

Homestead

The same great company, only better

Homestead is a well-known name in the residential rental industry. In the business for close to 60 years, the company has developed that identity through continued efforts to provide a quality rental experience. From the management team to the buildings, grounds, amenities and suites, Homestead offers a great rental experience to its residents. Some fabulous improvements are now underway, to the buildings, and to the company itself.

With all the technology and design available, one way Homestead is setting itself apart is by modernizing the rental experience. Starting with the way the company is presented to the public, the new logo more aptly defines the modern style of the company. Homestead has brought this into all of their signage and all buildings are undergoing a transition to this hot new look, with new signage currently being installed at all buildings, from their GTA, Hamilton and London properties to their Ottawa and Kingston properties too, keeping all buildings standardized to this high level of quality.

With modernization comes an enhanced rental experience. The Homestead website has been infused with modern technology, more than 180 virtual tour videos are being added, making it easier for potential residents to view properties and suites. In this digital age, where life moves fast, Homestead realizes that being able to take a look at an apartment while removing the appointment and the wait and travel time is making it easier for renters to make the all-important rental decision – right from the comfort of a personal computer!



But current residents are the most important element of the modernization process. They have come to expect a premium rental experience from the company, and Homestead continues to deliver. Currently, Homestead is bringing 'One Stop Media' to all rental properties. This high tech feature allows Homestead to be more closely connected to its residents. LCD monitors in high-traffic areas of the building, such as lobbies and laundry rooms, bring rental and community news to tenants, along with weather updates and generally entertaining content. An environmentally responsible method of communications, it cuts out the need for printing paper flyers to distribute community information and allows for timeliness in updates. From interest stories to important occurrences that affect residents, it's a technology that's starting to have many applications in many businesses, and Homestead is embracing it as an important tool for the rental industry to improve the residential experience.

The new face of this popular brand has even more to come. Having learned from its years of experience in the industry, Homestead continues to strive to be a leader in the rental industry, and efforts to stay at the forefront of style and technology are just one way Homestead continues to provide a stellar rental experience.

Watch for the new signs to be released and check out the launch of the freshly redesigned website, Homestead.ca, where you'll find extensive information on all of Homestead's residential rental properties. Take a virtual tour of any of the buildings and book your appointment online.