



O'Shanter

Customer service commitments make a real difference

The tagline for O'Shanter Development Company Ltd. is "Managing to do the right thing", a commitment that this property management firm takes to a whole new level.

O'Shanter's people-centred corporate philosophy includes making tenants of rental apartment buildings feel safe, secure, comfortable and part of a true community by providing customer service through motivated, engaged staff.

"We understand that a well-maintained building in a convenient location is a great asset to renters," says

O'Shanter's General Manager Randy Daiter, "but we also believe that the human side of things is just as critical. We're in the service industry, and we work hard to keep morale high with our staff members so that they approach their jobs with enthusiasm and professionalism at all times."

O'Shanter is associated with the Certified Rental Building Program (CRBP), which is developed by the Federation of Rental-Housing Providers of Ontario (FRPO) to provide rental housing consumers with a quality assurance al-

RIGHT: Receiving certificates from FRPO President & CEO Vince Brescia are (l-r) O'Shanter Principals Jonathan Krehm, Adam Krehm and General Manager Randy Daiter with Director, Certified Rental Building Program Ted Whitehead.

ABOVE: Federation of Rental-housing Providers of Ontario (FRPO) President & CEO Vince Brescia (l), and the O'Shanter Management Team (l-r) General Manager Randy Daiter, and Principals Jonathan Krehm and Adam Krehm.

TOP RIGHT: O'Shanter Development Company's Team receives Certified Rental Building Program (CRBP) Recognition.

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Photos: Nicole Berfs

ternative they can count on when selecting their rental apartment home. Twelve O'Shanter buildings are CRBP approved, with more slated for the near future.

"We share common values and goals with the CRBP's Standards of Practice and Code of Conduct," Daiter says. "Our strong customer service orientation includes consensus-building through a Journey To Excellence Master Plan developed collectively with our staff. And we have also launched a comprehensive awards and recognition program that is peer driven and supports our commitment to quality." Participation in the CRBP is one of the many ways that O'Shanter shows its dedication to establishing and upholding high standards in the industry.

They are the only multi-residential property management company in Canada to achieve both ISO 9001 certification for quality management and ISO 14001 certification for environmental management. "In reality," Daiter adds, "we have been walking the environmental walk for over 30 years. We have been taking proactive steps to reduce our carbon footprint

since long before the term became fashionable." O'Shanter has measured its energy management consumption regularly for several years, and in 2008 received FRPO's Pinnacle Award for Environmental Excellence. In fact, Daiter sits on the FRPO committee representing O'Shanter as a premier property management company to help determine how the CRBP can be taken to the next level in terms of promoting environmental sustainability. "The CRB program is a natural fit for us," Daiter says.

Association with the CRBP also contributes toward tenant renewal and referrals. "J.D. Power, which audits the CRBP, published its 2010 Resident Satisfaction Survey that shows a positive correlation between satisfied tenants and the increased frequency of lease renewals and referrals," Daiter says. "Excellent customer service produces an excellent return-on-investment. A company's investment in motivating its staff and increasing its morale can only add to that organization's bottom line." Part of motivation and morale is providing staff with tools they can use to guide their practices and interactions on a daily

basis. The CRBP is one tool that contributes to this success.

"There is education and training involved in becoming certified," Daiter says, "and we've discovered that training and staff development programs have made a tremendous difference to our employees and, consequently, to the company. We also conduct regular tenant satisfaction surveys and we use the information from those responses to improve our operating procedures.

"Overall, we have found a co-relation between happy staff and happy tenants. Customers can sense when staff members are motivated, committed to excellence, and interested in their work and their clients' needs. In property management, tenant satisfaction often hinges on those kinds of positive attitudes, and the CRBP's Code of Conduct and Standards of Practice reinforce everything we stand for," he added.

"Strengthening employee motivation can be the most cost-effective way of achieving improvements in productivity, efficiency and service delivery," Daiter concludes, "and tenants enjoy a higher quality of life in the process."

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