



# Calgary Apartment Association

## *Code of Ethical Principles*

***The following Code of Ethical Principles has been adopted by the Board of Directors of the Calgary Apartment Association and is a condition of membership, forming part of the obligation of a member of the Calgary Apartment Association. Any breach of the Code of Ethical Principles may result in the suspension or termination of membership.***

1. Members shall act in a manner that is consistent with the Calgary Apartment Association's reputation in Calgary as a highly regarded, professional and principled organization that believes its members should treat owners and managers, service providers, tenants and others with courtesy, fairness and respect.
2. Members have a fundamental responsibility to safeguard and advance the interests of the Calgary Apartment Association. This implies acting with trustworthiness, integrity and objectivity. This responsibility extends beyond a member's own behaviour to the behaviour of colleagues, employees and other members of the Calgary Apartment Association.
3. Members shall cooperate and extend the effectiveness of the Calgary Apartment Association by exchanging information and experiences, offering suggestions for improvements and encouraging research in matters affecting the residential rental industry.
4. Members shall strive to continually upgrade their knowledge and skills through education and training in the areas in which they practice as professionals.
5. Members shall honour the trust bestowed upon them by others.
6. Members shall avoid conflicts of interest and shall carry on work in a manner that will enhance the image of their profession and the Calgary Apartment Association. This includes acting openly and fairly towards others in the practice of their profession.
7. Members shall comply with all federal, provincial and municipal laws and regulations as they apply to their business and the residential rental industry.



## **ABOUT THE CALGARY APARTMENT ASSOCIATION**

### **“A LANDLORD’S MOST VALUABLE RESOURCE”**

**4653 MacLeod Trail S.W. Calgary AB T2G 0A6**  
**Phone: (403) 265-6055 Fax: (403) 265-9696**

Please allow us to provide you with some information about the Calgary Apartment Association. We are a registered non-profit society, formed in 1959, and our membership totals close to 600 members. There are two categories of membership: Owners and Managers of residential rental property; and, Service Companies or Businesses that provide a product or service in support of the residential rental industry.

Our Owner / Manager Members represent holdings totaling about 50,000 rental units. They include the largest landlord in the province and the largest of property management companies, right through to landlords who have one rental unit, such as a house, condo, townhouse or basement suite. Our fastest growing category of Owner / Manager Membership is the smaller rental unit holder, people who have less than 10 units.

Our Service Members provide a wide variety of services and products. Many of these members offer discounts, and the majority participates in the annual Trade Show where they showcase their products and services to the hundreds of Owner / Manager Members who attend this Free Show at the Big Four Building.

The Association's primary focus is to help our members by providing information, assistance, guidance and referrals. Members requiring assistance or an answer to their question usually find a simple call to our office is all that's needed.

We also provide our members with useful information through our educational seminars and courses. Networking is an extremely valuable way to learn from others in the industry and to this end we offer a variety of opportunities for our members to get together, from our monthly luncheons, seminars and workshops, to the annual Awards Evening, to the golf tournament, and our Christmas Social.

Last, but not least, members can take advantage of the many discounts that are available through the Association, from the purchase of forms and other documents, educational programs and the offerings of many of our service members. We sell copies of the legislation and all of the forms that Owners and Managers require to operate their business.

If you have not already done so, we invite you to check out our website at [www.calapt.org](http://www.calapt.org) for more information about the Calgary Apartment Association.

We believe every person who owns and rents out residential property benefits from membership in this Association, as there is much to learn from others. We are able to speak from a position of strength in our positive relationship with the government, especially on issues related to the legislation that governs the residential rental industry.

If you have any questions or we can be of further assistance, please give us a call.



# **Upcoming Events Calgary Apartment Association 2010**

*Seminars and Luncheons are held at the Blackfoot Inn*

<b>January 21</b>	<b>Seminar &amp; Luncheon</b>
<b>February 18</b>	<b>Seminar &amp; Luncheon</b>
<b>March 18</b>	<b>Seminar, Luncheon &amp; Annual General Meeting</b>
<b>April 15</b>	<b>Seminar &amp; Luncheon</b>
<b>May 20</b>	<b>Seminar &amp; Luncheon</b>
<b>June 10</b>	<b>Seminar &amp; Luncheon</b>
<b>September 16</b>	<b>Seminar &amp; Luncheon</b>
<b>October 21</b>	<b>Trade Show – Lower Level, Big 4 Building</b>
<b>November 18</b>	<b>Seminar &amp; Luncheon</b>

**ATTENTION**  
**CAA Service Members**  
Help Us Help You!  
*Join the Advantage Program*

**Membership in *The Advantage Program* is available to all CAA Service Members.**

**We provide additional FREE promotion of your company in the CAA Newsletter: and, now we'll include your company name, logo, and website address with a hotlink directly to your site, contact person, phone number and 25-word advertorial on our website, all at no additional cost to you.**

To be in the Advantage Program, a Service Member must agree to an added value service or a discount off their product/service for the current year. An added value service for example, is something that is not being offered as a regular course of business. The discount could either be a percent off current costs or a stated dollar amount.

***The advantages of participating in the Advantage Program are as follows:***

- Promotion of your company through our newsletter and website.
- Under your name, you will receive a 25 word advertorial (you will provide the CAA with this), highlighting your organization.

***The benefits of being in the Advantage Program:***

- Opportunity to tell all in the CAA membership what your product and service is.
- Your message is easily found in the Advantage Program flyer sent out with the CAA newsletter and on our website, allowing those that require your service to ***select you first*** because of the added value or % or dollar discount offered! An Advantage Program flyer is also included with each new membership package.

**Become An Advantage Program Member To Have The Advantage!**

Please e-mail me your company logo, and website address if you have one, contact person name and phone number, and 25-word advertorial describing your product or service discount. You can check our website ([www.calapt.org](http://www.calapt.org)), or the flyer included with the last edition of the *Rental Review* newsletter to see the type of wording used by current Advantage Program Members.

***If you have any questions, please give me a call at (403) 265-6055. I look forward to hearing from all of our Service Members and being able to promote your company through our Advantage Program.***

Gerry Baxter  
Executive Director  
E-mail: [gerry.baxter@shaw.ca](mailto:gerry.baxter@shaw.ca)

*The CAA can help you sell to Apartment Owners and Managers*

## A CHECKLIST OF MARKETING CHANNELS AT THE CALGARY APARTMENT ASSOCIATION

1. Be a member - reach our members through our membership list
2. Come regularly to luncheons
  - *as a volunteer*
  - *to network in the pre-lunch period - 11:15 to 12:00*
  - *to give door prizes (small value but big impact)*
3. Trade show exhibitor
4. Write an article for newsletter
5. Advertise in the newsletter
6. Participate in the CAA Advantage Program and create additional value and benefit for members
  - *offer a product or service or price for CAA members only*
7. Book an Infomercial – this is a one company trade show at our well attended luncheons
  - *set up a display in the luncheon area*
  - *address the luncheon attendees with valuable information for three minutes*
  - *Cost is \$250.00 – price subject to change*
8. Build and enhance your image with the CAA Membership through event sponsorship
  - *Golf tournament*
  - *Trade Show*
  - *Luncheons*
9. Volunteer
10. Social Committee - help organize:
  - *Golf tournament*
  - *Other Events*
11. Program and Education Committee - help plan, organize and schedule topics and speakers for:
  - *Educational seminars*
  - *Luncheons*
  - *Courses*
12. Membership Sales Team - help the CAA grow
  - *an important way to get direct access to members with smaller holdings*
13. Give a seminar on important issues for owners and managers

# Calgary Apartment Association

## Newsletter Advertising Rates

(subject to change without notice)

	<u>MEMBER</u>	<u>NON MEMBER</u>
Full Page	1X @ \$ 700 5X @ \$2400 (Save \$1100)	1X @ \$ 1000 5X @ \$ 4000
<i>Insert:</i>	1X @ \$ 350 5X @ \$1300 (Save \$450)	
1/2 Page	1X @ \$ 400 5X @ \$1500 (Save \$500)	1X @ \$ 600 5X @ \$ 2200
<i>Insert:</i>	1X @ \$ 450 5X @ \$1750 (Save \$500)	
1/4 Page	1X @ \$ 250 5X @ \$ 800 (Save \$450)	1X @ \$ 400 5X @ \$ 1600
<i>Insert:</i>	1X @ \$ 525 5X @ \$ 2250 (Save \$375)	
1/8 Page	1X @ \$ 150 5X @ \$ 500 (Save \$250)	1X @ \$ 300 5X @ \$ 1200
<i>Insert:</i>	1X @ \$ 600 5X @ \$ 2700 (Save \$300)	

Issues published: January, March, June, September, November.

Distribution date 1st of each of these months.

Advertising deadline is 6 weeks prior to distribution date.

***INSERT FEATURE IS FOR CURRENT 5-ISSUE ADVERTISERS ONLY  
WHO ARE MEMBERS OF THE CALGARY APARTMENT ASSOCIATION***

Please call Charmaine Noseworthy  
Calgary Apartment Association (403) 265-6055 or fax (403) 265-9696  
For more information

# CALGARY APARTMENT ASSOCIATION

4653 MacLeod Trail S.W. Calgary AB T2G 0A6

## ATTENTION SERVICE MEMBERS *The CAA is proud to provide an exceptional* MARKETING OPPORTUNITY

The reception area of our CAA office is equipped with brochure racks, which we're offering to our service members for display of their marketing materials. These racks will hold standard 8 1/2" x 11" notices, or two regular size brochures, side by side. Each day, owners of smaller holdings of residential rental properties visit our office to purchase rental forms and pick up information. *We estimate between 2,000 and 3,000 forms purchasers will come through our doors this year.*

*We also have portable brochure racks which will be taken to each of our seven luncheons at the Blackfoot Inn. The luncheons are generally attended by owners and managers of larger portfolios of rental units.*

You're invited to take this opportunity to purchase a slot to expand your market through the CAA. *You can choose any of these options:*

1. Bring your brochures to the CAA office for display. *We'll notify you when the stock is getting low and needs to be replenished.* Cost: \$250 per year.
2. Bring your brochures to each luncheon, place them in the rack and remove them at the conclusion of the luncheon. *(CAA cannot be responsible for transport).* Cost \$200 per year.
3. Choose *both* options above - Special Discount Rate: \$350 per year.

If you'd like to visit our office to see what we have to offer, please call us at (403) 265-6055.

If you'd like to take advantage of this marketing opportunity, please fill in details below and fax back to (403) 265-9696:

*Yes, we'd like to participate and choose: Option 1\_\_\_\_\_ Option 2\_\_\_\_\_ Option 3\_\_\_\_\_.*  
*Please invoice.*

Name \_\_\_\_\_

Company \_\_\_\_\_