

# CAPREIT COMMUNITY

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www.capreit.ca

CONNECTING RESIDENT COMMUNITIES ACROSS CANADA

## Ask Mark Anything

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CANADIAN APARTMENT  
PROPERTIES • REIT

**#BESTPLACETOLIVE**



# Ask Mark Anything

**Mark Kenney**

President & Chief Executive Officer

At CAPREIT, we know that providing a great living experience takes the efforts of many dedicated teams working together. In this first segment of the year, President & CEO, Mark Kenney, answers resident questions to help you better understand how our communities are supported.

## **How do Head Office and Operations work together to support our communities?**

Behind every well-run community is a network of professionals working to ensure residents feel at home. While our onsite teams handle day-to-day operations, they're supported by many departments, from Sustainability & Conservation to Customer Experience. These teams collaborate with your local Property Management to enhance the resident experience, from maintenance improvements to community initiatives.

## **What is your role as CEO? Is each CAPREIT community important to you, or are you focused on the big picture?**

Every community is an essential part of CAPREIT's success. I take a hands-on approach to the leadership of CAPREIT. I visit our properties regularly, listening to residents and staff to ensure we continuously improve. The big picture only exists because of the people living in our communities.

## **CAPREIT manages communities across Canada. How do you ensure consistency in resident experience across different locations?**

While every community is unique, we have company-wide standards and best practices that ensure a consistent, high-quality experience for all residents. From maintenance response times to community engagement initiatives, our teams are trained to uphold the same level of service across all properties. We also conduct regular audits to maintain community living standards, and have established feedback systems to help us continually improve our services.

## **How does CAPREIT approach sustainability in its communities?**

Sustainability is a key focus for us. Our Sustainability & Conservation team works closely with property teams to implement energy-efficient solutions, waste reduction programs, electric vehicle charging, and water conservation initiatives. We are always looking for ways to improve our environmental impact while keeping costs manageable for residents.

If you would like your question to be featured in our newsletter, please submit to [goodnews@capreit.net](mailto:goodnews@capreit.net).



## CAPREIT EMPLOYEE SPOTLIGHT

# Emily Engram

## Mobile Leasing Specialist

As a Mobile Leasing Specialist, Emily Engram handles a diverse range of responsibilities across a portfolio of six (6) CAPREIT communities in Edmonton, Alberta. In her six months working at CAPREIT, Emily has been a standout in providing top-tier support to prospective and current residents. She responds promptly and professionally to inquiries, ensuring that all concerns are resolved efficiently and to the residents' satisfaction.

### **We asked Emily what she loves most about her role as a Mobile Leasing Specialist at CAPREIT:**

“Working at CAPREIT has been a rewarding experience. I love interacting with residents on a daily basis and my colleagues are very supportive.”

### **Here's what one of our residents has to say about Emily:**

“Our experience at The View Apartments in Edmonton has been amazing. From our initial inquiry to moving in, Ursula and Emily handled everything with professionalism, warmth, and care. They made the process smooth and stress-free with their calm demeanor, patience, and willingness to help. We felt valued and respected throughout. They turned what could have been an overwhelming experience into a pleasant journey. We highly recommend The View Apartments and meeting...Emily—they are wonderful professionals and human beings. We are incredibly grateful to them for making our transition to this beautiful home such a positive experience.”

# Keys for Impact

## Giving Back to Our Communities

Through our Keys for Impact initiative, CAPREIT donated **\$150,150** to charities across Canada, supporting causes that matter most to our residents, employees, and communities.



Launched in 2024, the goal for this initiative is to make a lasting impact in our communities. For every new lease signed in November and December 2024, CAPREIT contributed to organizations making a difference across the country. Thanks to the participation of our new residents, these funds are now helping to provide food, shelter, and support to those in need.

Together, we supported the following remarkable organizations:

- Food Banks Canada (Mississauga, ON)
- FoodShare Toronto (Toronto, ON)
- Habitat for Humanity Greater Vancouver (Burnaby, BC)
- Brown Bagging for Calgary's Kids (Calgary, AB)
- Leftovers Foundation (Calgary, AB)
- REACH Regina (Regina, SK)
- Dans la rue (Montreal, QC)
- Le Chaînon (Montreal, QC)
- Hope Blooms (Halifax, NS)
- Shelter Nova Scotia (Halifax, NS)

These organizations tackle pressing issues such as food insecurity, housing instability, and youth empowerment—causes that resonate deeply with our residents and employees.

We extend our deepest gratitude to the incredible organizations making an impact, and to our residents who continue to be part of communities that care.

This milestone is just the beginning. Together, we're building stronger communities and proving that when we come together, we can create meaningful change.



# KEYS FOR IMPACT

CARING FOR OUR COMMUNITIES



# Why Renting with CAPREIT Just Makes Sense

In today's rental housing market there are a number of rental options available. Some may think that renting with a condo owner/private landlord may be the same as renting with rental housing provider like CAPREIT. However there are some stark differences that may not be apparent from the onset. Often private landlords have their own priorities and

are ill-equipped to provide support to their residents when they need it. With a rental housing provider like CAPREIT, it means being part of a professionally managed community where resident experience is a priority. Here's why it should matter to you:

## Renting from a Condo Owner | Private Landlord vs. Renting with CAPREIT

	Renting from a Condo Owner	Renting with CAPREIT
<b>Stability &amp; Lease Security</b>	Lease terms may change unexpectedly if the owner decides to sell or move back in.	CAPREIT provides long-term rental security with clear, consistent lease terms.
<b>Maintenance &amp; Repairs</b>	Response times vary depending on the owner's availability or willingness to invest in repairs.	Dedicated onsite maintenance teams, available 24/7, ensure prompt and professional service.
<b>Amenities &amp; Shared Spaces</b>	Access to amenities depends on condo rules, which can change at any time.	Residents enjoy well-maintained amenities with consistent policies and upkeep.
<b>Customer Service</b>	Service levels depend on an individual landlord's approach.	CAPREIT has a professional Customer Experience team focused on resident satisfaction, as well as numerous ways to get the help you need.
<b>Rent Increases &amp; Fees</b>	Rent control may not apply, and fees can change unexpectedly.	Transparent rent structures follow regulations, ensuring fairness and predictability.
<b>Community &amp; Engagement</b>	Condo owners may not invest in community events or resident engagement.	CAPREIT fosters a sense of community through resident initiatives and programs. We look for ways to build communities through events and engagement.



# Protect Yourself from Rental Scams

There has been an alarming rise in scams targeting residential communities. Fraudsters are becoming more sophisticated, making it easier for residents to fall victim to malicious schemes. Awareness is the best defense to prevent rental scams. Here are some ways you can safeguard your personal information.

## COMMON RENTAL SCAMS

### Fake Building Sale Notices

Scammers may send emails claiming that your building has been sold, instructing you to make rent payments to a new account. CAPREIT will never request rent payments in this manner. If you receive a suspicious message, do not respond or click on any links—always verify with your building management.

### Impersonation of Building Staff

Scammers may send emails pretending to be your management team, asking for rent payments via links or different payment methods. These emails will likely be from an unknown email source. CAPREIT will never ask for rent

payments through email links. The safest way to pay rent is through our Pre-Authorized Payment (PAP) option in the Resident Portal. If you receive an unexpected email about payments, contact your building staff directly.

## HOW TO SPOT A PHISHING EMAIL

**Don't trust the display name** – Scammers can fake display names on email addresses. Check the email address directly.

**Look, but don't click** – Hover over links before clicking.

**Check for spelling errors** – Poor grammar is a red flag.

**Watch for urgent requests** – Scammers create false urgency to pressure you.

**Never share personal information** – CAPREIT will never ask for sensitive details like your SIN or banking info via email.

If you suspect a scam, report it to your management team immediately. Staying informed helps keep our communities safe!



# Dryer Vent Cleaning: Prevent Fire Hazards with Proper Maintenance

Whether you have in-suite laundry or use shared facilities in our CAPREIT communities, keeping dryers clean is key to maintaining efficiency and ensuring clothes dry properly. Over time, lint and dust can build up inside the machine, leading to longer drying times, increased energy use, and even potential fire hazards.

By following these simple steps, you can help keep dryers running smoothly and your laundry routine hassle-free.

### Every Load: Clean the Lint Screen

A clogged lint screen can significantly slow drying times. After each use, remove the lint screen (usually located near the dryer door), gently remove the lint by hand, and replace the screen. Avoid using water, as wet lint is harder to remove.

### Clean the Lint Trap and Exterior

#### Lint Trap Cleaning:

- Remove the lint screen and use a vacuum crevice tool or dryer cleaning brush to clear any lint buildup inside the trap. Replace the lint screen once finished.



### Exterior Cleaning:

- Wipe down surfaces, knobs, and buttons with a gentle cleaning spray and a microfiber cloth.
- Move the dryer, when possible, to clean behind and around it, removing any dust or fabric debris that could pose a fire hazard.
- Keep the surrounding area clutter-free—avoid storing items on top of or near the machine to reduce fire risks.

### Deep Cleaning: Vent and Duct Maintenance

A clogged exhaust vent can lead to longer drying times and overheating. If drying times seem longer than usual or there is little airflow from the outside vent, it may be time for a vent cleaning. Typically, your management team will conduct regular duct maintenance to ensure dryers are properly maintained. If you are experiencing clogging or longer dryer times, please submit a service request through the Resident Portal.

Regular dryer maintenance helps extend the life of the machine, keeps clothes in good condition, and reduces energy costs. By incorporating these cleaning habits into your routine, you can help maintain a safer, more efficient laundry experience.



### Valentine's Day Event, Benny Crescent Apartments – Montreal, Quebec

Our property team at Benny Crescent Apartments in Montreal, Quebec had a fantastic time celebrating Valentine's Day with our amazing residents. It was a morning of sweet prizes, connections, and community. We were thrilled to receive such heartwarming feedback – our community property team's service is top notch, and CAPREIT's Resident Portal makes community living so easy, with timely notifications and simple payment and bookings.

### Valentine's Day Photobooth at Willoughby Willoughby Walk, Parque on Park, The Point and The Lincoln, BC

Our Valentine's Day photobooth events at Willoughby Willoughby Walk, Parque on Park, The Point and The Lincoln in British Columbia were a hit, and we couldn't be more thrilled to see our lovely residents making memories together. From sweet smiles to fun poses, every moment captured is a testament to the wonderful community we have here.



### Valentine's Day Event, Applewood Towers - Mississauga, Ontario

Perfect moments are brewed over coffee. The property team at Applewood Towers Apartments in Toronto, Ontario brightened our residents' Valentine's Day with a warm cup of love and delicious treats. Our residents make Applewood Towers Apartments the best place to live, where kindness and community thrive. Thank you for being a part of this amazing community!



### Valentine's Day at Dolphin Square - Richmond BC

Our property team hosted a delightful Valentine's Day event at Dolphin Square in Richmond, BC! Residents gathered for a fun-filled day, celebrating love and community spirit. The atmosphere was filled with laughter, joy, and genuine connections. A big thank you to all our wonderful residents for making this day so special!





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