Year in 2004.



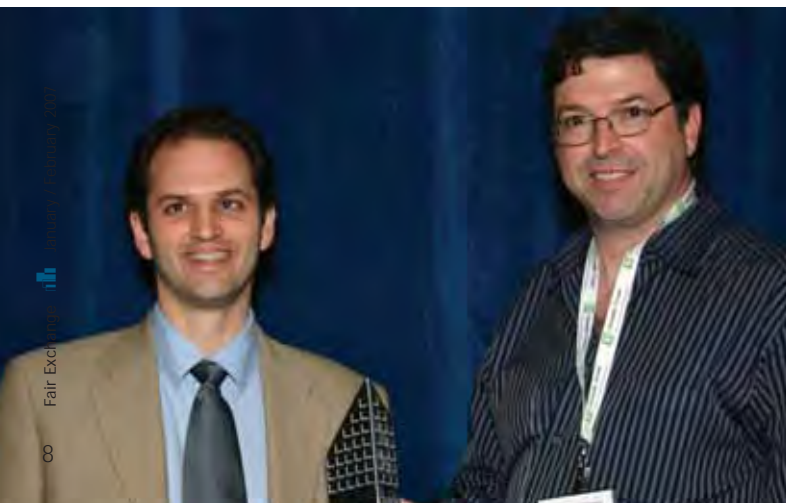
**Property Management Advertisement Award –  
Single Project: WJ Properties, 125 Neptune  
Drive, Toronto**

In recognition for the best advertising campaign for a particular project or location, WJ Properties exhibited visual appeal and effectiveness in their approach to market 125 Neptune Drive in Toronto.



**Property Management Advertisement Award –  
Corporate Branding: Metcap Living**

Nominees for this award were judged for concept, creativity and overall execution. Metcap Living demonstrated exceptional professionalism, communication and customer focus in its overall corporate branding campaign. Metcap's brand is recognized consistently and effectively throughout its portfolio.



**Environmental Excellence Award:  
Minto Urban Communities**

This award recognizes the residential rental housing provider who has demonstrated excellence in outstanding practices. Since 1999, Minto has invested \$15 million in its multi-residential retrofit program, encompassing 11,500 suites in Ottawa and Toronto, with the following results: a 25% reduction in gas, 36% reduction in water and 10% reduction in electricity. Minto's initiatives have reduced greenhouse emissions by over 20,000 tonnes.

**Property Manager of the Year Award: Robert & Betty Giaschi, Realstar / GWL RealtyAdvisors**

With over ten years experience in the rental housing industry, Robert and Betty Giaschi joined Realstar Management six years ago. Robert and Betty demonstrated professional property management and leadership skills, ability to increase revenue and improve operational results and professional problem solving and project management. The Giaschi's also maintain positive relations with tenants and provided events for residents such as a summer BBQ and wine region trip to Niagara.



**Outstanding Community Service Award - Company: Greenwin Property Management**

Greenwin worked with the SickKids Foundation to establish the Greenwin Long-Term Stay Apartment Initiative. This program offers the families of children with long-term illnesses a place to call home when times are at the worst. So far, total a four 2-bedroom apartments have been donated to the initiative, each painted with customized murals by Doug Geldart and his sister Tasse Geldart, and fitted with bedding and household supplies to provide an at-home feel for the families of young hospital patients.



**Leasing Professional of the Year Award: Monira Yasmin, CAPREIT**

Nominees for this award have demonstrated outstanding skills in leasing and tenant selection. Monira has kept 1050 Markham Rd and its 300 suites at or near zero vacancy over her tenure of seven years. She is an excellent customer service representative and has helped CAPREIT secure a high rate of tenant retention for this property.



**Outstanding Community Service Award - Individual: Gopal Mailwaganam, CAPREIT**

This award recognizes an individual who has become involved in their community through volunteer activities, contributions to a charity or undertaking events for their tenants or their local community. Gopal Mailwaganam, Associate Vice President of Operations for CAPREIT, pioneered the New Canadian Program to better serve the needs of recent immigrants and their rental housing requirements. In addition to assisting immigrants with fulfilling their housing needs in advance of arriving in Canada, the program assists new Canadians obtain their social insurance numbers, health cards and bank accounts. He also played a key role in assisting Canadian-Lebanese refugees during the 2006 evacuation from Lebanon.





**Lobby Renovation of the Year Award: MINTO  
Urban Communities, Aventura, 18 and 20  
Deerfield, Ottawa**

Minot renovated the Aventura lobby to reflect the target demographic of the local community, namely young professionals and empty nesters. The renovation refreshed the original 1985 lobby with energy efficient lighting, carpeted conversation areas, new floor tiles, local artwork, with a functional fireplace insert as the focal point.



**Suite Renovation of the Year Award – Under  
\$5000: Sun Life Financial, Park Place Towers, 75  
York St, Kitchener**

Sun Life presented the best example of transforming a out-moded, worn-out unit into an aesthetically pleasing, updated and environmentally friendly rental suite. New carpets, counters, cabinets, paint and fixtures, along with a substantial cleaning, resulted in a remarkable difference. The effort paid off, as the suite generated a higher rent than before the renovation.



**Suite Renovation of the Year Award – Over  
\$5000: Morguard Residential Inc., The  
Colonnade, Toronto**

This award recognizes excellence in renovating the interior of existing rental units, with attention to overall appeal, unique design, and creative and efficient use of space and functionality. The renovated suites at the landmark Colonnade resulted in a stunning, modern appearance that is stylish, attractive and current. New flooring replaced the original 1963 parquet and changes to kitchens and washroom resulted in dramatic new, functional open concept look.



**Rental Development of the Year Award – High  
Rise: Concert Real Estate Corporation/OMERS  
Borealis, Jazz, 167 Church St, Toronto**

Awarded to the company that has achieved excellence in the development of a new high-rise rental development project. Concert developed Jazz, a 28-storey, 388 unit building in downtown Toronto that incorporates preservation and reconstruction of three heritage buildings on Church Street. The setback of this development minimized shadow impacts on historic St. Michael's Cathedral. The environmentally sustainable design included "green roofs", high efficiency boilers, a dedicated recycling room and sub-metering of utilities.

# Thank You FRPO for recognizing **Greenwin's** **Long Term Stay Initiative**



Greenwin and the SickKids Foundation came together to establish the Greenwin Long-Term Stay Apartment Initiative which provides families of children receiving medical attention at The Hospital for Sick Children, a place to call home during what can be very difficult times. Four suites have been fully furnished and decorated by the staff of Greenwin with a warm and welcoming decor. Doug Geldart, Project Manager for Greenwin has created customized children's murals, like the one seen in this photo, to help make the children feel comfortable when having to stay at their home away from home.



Greenwin  
Property  
Management Inc.

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



**Property Management Website Award: Gateway Property Management, [www.gatewaypm.com](http://www.gatewaypm.com)**

Gateway's new website, at [www.gatewaypm.com](http://www.gatewaypm.com), is definitely leading edge. The new website design improved corporate branding to reflect Gateway's nation-wide presence, created a communication tool for employees, and created a searchable database for its rental properties with real-time advertising for vacant apartments.

**Curb Appeal Award – Over 30 Units: Greenwin Property Management, 77 Davisville Drive, Toronto**

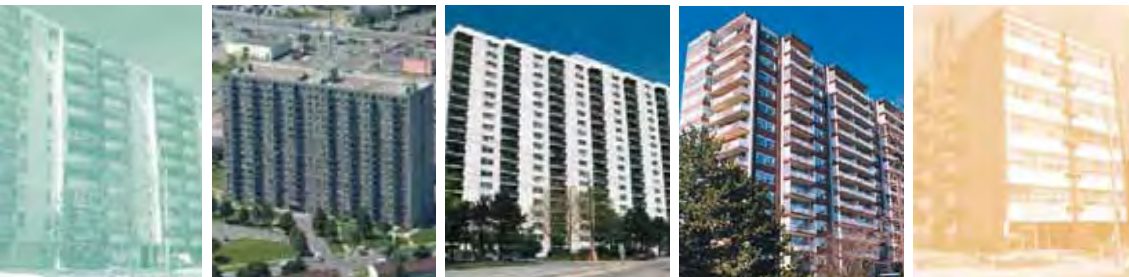
This award recognizes the property manager or owner that demonstrates excellence in enhancing curb appeal (the area visible from the street), based on overall exterior appearance, garden features, landscaping, functionality and aesthetics. Greenwin took curb appeal to a whole new level with landscaping improvements to historic Davisville Village. Full gardens of colourful flowers and perennials, water fountains, sculptures and walkways enhanced the appearance, welcomed residents and visitors, and contributed to low vacancies.



We have a simple measure of success: \$2 billion sold nationally.



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**THE NATIONAL APARTMENT GROUP**

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**CBRE**  
CB RICHARD ELLIS

# Thank You FRPO for recognizing **Greenwin's** **77 Davisville**



This award recognizes the property manager or owner that demonstrates excellence in enhancing curb appeal, based on overall exterior appearance, garden features, landscaping, functionality and aesthetics. Greenwin took curb appeal to a whole new level with their landscaping improvements to the historic Davisville Village. Gardens full of colourful annuals and perennials, water fountains, sculptures and flagstone walkways welcome residents home to a country like garden setting in midtown Toronto.



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