



2020 IN HINDSIGHT

By Nikki Petrowitz

This year has been an odd one out for many of us, and the CRRA is not excluded from that statement. From our events being cancelled or postponed to holding a property tax rally on the steps of City Hall (for more on the Property Tax Increases for Multi-family Residential Buildings, please see the article in this issue), 2020 has been a rollercoaster that many of us are happy to get off from and see the tail end of.

The CRRA is here for our members – through thick and thin. 2020 has been a thin year for many of our members, and we have worked hard this year to keep some consistency for our members’ businesses. Between the recession and the pandemic, many of our members were impacted in ways we didn’t even think could be possible. Behind the scenes, virtual and phone meetings were held with government officials, media, and members to make sure the voices in the association were heard on these issues. The CRRA is still here to help you succeed in your business!

COVID-19 Pandemic

For starters, the pandemic was a major event that is still on going. The way this affected the rental industry still remains to be fully seen, and more information is coming out daily on possible vaccine dates and further restrictions to stop the spread.

The CRRA office closed its doors to walk-in traffic in March, and, with the help of a doorbell, was able to continue to provide curbside and at-the-door leasing form and notice purchases while remaining safe for both the members and the staff.

Even without events, our members are still sharing ideas and working to keep the industry going. When we sent out a message regarding the inspection and showing of rental properties during COVID-19, many of our members reached out and shared their knowledge and tips; one member suggested using ZOOM or MS Teams to do remote inspections because the videos could be recorded.



Roger Brooks, of 4Rent.ca, poses with volunteer Mona Dallmann at his booth at the 2020 Member Spotlight Tradeshow.

The Member Spotlight Tradeshow in March took place right before the lockdown happened, and we were very thankful to the members that joined us for that event. The CRRA staff remained in office so they could continue to serve the membership with as few alterations as possible.

On the information side, the CRRA was staying on top of information coming from the City of Calgary, the Government of Alberta, and Alberta Health Services, and relaying that information to the membership via email and posts on the CRRA website. Many of the Service Members who could provide specialized sanitation and cleaning services stepped forward and made sure the membership was aware of how they could help. The CRRA was also consulted by the Minister of Seniors and Housing when the Ministerial Orders were being developed in April.



President's Message

Brenda Blaney

With 2020 now behind us, we can only hope that 2021 will be a much better year. COVID-19 certainly changed the way we had to do business. The first wave of the Pandemic was bad enough, but the last two months of 2020 saw very dramatic increases in the number of people who contracted the virus.

I would like to thank all of our members for the way in which they responded to the virus and the way in which you showed leadership and compassion to your tenants. With job losses and layoffs, it was a difficult time for many of our tenants. But working together we were able to make it through the year.

We were forced to cancel numerous events throughout the year and I am hopeful that with the availability of the new vaccines we will be able to start to get back to a somewhat normal year.

In addition to the pandemic, we were still suffering through the economic recession. Added to this, the City and City Council proved to be uncaring and unfeeling as they imposed significant property tax increases on the multi-family sector of the residential rental industry. As this is an election year, we should not lose sight of the fact that this City Council inflicted a great deal of unnecessary pain on this industry. You can voice your displeasure at the ballot box in October 2021.

The CRRA Annual General Meeting (AGM) is scheduled to be held on Thursday, February 18, 2021 beginning at 11:45 p.m. at the Hotel Blackfoot, 5940 Blackfoot Trail SE. The AGM is held during the monthly member luncheon. We need a good attendance to ensure we can conduct business on your behalf for the coming year. Please mark your calendar and plan to attend. We need your support. We are planning an alternate way of hosting the event in case we are restricted in the number of people who can attend.

The 2020 CMHC Fall Rental Market Report will be released in mid-January. We will advise members once it is released and let you know how to access it.

We have some great topics and speakers lined up for the first quarter of 2021. The CRRA office staff do a great job of keeping us informed so we know what's coming up. I encourage you to register for these education events as soon as you receive the first notice. By doing this you will be taken off the email list and won't receive another notice for the event you just registered for.

On behalf of the Association, I would like to take this opportunity to thank all of our 2020 sponsors. We truly appreciate your support and generosity during this past year.



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Executive Director's Report

Gerry Baxter

CRRA Membership

A new membership year has begun. I would like to thank the many members who have renewed their membership for 2021. For those who have not yet renewed their membership I encourage you do so as you are no longer able to take advantage of all the services and products that the CRRA has to offer.

It is only current CRRA members who can save money and take advantage of the benefits offered through the CRRA, such as: discounts on credit checks; discounts on products and services offered by many of our members; educational seminars, luncheons and courses; special events such as the trade show, awards gala and golf tournament; calling the office for help with tenancy issues and referrals; and our group home and auto insurance program.

The Association continues to advocate on behalf of our members, so your support is essential and necessary. The work we do on your behalf with government is critical to the success of your business, whether you own one unit or have thousands of units. A large, strong and vocal association is necessary to represent your interests. We remain a member of the Alberta Residential Tenancies Advisory Committee (ARTAC).

Don't lose out and be disappointed, please renew your membership today!

Awards Gala

The Awards Gala is scheduled to be held on Thursday, June 3, 2021 at the Carriage House Inn, which is located at 9030 Macleod Trail South. Nomination and Registration information will be sent out in the first quarter of 2021.

Trade Show

Important Note

The 2021 Trade Show date has been changed for this year. It will be held on Tuesday, October 19th at the Best Western Premier Calgary Plaza Hotel and Conference Centre (formerly Coast Plaza Hotel) at 1316 - 33 St N.E. in Calgary.

There are still some booths left and I encourage service members to book their booth as soon as possible to avoid disappointment. This show brings your customers to you, so it's a terrific opportunity for you to showcase and promote your business.

This is truly a "One-Stop Shop" for owners and property managers, and you will find the suppliers you need are all together in one location for this day. Parking is FREE and there is no charge to attend our trade show floor.



ANNUAL GENERAL MEETING

Thursday, February 18, 2021
Hotel Blackfoot - 5940 Blackfoot Trail SE

11:45 pm - 1:00 pm

AGENDA

1. Call to Order
2. Approval of the 2020 AGM Minutes
3. Treasurer's Report
4. Recognition of the Retiring Directors
5. Election of Directors
6. Adjournment

Death of a tenant: Q&A

By Judy Feng

Editor's Note:

This article first appeared in the March 2018 issue of the Rental Review Newsletter. As CRRA staff still receive calls from members who have questions about how to handle these situations, we felt it was timely to run it again.

When a tenant dies while renting a property, there can be many questions about what to do next. For example, who should you contact to deal with the tenant's belongings? How will the tenant's rent and security deposit be handled? What if the tenant's surviving spouse or interdependent partner is living in the rental property? This article will help answer some of your questions as a landlord.

What should I do if the tenant dies in the rental property?

If the tenant dies in the property and you discover the body, call 911. While you wait for emergency services to arrive, do not touch anything or let anyone else enter the property.

Emergency services will determine what happens next.

Who should I contact to deal with the tenant's belongings?

When someone dies in Alberta, all of their belongings (such as money, bank accounts, personal and real property) become part of their estate. If you have information about the tenant's family, then contact them about the tenant's death and verify if there is a will. If there is a will, the document will have someone named as a personal representative. The personal representative is responsible for dealing with the estate and will become your contact for rent, the move-out inspection and the return of the security deposit.

If the personal representative does not make arrangements to remove the tenant's belongings, then you may treat them as abandoned goods. Section 31 of the Residential Tenancies Act sets out rules for how the landlord can dispose of abandoned property. If you are unsure of your rights and responsibilities in dealing with the tenant's belongings, seek legal advice.

Tip:

When a person dies without someone available or willing to settle their estate, the Office of the Public Guardian and Trustee (OPGT) assists with burial and may help with administering the estate on a case-by-case basis. If you are unable to contact the tenant's family, try contacting the OPGT at 1-877-427-4525 for more information on how to proceed.

What happens to the lease?

If there are no other tenants in the rental property, the tenancy is terminated on the earliest date that the tenant could have terminated it under the Residential Tenancies Act. The

termination date depends on whether the rental agreement was periodic or fixed term. For example:

- The tenant had a periodic monthly lease and died on February 4. The earliest date that the lease ends would be March 31 (the end of one full tenancy month).
- The tenant had a fixed term lease from January 1 to December 31 and died on June 15. The earliest date that the lease ends would be December 31 (the end date of the fixed term lease).

Tip:

The estate (or anyone responsible for administering the estate) cannot end a tenancy without obtaining:

- the consent of the tenant's surviving spouse/partner **or**
- a court order ending the tenancy

If the personal representative of the estate asks to end a fixed term lease early and there is no surviving spouse/partner, the landlord can consider renting out the property again. The landlord and personal representative can try to work out an agreement with rental payments until the landlord finds new tenants. Any agreement should be in writing.

Who's responsible for rent and the security deposit?

Unless a court order or the tenant's will says otherwise, the deceased tenant's estate is responsible for:

- rental payments
- security deposit
- the cost for insuring household goods
- utility costs as required by the lease (for example, electricity, gas, water)

What can I do with the locks and keys?

You can change the locks to the property if you provide the personal representative and any remaining tenants with a key right away. When the tenancy ends, the personal representative must return all keys to you. Before you rent out the property again to new tenants, you should re-key or change the locks to secure the property.

There's another person living in the property. Can I end the tenancy?

Whether you can end the tenancy depends on who the other person is. Under the Wills and Succession Act, the spouse or

continued on next page...

interdependent partner is allowed to stay in the property for a temporary period of 90 days (known as a period of temporary possession). Even if the spouse or interdependent partner is not named on the tenant's lease, he or she is deemed to be the tenant for all matters, except in relation to rent and security deposits.

To end the tenancy during the period of temporary possession, the estate (or anyone responsible for administering the estate) must:

- obtain the spouse or interdependent partner's consent **or**
- make a court application to end the tenancy

You can make a court application to terminate, shorten or extend the period of temporary possession. In making such an order, the judge will consider a number of factors, such as the availability of other accommodation and your interest in the property as the owner.

If the person is neither the tenant's spouse nor interdependent partner but is named on the lease, you have an obligation to continue renting to the person until the end of the lease. You may want to discuss how to handle rental payments

and take the deceased tenant's name off the lease. You will need to work with the personal representative in deciding what to do with the security deposit and any unpaid rent. If the person is neither the tenant's spouse nor interdependent partner, is not named on the lease and does not have your permission to live in the property, you can issue a notice to vacate.

For more information, download CPLEA's complete "Death of Tenant" booklet at: <https://www.landlordandtenant.org/resources/>



Judy Feng is a Staff Lawyer at the Centre for Public Legal Education Alberta (CPLEA). This article is for general information purposes only and is not meant as legal advice. If you require legal advice, please consult a lawyer.

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2020 Property Taxes

By Nikki Petrowitz



Gerry Baxter at the podium outside of Calgary City Hall

The issue of property tax increase for multi-family residential buildings in Calgary came onto our radar in late 2019, and again in early 2020. In January, the concern was great enough that the CRRA put together a Property Tax Working Group to decide what actions, if any, should be taken. A larger group, made up of stake holders from within the CRRA Membership, came together later in the month to discuss further.

In February, the CRRA contracted COUNSEL Public Affairs to help us navigate the proper channels, with Amber Ruddy being our consultant. She was tasked to assist the committee and the CRRA to bring this issue to the attention of the public at large, as well as the Mayor and Council of the City of Calgary.

In March, the CRRA sent letters to Mayor Nenshi and Council asking them to please review the Phased Property Tax Plan (PPTP) and explained the effects these increases could have to the rental industry at large (i.e. increased rents, less maintenance, reduced economic investment, etc.). The next step was waiting until the Property Tax Increases showed up on the agenda to be discussed at a Council meeting.

The Phased Property Tax Plan (PPTP) is a plan put in place in 2020 for non-residential property taxpayers. It allotted \$30 million in tax relief for Calgary businesses, and provided a cap of a 10% increase to the property taxes in this category. The CRRA proposed the same for the multi-residential buildings, in that their taxes would be capped at the same 7% increase the residential sector saw for their property taxes.

At a late April Council Meeting, the suggestion to provide relief with tax increases, for the most part, had apparently fallen on deaf ears. The idea to put in action PPTP was shot down by majority vote, with only three Councillors supporting the suggestion to provide tax relief.

The CRRA was attempting to schedule meetings with Mayor Nenshi and Council Members to discuss the PPTP and the effects their decision to ignore it could have. In May, a survey was sent out to the

membership asking for details on their taxes in 2018, 2019 and 2020, as well as the effects, if any, a major tax increase could have on their portfolios. 94% of those surveyed stated that a tax increase may cause them to increase their rents (average amount of \$40.00 per unit, per month), and the main impacts could potentially be limiting their portfolio growth and investment in Calgary, and deferral of renovations and improvements; with this information, the CRRA and their Property Tax Working Group began to formulate a plan to move forward. All of these actions put the CRRA and the Property Tax increase further into the spotlight.

June was a big month for the CRRA and property tax issue. It started out with us asking the membership to contact Mayor Nenshi and Council to let them know how they would be impacted by the Property Tax increase. The CRRA wrote an op-ed for the Calgary Sun, and it was also picked up by Global Calgary. Later in the month, the hashtag #overtaxedyc was created and used to help bring further awareness through social media, and

tweets using this hashtag began to gain attention. The CRRA also offered the chance to our members to speak with media about their property tax increases on their multi-family residential buildings and the impacts they could possibly have.

In July, two events were planned. The first was a virtual information session hosted by Gerry Baxter and Amber Ruddy where viewers were encouraged to continue contacting the City of Calgary Mayor, Council and administration, and to contact the Minister of Municipal Affairs.



Attendees to the Property Tax Rally showed their grievance with the increases.

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'2020 Property Taxes' continued from page 8

The second event was a rally held on the steps of Calgary's City Hall to protest the huge property tax increases to multi-family residential buildings. Gerry Baxter addressed the crowd of over 100 people, many holding signs with their full frustration and grievance with the increases on full show. Long-time CRRA Member, Victor Didkowsky of Living well Rental Communities, took to the microphone to speak to the impacts he and his tenants would personally feel with this property tax issue. The Property Tax Rally was a major news story picked up by local and national news, and even made it to the Chinese Sing Tao News!



Victor Didkowsky addresses the crowd to share the impacts these increases could have on him and his tenants.

With all the effort the CRRA and its membership made, no changes were made to the 2020 Property Taxes. However, in September, a letter was sent to the Minister of Municipal Affairs, and in late November, a meeting was held virtually with the deputy minister with promising results.

Keep your fingers crossed for a better 2021.



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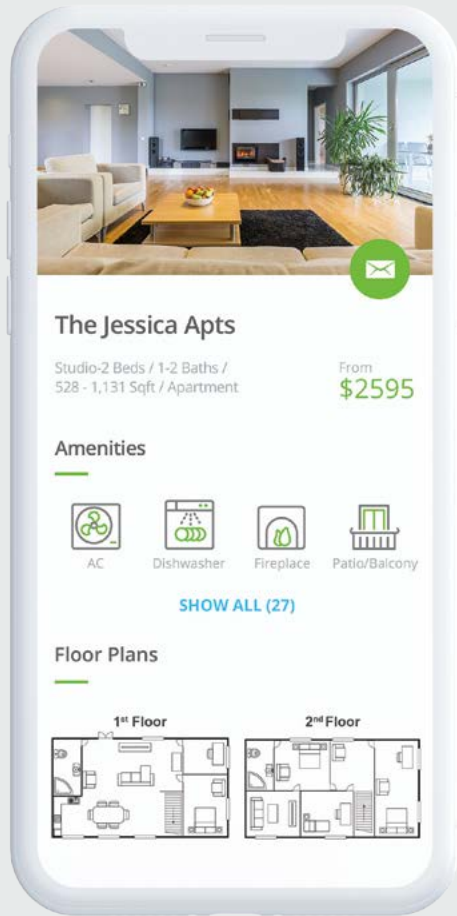
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How to Keep the Pests Out this Winter

The wind howls as snow forms a white wall in front of you. The temperature outside dips into the frigid sub-zeros. Winter has officially arrived.

In these harsh conditions, it's no wonder that rodents seek the warmth inside our homes in Calgary. While it may seem understandable, those little creatures become pests once they enter your home. When mice or other animals take up residence in your walls and attic, they begin chewing through wires, wooden items and drywall and defecating everywhere.

Not only are pests a nuisance, but they're also a health hazard. Rodents carry all sorts of nasty diseases, like Salmonella and Hantavirus. Once they find a mate, you've got an even bigger problem. That's when it's time to call an animal control service.

5 Ways to Keep Pests Out of Your Home This Winter

Fortunately, there are a few things you can do to winterize your home against pests before it becomes a problem.

Seal Cracks. Cracks in your home's walls or foundation make easy entry points. Seal all cracks and crevices with silicone caulk, paying special attention to areas where utility pipes enter your home. If you find any large gaps, fill them with pieces of steel wool. Pests are deterred by the roughness of steel fibers and are unable to gnaw through the material.

Screen Openings. Attic vents and chimney openings serve as easy access for squirrels, raccoons, skunks, mice, rats, and other rodents to enter your home. Covering all potential entry points will help deter them.

Replace Weather-stripping. Check your basement's foundation and windows for loose weather-stripping and broken or cracked mortar and replace it as necessary. Bear in mind, mice can wiggle through holes the size of a dime, and rats through holes the size of a quarter.

Landscape Wisely. A thick green shrub or hedge may look nice in the wintertime, but it also makes a cozy harborage site for pests, especially near the warm walls of your home. Make sure you keep shrubbery trimmed and ensure mulch is kept at least 15 inches from your foundation.

Replace Cardboard Storage Boxes. If you're storing items long term, consider moving them into hard plastic bins with tightly sealed lids. That will prevent pests from chewing through the cardboard and nesting alongside your possessions.

Which Pests Can Invade Your Home In the Winter and How To Deal With Them?

Animals must act differently in winter to survive. Bears go into hibernation and birds fly to warmer climates. What about pests such as rodents or insects? Pest control during winter is very essential as certain pests can invade your home during this season, such as:

- Larder beetles
- Cockroaches
- Spiders
- Mice
- Raccoons

Don't Rodents Hibernate During Winter?

Certain rodents such as chipmunks and groundhogs enter hibernation during the winter. However, others such as squirrels, rats and mice remain active. As the food sources of these rodents get exhausted, they tend to look for other sources in their surroundings, such as your home. The cold temperature outside can also lead them to the warmth in your home to wait out the winter.

Where Do Insects Go During Winter?

There are many different types of insects and each of them has a different way of dealing with winter. For example, female mosquitos store up fat and enter a hibernation mode called diapause. All types of termites are active throughout the year and can swarm in any season, provided the conditions are right. Spiders and cockroaches are active during the cold months. They also make their way into homes like mice for warmth and food sources.

What Makes Your Home a Potential Target for Pests in Winter?

Certain factors that may attract pests to your home in winter are:

- Easy points of entry, such as gaps under dryer vents, doors and holes or cracks in your foundation. Pests can also gain access to your home by crawling up plants or tree branches near your home.
- Food sources such as crumbs or food waste. Trash cans that do not have secured lids can also attract pests to your yard.
- Carry Out Regular Preventive Maintenance
- Seasonally inspect the perimeter of your home for gaps, cracks or holes.
- Check the window and door screens for damage and repair them as needed.

Inspect the screen vents that open into the chimney, attic, drains or crawlspaces.

*These articles were provided by Cal-Rid Exterminators Inc.
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UPCOMING EVENTS for 2021

January 21st - Seminar & Luncheon - Hotel Blackfoot

February 5th & 19th - RTA Course - Hotel Blackfoot

February 18th - Seminar & Luncheon + AGM - Hotel Blackfoot

March 12th & 19th - RTA Course - Hotel Blackfoot

March 18th - Seminar & Luncheon - Hotel Blackfoot

April 15th - Seminar & Luncheon - Hotel Blackfoot

April 16th & 23rd - RTA Course - Hotel Blackfoot

May 20th - Seminar & Luncheon - Hotel Blackfoot

June 3rd - Annual Awards Gala - The Carriage House Inn

June 10th - Seminar & Luncheon - Hotel Blackfoot

September 8th - Annual Golf Extravaganza
McKenzie Meadows Golf Club

September 10th & 17th - RTA Course - Hotel Blackfoot

September 16th - Seminar & Luncheon - Hotel Blackfoot

October 15th & 22nd - RTA Course - Hotel Blackfoot

October 19th - Member Spotlight Trade Show
Best Western Calgary Premier Hotel & Conference Centre

November 19th & 26th - RTA Course - Hotel Blackfoot

November 18th - Seminar & Luncheon - Hotel Blackfoot

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Hiring During A Global Pandemic



There is no question that our lives have changed dramatically this year. Many things have shifted, including the way we shop, learn, socialize and work. With some businesses experiencing a sharp decline in revenue, others are scrambling to find additional staff.

As we navigate COVID-19 and adjust to the “new normal”, employers are facing unique staffing challenges and recognize the value of thorough candidate sourcing, recruitment and screening techniques.

Organizations have had to adapt their staffing strategies to face today’s challenges in many ways (ie. physical distancing). Moreover, potential applicants’ desires and expectations have changed; be it work-from-home options, to health and safety best practices in the workplace. How can you be sure the applicants you are looking to hire are the right “fit”?

The last eight months have taught us that technology is part of the answer; it’s now easier than ever, and our new best friend! Virtual interviews offer a safe and secure method to meet with applicants. There are numerous platforms available; many are reasonably priced and user-friendly. A computer/tablet with a webcam or a smart phone is all that is required.

If the position requires the employee to be in a shared workplace, you may also want to consider an in-person interview. It goes without saying, that this should be a safe endeavor; all parties adhering to proper health and safety protocols. As we know, these can change regularly, so it is prudent to keep up with the latest advisories from our local authorities.

After all this, you still might be wondering “Where do I start?”

With so many people looking for work these days, one of the biggest challenges is having the ability and time to source qualified candidates. Posting your job opening may result in an overwhelming volume of applicants. Many of these may not come close to meeting the needs of the position, and quite frankly, some may also be applying but not truly motivated to re-enter the workforce. Many business owners are busy enough navigating these trying times, let alone managing their business effectively. Adding recruiting and hiring to a long day is not desirable.

Utilizing a staffing agency can be a great option. Candidates are sourced, screened, interviewed and reference checked before you ever meet them. Rather than sifting through hundreds of resumes, an agency can do the heavy lifting and supply you with 3 or 4 applicants that have been qualified and vetted to meet your organization’s requirements. You are able to conduct your own interviews and then make a choice that is right for you. Fees are based on an actual hire and come with a guarantee. It is a low-risk, time efficient way to find your next quality employee; a valuable investment.

Utilizing an agency is also a timely way to access a large, flexible temporary workforce should there be unexpected, short-term needs. A single phone call and a qualified candidate can be placed within your team as soon as the next day.

This article was provided by Laurie Kozicki, Permanent Recruitment Specialist and Sandra Barker, Sr. Sales Consultant at Diversified Staffing. They can be reached at 403.237.5577.

Sandra can be reached at (403) 705-2349 or by email: Sandra.Barker@diversifiedstaffing.com; or, through their website: www.diversifiedstaffing.com



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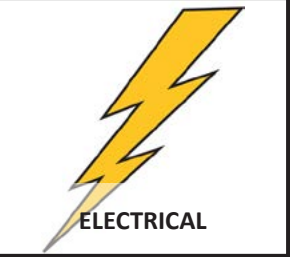



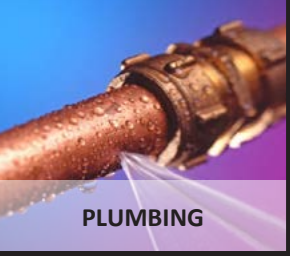









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CRRA Partners with BUILDEX Alberta as a Lead Association for Property Managers

Nov. 30 - Dec. 4, 2020

BUILDINGS WEEK

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The CRRA was proud to partner with BUILDEX Alberta as a Lead Association and Presenting Partner for Property Management at Buildings Week 2020!

BUILDEX Alberta is the province's largest event for architecture, engineering, construction, interior design, property management and related professionals. This exciting entirely virtual tradeshow and event was held from November 30th - December 4th as part of Buildings Week and was a joint-partnership between the Buildings Show in Ontario and BUILDEX Alberta.

Assisting the CRRA throughout the partnership process was James Wyatt, the Program Manager for BUILDEX Series with BUILDEX's parent company Informa Connect. James contacted the CRRA in April as a potential partner as the CRRA was "recommended by the Professional Association of Managing Agents (PAMA) as being the prime association for rental property owners in Alberta. We really wanted to strengthen the educational programs offered to property managers and we felt the CRRA would be a great partner to assist us."

As part of this partnership, the CRRA offered three seminars at Buildings Week that residential landlords and property managers could view from the comfort of their home or business.

The first seminar was entitled Emerging Trends in Alberta's Insurance Industry and Their Impact on the Property Management Industry and was presented by Rob de Puijs, the Director of Consumer and Industry Relations, Western and Pacific for the Insurance Bureau of Canada. Rob's insightful presentation not only highlighted some of the emerging trends in the Alberta insurance industry but also clarified the reasons why many of these changes were occurring and what the future insurance landscape in Alberta may look like.

The second seminar hosted by the CRRA occurred on December 3rd and was presented by Nicholas Holland from Peregrine General Pest Control and Tanya Rushcall from the Government of Alberta: Environment and Parks. Nicholas and Tanya's presentation was called Treating Residences and Businesses Safely with Advanced Options

in Pest Management. Their informative and engaging seminar provided some key updates on new and safe pest management technologies and how property owners can help determine areas of entry for pests entering their homes to prevent future infestations.

Our third and final seminar also took place on December 3rd and was presented by Brandon E. Lord, the District Manager for Realstar Management Partnership. Brandon's presentation was entitled Tenant Screening 101: A Successful Model for Tenant Screening. Brandon's presentation emphasized the importance of conducting thorough tenant screening as a strategy to minimize tenancy problems. Brandon's thoughtful and insightful presentation showcased some effective tenant screening strategies for residential landlords and how to implement these strategies seamlessly into their rental businesses.

In addition to offering these seminars, the CRRA was proud to be one of BUILDEX Alberta's virtual exhibitors. This remarkable opportunity provided the CRRA with its first foray into the virtual tradeshow marketplace and allowed the association to prominently feature its membership and educational offerings to a wide network of business professionals across Canada. As a result of our involvement the CRRA was able to virtually meet many potential new members while also re-establishing some key connections with former members of the association.

An official date for BUILDEX Alberta 2021 is still being finalized but the event is planning to be an in-person event that will be held in November 2021. For the latest BUILDEX updates, feel free to visit <https://www.buildexalberta.com/en.html>, follow @BUILDEXShows or sign up for their newsletter.



Jordan DeBarros is the CRRA's Business Development and Marketing Manager. He can be reached at 403-265-6055 or by email at: jordan@crra.ca

New Branding and Website

With COVID-19 prohibiting events, the CRRA staff felt this was the right time to reassess the online membership experience. A local Calgary-based media company, Fresh Focus Media, came in and began to discuss the possibilities available for the website, and in doing so, the CRRA's branding.



The 2010-2020 CRRA logo was important. It heralded in the name change – from Calgary Apartment Association to Calgary Residential Rental Association – and provided a trustworthy icon on all the leasing forms and notices we sold in office. But in moving into a digital age where online branding is a pillar, the old logo didn't work. As stated in the previous Rental Review issue's cover story and the release sent to the membership and posted online, the reasons for this new logo's look are clear!

The work began in April to nail down the new website, and July for the new logo. The late spring and summer were spent by the CRRA staff going over option after option, making choices based on what our membership needed versus wanted, and slowly, the overall idea of what the website, and more importantly, the online membership experience should look like came through. Now that the new site is launched and members are logging in, the next phase (online forms, FAQ's and more!) will begin in the New Year. We are excited about the possibilities ahead!



Gerry Baxter teaching the RTA Course.

Milestones

This year was a very important one for not only the CRRA Membership, but also the staff. Our Executive Director, Gerry Baxter, celebrated 20 years with the CRRA in September. Gerry has crafted this association into what it is today, with his knowledge on the Residential Tenancies Act and his vision for the association at a whole. Education is a key part of that vision, so in 2007, he created the RTA Course with the help of several members; a course writer and curriculum designer; and funding generously provided by the Alberta Real Estate Foundation. More than 1,600 people have since taken this course, and it is still being taught by Gerry today. His presence in the rental industry garners the trust people have in the CRRA, and the staff that he has hired over the years have helped shape the association, as well as the Board of Director's trust in his efforts. Thank you, Gerry, for the dedication you have for this association and its membership.

The Hindsight

This year has been a difficult one for many of us. But even in the darkest nights the stars shine the brightest; in these dark times, we've all had to be more innovative with how we operate, and many of the changes we have made are for the better. The CRRA's hope for the future is that we can remain safe, educated, and ready for whatever comes next in 2021.

WELCOME NEW OWNERS & PROPERTY MANAGERS

Linda Belenczuk
Sona Benkovska
James Braum
Greg Budd
Lisa Buonincontri
CVG Management Inc.
Greystone Residential
Management Corp.
Leslie & Shirley Hoyle

Susan Langfeldt
Angela Leung
James MacPhail
Bruce McPhail
Lesley Marriott
Afton McElroy
Karen Pipe
Mike Pogue

Eldon & Tara Preston
Dewa Ram
Real Property
Management - Bravo
Mark Reinhart
Sharon Robertson
Rose Virani
Brenda & Daryl Wilson

WELCOME NEW SERVICE MEMBERS

Clear Pipes Ltd.
FixIt Service Pros
Shel-Bar Electronic Ind. Ltd.
TruTech Pest Control (AB) INC