

press release





Rhapsody Announces Partnership with The Brand Factory



TORONTO, March 28, 2018

Rhapsody Property Management Services (“Rhapsody”), Canada’s premier multifamily management firm, is thrilled to announce its partnership with award-winning Toronto-based ad agency The Brand Factory, Canada’s leading agency for real estate branding and marketing.

Headquartered in Toronto, Rhapsody taps into the experience of its parent company, Pinnacle Property Management Services, one of the leading multifamily management firms in the United States.

Partnering with The Brand Factory will serve to elevate Rhapsody’s service platform, leveraging the agency’s expertise in real estate marketing, communications strategies, and creative execution.

Rhapsody’s vision is ultimately to exceed customer expectations, constantly pursuing innovative and creative ways to approach customer service. The Brand Factory will help bolster this vision.

Rhapsody and The Brand Factory very much look forward to a fulfilling and successful partnership.

About Rhapsody Property Management Services:

Rhapsody Property Management Services (“Rhapsody”) is a joint venture between PPMS Holding Corp., a Pinnacle Company, and a leading Canadian real estate investor (www.rhapsodyliving.ca). The company operates as a division of Pinnacle, which is a privately held national real estate provider specializing in third party management of multifamily residential communities in the United States.

About The Brand Factory:

Headquartered in Toronto, The Brand Factory is a full-service advertising and digital agency. The company combines the strategic approach of a consultancy with a world-class creative agency, while offering end-to-end digital capabilities all under one roof. The agency’s award-winning approach is to disrupt the norm and find new ground for their clients’ brands. More information can be found at www.thebrandfactory.com.