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## News Release

October 25, 2018

### NEW CFAA DIRECT MEMBERSHIP DRIVE

Since its inception in 1995, CFAA has raised its funding primarily through membership dues from landlord association, but now we are reaching out to rental housing providers directly. Through the expansion of the direct membership program, CFAA hopes to achieve more for Canada's residential landlords by enabling access to improved member services and enabling CFAA to add substantially to our government relations work.

Alongside the direct membership program, association memberships in CFAA will continue. CFAA member associations will still be entitled to send a representative to sit on the CFAA board, and to continue to receive what you receive from CFAA now. However, for those who join CFAA as direct members, CFAA will provide increased services and communications.

The annual direct membership fee is \$100 plus 50 cents per rental unit. To join CFAA, e-mail [admin@cfaa-fcapi.org](mailto:admin@cfaa-fcapi.org), and we will send you the application form.

#### New membership services

For direct members, CFAA plans to make available new privileges, such as:

- *discounts on conferences,*
- *discounts on numerous education programs,*
- *access to discounts on recordings of CFAA's conferences and education sessions, and*
- *access to additional webinars.*

To implement those and other membership services improvements, CFAA wants and needs input from landlords across Canada. To provide your input, please email Jeremy Newman at [jnewman@cfaa-fcapi.org](mailto:jnewman@cfaa-fcapi.org).

#### Expanded Political Action

Over the last two years, CFAA played a major role in shaping the ten year National Housing Strategy (NHS). Within that strategy, CFAA achieved access for private rental providers to commitments for government spending of:

- \$4B on housing benefits for low-income tenants,
- \$3.75B in low-cost direct lending for rental construction,
- \$5.7B for retrofitting private market (for-profit) and community housing, and
- \$7.4B for funds to be invested in new rental construction.

In order to get the most benefit from the federal government's funding commitments for rental housing, the CFAA Board of Directors plans to engage a national government relations firm (with long-standing, deep connections to government and politicians) to provide additional monitoring of federal initiatives, and to assist CFAA on the key federal issues.

The total amount of NHS spending open to for-profit rental providers is to be \$22B, or close to \$6,000 per rental unit in Canada on average. CFAA is working hard to make sure you can get your share of that money, and that it is applied in a way which supports the rental housing industry across Canada.

For more information, contact Jeremy Newman, Director of External Relations, at 613-235-0101 or at [jnewman@cfaa-fcapi.org](mailto:jnewman@cfaa-fcapi.org).

*The Canadian Federation of Apartment Associations represents the owners and managers of close to one million residential rental suites in Canada, through direct membership and 11 associations across Canada. CFAA is the sole national organization representing the interests of Canada's \$480 billion private rental housing industry, which houses more than eight million Canadians.*

## **BACKGROUND**

### **Program Details**

For the last several months, both the federal government and CFAA have been active in the roll out of various housing programs under the ten year National Housing Strategy (NHS), as well as community housing providers. The programs offer grants and loans to for-profit rental providers and developers.

### **Rental Construction Financing Initiative (RCFI)**

The Rental Construction Financing Initiative (RCFI) provides long-term, low cost financing for developers who include some affordable units in new rental developments.

In a recent program evaluation, CFAA indicated the need for speedy and efficient approvals (or rejections), and more openness about the interest rate benefit that the program delivers.

CFAA supports RCFI, provided the bulk of the approved projects are located in areas where new rental development is needed. That usually includes areas where vacancies are low, supply is not keeping up with demand, and those factors are creating political pressure for government interventions which the rental industry opposes. CFAA made our geographic concerns abundantly clear in our input into CMHC's recent program review. CMHC has assured CFAA that the RCFI funding is being focused on the high needs areas. In other areas, only a few projects are being approved, such as a small building with an elevator to serve seniors and disabled people in communities which currently lack such accommodation.

### **National Housing Co-Investment Fund**

Under the new ten year National Housing Co-Investment Fund, there is a New Construction Stream, providing \$7.4B in grants and loans, and a Repair and Renewal Stream, making available \$5.7B. Thanks to CFAA input, both are open to for-profit rental developers, as well as community housing providers.

Along with CFAA's new direct members, the CFAA Board or Government Relations and Communication ("GRC") Committee will determine what changes are needed to make the programs work better, and then we will lobby for those changes.

### **Canada Housing Benefit**

The NHS commits \$4B for a new Canada Housing Benefit, but many design elements are still to be determined, including the extent to which that benefit will be available to tenants in the private rental market. Along with CFAA's new direct members, the CFAA Board or GRC Committee will determine what reforms are needed to make housing benefit programs work best, and then lobby for those reforms.

### **CFAA's goals**

With the direct membership program, CFAA's goals are to provide more education and information to rental housing providers, and to improve the investment operational and development environment for rental housing.

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