



Putting Tenants First

Schickedanz Bros. Properties Leads the Way In Customer Service



With just over 1,000 units in their portfolio, there are few other family-built landlords in Ontario of this size providing as much service to their residents as **Schickedanz Bros. Properties**. As one of the nominees for FRPO's 2006 MAC award for Outstanding Community Service, Schickedanz truly believes that being in the rental accommodation industry goes beyond just providing quality housing.

With several properties in Toronto at 50, 60 & 70 Ruddington, 505 Cummer, 60 & 70 Clipper, Schickedanz serves tenants in a mixed community of buildings with people of all walks of life including but not limited to a senior resident base, families, couples, and a multi-cultural and multi-generational component.

Customer Service

Tenants experience Schickedanz-style service as soon as they move in. First, welcome baskets are given to all new

residents filled with everything they might be looking for on moving day but not be able to find. New tenants are given \$200 in gift certificates to use at the local plaza next door to their building. This has been well received as it gives residents an opportunity and reason to immediately familiarize themselves with their local community.

To further help new residents get oriented, community information sheets have been created for each building location so residents know everything there is to know about their neighborhood from a glance including, but not limited to, schools, places of worship, shopping and transit.

Three weeks after they move in, new residents are given a survey. They are asked such questions as... "How did your move go? Were the staff helpful?" This information is followed up and then used to assist the property managers in better servicing new residents.

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Site specific postcards have been created for all locations for residents to forward their new address to friends and family.

After new tenants get settled in, the landlords continue to build a sense of community. Resident Appreciation Barbecues are held that have not only welcomed the tenants but the local respective community. They are provided with entertainment including an exceptional animal show, balloons, and barbecues including everything from hot dogs and hamburgers in both regular and halal to corn on the cob. This annual event is gaining momentum each and every year. Schickedanz also holds resident appreciation coffee mornings several times a year as an opportunity for residents to meet and greet each other and Schickedanz staff.

Community Service

Schickedanz residents also receive help getting engaged with the local community. Ongoing relationships have been established with all of the local churches, schools, hospitals and the nearby chiropractic college. A referral program has been set up for local partnerships interested in fundraising for their particular causes. Staff have facilitated easy access for a number of service programs to enter their properties including home care and meals on wheels.

Schickedanz is also a major annual participant in FRPO's province wide industry food drive where staff help collect food door-to-door, last year collecting record amounts of food for local food banks during the difficult spring food drive.

Efforts to provide community service opportunities to residents have paid off. According to the St John's Rehabilitation Centre, the attendance from the Schickedanz community at their annual fair was overwhelming, helping them raise more money at that event than any similar event in the past. A 'community happenings' board is visible at all locations so that residents not only know what's going on in their own building, but in their local community.

The Schickedanz Community Spirit

Other customer service gestures the landlord does for tenants include:

- Sending Christmas cards to the entire resident base.



- Providing calendars to residents during the holiday season.
- Passing on discounts to residents such as arranging an opportunity for daily newspaper home delivery for less than a \$1 per week.
- Annual interest cheques given to residents just before Christmas so they can use them over the holiday shopping period.



From left to right: Olga (tenant since 1978), Marion (tenant since 1970), another former long time tenant, senior property manager Cora Armstrong in the back row, superintendents Nadia and Vlad, and assistant property manager Patricia Dawson.

“We hold resident draws at various times of the year including at the resident appreciation barbecues,” says Cora Armstrong of Schickedanz Bros. Properties. We also help residents celebrate special days like Mothers Day, and decorate our lobbies for each season or holiday that passes over the course of the year.

During Halloween, Schickedanz staff can be found dressed up in costumes as they provide children an opportunity to collect candy in decorated lobbies.

Added bonuses available to Schickedanz residents include getting movie passes for two with snacks as a thank you to all residents at their Clipper buildings. Schickedanz also sends out ‘free weekend getaways’ for all residents of 50, 60 & 70 Ruddington and 505 Cummer. These tenants are offered this free gift as an effort to show the landlord’s appreciation of their residency.

“Our communities are truly different from other rental housing properties - it’s one of those places where people still stop to say ‘hello’ to each other”

***Cora Armstrong
Schickedanz Bros. Properties***

Tenant Friendly Upgrades

Beyond personal gestures and superior customer service, Schickedanz also ensures its properties are truly built around the tenants’ specific needs. Capital projects go beyond just simple preventative maintenance and real care is paid to providing special touches. These include:

- Wheelchair and walker access has been supplied to make their trips to the Schickedanz plaza more accessible.
- New building signage was purchased to have the buildings more easily identified for taxi cabs and visitors.
- New, upgraded lighting is being installed at all buildings in order to provide a cleaner safer appearance to the property for residents.
- Curb appeal has recently been substantially upgraded with thousands of dollars worth of improvements which residents identified as an area of concern.
- Lever handles were installed on all ground floor doors to allow older residents easier access.
- New stone benches have been installed throughout the

grounds for the use of elderly residents, who really appreciated this small touch.

“Upgraded laundry rooms with lounge areas including card tables and chairs and a book exchange area were recently completed at the buildings for our resident’s enjoyment,” explains Armstrong. “In response to requests from our residents a new, state of the art security camera system has also been installed at each of our properties.”

In response to a recent Resident Satisfaction Survey, Schickedanz also built a card and community room at 70 Ruddington to have a place for seniors to enjoy social time together. The lobbies of 60 Ruddington and 70 Ruddington have also recently been renovated to better suit the needs of the resident base living in the respective communities.

The end result of these customer service initiatives? Schickedanz’s most recent annual resident satisfaction survey demonstrated a 97% satisfaction rate within the resident base.

“One of the most rewarding things is having residents go out of their way to personally tell me how much they appreciate our efforts to create a caring, comfortable community for them”, says Schickedanz’s Cora Armstrong. “The end result is that our communities are truly different from other rental housing properties, the atmosphere is friendlier and more welcoming - it’s one of those places where people still stop to say ‘hello’ to each other”. 🏡