



The Proline Pulse

COMMUNITY EDITION

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Proline Management Ltd.

Welcome!

by Andy Spurling, President and Kelly Whitney, Vice President, Operations

As we head into the holidays after another difficult year, we continue to embrace hope as we move forward. And hope that most in our many communities are choosing to do the same. The ongoing pandemic. Challenging weather. Supply and labour shortages. Increasing division. Uncivil electronic communications. Sometimes it feels like the perfect storm. And wow it's hard at times. So hard. But when we take a moment to step back and look at the whole picture, there is so much good. We are truly blessed to have an amazing team of people that choose to show up everyday and help each other and all of our client communities live and grow together. We have a dedicated and diverse legion of volunteers that give their time everyday to serve their communities, sometimes being subjected to the wrath of unreasonable and angry owners as the price of volunteering their time and energy. But doing so with grace. We have an amazing array of rental properties from owners that want to make high quality and well-maintained places available to all of our tenants in search of comfortable homes in a difficult market. It is all this hope and service that keeps us optimistic that the next year will continue to deliver heavy doses of delight amongst inevitable challenge. Happy holidays! And all the best in 2022...

INDUSTRY INSIGHTS

Labour Supply Sabotage

By Adam Taylor, Proline Management

This article is late. I was tasked with writing it sometime ago and somehow it was constantly deprioritized until now. As I scroll back through the past few months in my calendar and my arm's-length list of things to do, I struggle to find a singular reason for the delay. I try to imagine looking down objectively from 30,000 feet on what I've been doing at work— what I've accomplished, what is still underway, and what has been left undone. Like newsletter articles. The common thread is items that should have been completed quickly are still in progress.

Rental Property Managers are a special breed of knowledge worker. We give value to knowledge by solving problems, predicting/avoiding problems, connecting dots, building relationships with tenants, clients, and colleagues – and all within a constantly changing hard landscape of a day that can be rattled at any given moment with new priority changing circumstances or information that requires us to (not going to say “pivot”) shuffle said priorities to save our client's investment or income and achieve the perfect results we're famous for. Our work is mental, and our currencies are time and focus.

Fortunately, Proline is over 30 years experienced. It is not our first rental rodeo. Our company's experience in this industry has led to us to develop and recognize the need to continue to develop internal processes and trade secrets. Processes and secrets that allow us a level of efficiency to keep up with the constant stream of priority changing information we receive by phone, cell phone, text, email, MS Teams, and random in-person encounters. The amount of input we receive is not for the faint of heart (or mind) and in fact, it isn't possible without a systematic approach to managing it, and the support of good colleagues, trades people, and suppliers.

So, say you wanted to sabotage our perfect system of timely response, quality solutions, and perfect results - how could you throw a gear in the cog of our mental apparatus? Don't guess, “completely change how we work because of social distancing and remote workplaces amidst an unhealthy social environment and economy on the brink of collapse because of a global pandemic”. Because that was no problem. We killed it. But if you guess, “Remove the service suppliers and materials needed to maintain investment properties,” you might just have a future in property manager sabotage.

New Community Members

A warm welcome to our newest clients, 25-unit rental building West Bay Landing in Esquimalt and stratas Water's Edge in View Royal, Oceanwood Gardens in Parksville, Treelane Ridge in Campbell River, as well as two brand-new strata developments 2298 Phillips in Sooke and 625 Jubilee in Duncan, the latter we manage in partnership with Habitat for Humanity.

Team Updates

Congratulations to Sarah W and Samantha H who are the most recent team members to pass their strata licensing exams. We welcomed back Jade to our Administrative team after she relocated to The Maritimes and now works remotely. The Administrative team also grew to include Sarah B, Jenn S, and Amanda. In Nanaimo Emily joined us as our newest Operations Coordinator.

Head Office

We have now occupied our new head office at 888 Attree Avenue in Langford and look forward to welcoming you there! Our Burnside remains open though we will soon be shifting to occupy only the 2nd floor there.

Ask us Anything!

We produce this quarterly newsletter as we want to be providing valuable information to our clients and communities. We believe that we have an abundance of experience and knowledge that can provide value to our client communities. So please send any questions you have to questions@prolinemanagement.com and we will answer them in future editions. Or reach out directly if a quicker answer is needed. Or both. Thanks!

TAKING A STAND ON DIVERSITY, EQUITY, AND INCLUSION –

By LandlordBC

There's no question that as a society we are increasingly witnessing the pervasiveness of racial injustice and, if we are being honest, we know full well it's happening right here in our own backyard. This is why we as rental housing providers, both individuals and organizations responsible for providing the fundamental service of housing, must show leadership by taking a stand on diversity, inclusion, and equity. The rental housing industry has enormous potential to combat systemic racism by simply making a conscious effort. Collectively we must take action to foster a more diverse workforce, understand unconscious bias, or even create more equitable housing. Our sector has to figure this out. Everyone is looking at what we do. Know that ignoring the issue, or simply "checking the boxes" on some disingenuous plan, won't cut it.

LandlordBC recently partnered with a Diversity, Equity & Inclusion (DEI) expert to help our members begin this important journey. Through a series of three webinars, Renee Charles helped us understand what diversity is and why it is important, the difference between exclusion and inclusion and, finally, she described anti-racism in action. If you didn't attend the webinar series, we strongly urge you to view the recordings archived in the secure members-only section of our [website](#). If you have staff (property managers, building managers, resident managers, administrative staff, etc.), ensure that they too watch these three webinars. They are each 90 minutes long. Please

know that we engaged Renee for our members. Please do not miss the opportunity to take advantage of this resource.

In the meantime, here are some tips on how to incorporate DEI into your organization, regardless of size:

1. There's a difference between equity versus equality: Equality is giving everyone the same thing, and not acknowledging historical and present-day inequities. When we distribute resources with equality in mind, we may be giving some people things that they don't need and missing the opportunity to provide additional resources to those who have been historically and systematically impacted by inequity.
2. Make sure your initiatives are properly structured and resourced in your organization. Oftentimes people are tasked with achieving a lot, but they don't have the resources.
3. Ideally, the person in charge of DEI initiatives should be involved in meetings and discussions where major decision-making happens.
4. When you interview potential hires, you can mitigate bias by asking standardized questions. Studies have shown that structured interviewing is a more effective way to interview.
5. DEI initiatives have gotten dinged for being a check box item instead of having meaningful impact. If you do just one thing and do it one time, then it becomes a check box. But if you launch a training program and it's in conjunction with coaching and revised company policies, that's a great way to do change management.

Disaster Financial Assistance (DFA) is now available for eligible British Columbians in southwest, central and southeast areas of the province and Vancouver Island who were affected by flooding and landslides from Nov. 14-16, 2021.

This assistance includes all Indigenous communities, electoral areas and municipalities within the geographic boundaries of these areas.

DFA is available to homeowners, residential tenants, business owners, local governments, Indigenous communities, farmers and charitable organizations that were unable to obtain insurance to cover disaster-related losses. By regulation, DFA is unable to compensate for losses for which insurance was reasonably and readily available. DFA will assess each application using its legislative criteria in a fair and consistent way.

<http://www.gov.bc.ca/disasterfinancialassistance>

COMMUNITY CORNER

Santas Anonymous



Santas Anonymous is one of Greater Victoria's longest-running children's charities. They work to serve families with children in need with a focus on helping them break out of a cycle of poverty. Despite the name, Santas Anonymous provides community support year-round, mainly through their Special Grants program that provides much-needed funding for projects and programs that support children, youth (ages 17 and under), and families in Greater Victoria. Some funded programs include school snack programs, playground enhancements, summer camps, and emergency room comfort kits for children visiting local hospitals.

The other main Santas Anonymous program is the Christmas Hamper program, where registered families receive gifts for the children and food for the family. Once a family is registered, Santas volunteers send instructions for the parent to call in at their convenience and discuss gifts their child would love to receive at Christmas. Those wishes go to the Santas Anonymous workshop where volunteers gather the gifts and package for delivery to the family.

All families supported by Santas Anonymous also receive a food hamper, as children are home from school for up two weeks during Christmas break, and don't have access to school breakfast, lunch, and snack programs to help them fight the pangs of hunger.

Santas achieves all of this with a lean operation comprised of Executive Director, Christine Hewitt, a 14-member board of directors and many other volunteers, some of whom have been working with the organization for over 30 years. "Santas", as we often call it, holds a place close to our hearts here at Proline. We have had the honour of being involved with the organization for many years in a variety of ways. Two of the current board members are Proline team members, and we always have an enthusiastic contingent of volunteers to lend their hands for events throughout the year.

We have an annual tradition of answering the phones to take pledges for the Miracle on Broad Street, a 12-hour radio- and tele-thon. Though this event took place in an alternative format this year, our founder Eric and president Andy still joined in the livestream broadcast in our usual timeslot at noon to help garner donations and to share Proline's connection with the event.

Another yearly tradition around the holidays is to volunteer at gift drop off locations for the Tree of Wishes. Volunteers assist donors in picking out an ornament from the tree, with each ornament representing a child's wish for a gift, and in turn volunteers receive the purchased gifts. The exceptional Santas team turned this into a Virtual Tree of Wishes this year, giving donors the option to purchase gifts on a new website. Proline volunteers helped to receive gifts at a socially distanced Toy Drop-Off location this year for donors still wanting to bring gifts in person.

This year 23 of our team members contributed donations of over \$2,000, doubling our initial fundraising goal, to grow our Proline family with Santas Anonymous by supporting other families in our community.

We are delighted to support such a thriving local organization that provides support to children in our community year-round, and encourage our community members to learn more and support this amazing organization in whatever way they are able. This is a magical time of year when seen through the eyes of a child. We invite you to help us create more magic throughout our communities by lifting up and creating moments of joy for our neighbours, friends, and strangers.



Inside the Heart of Proline

FLOTSAM & JETSAM *By Andy Spurling*

A couple of weekends ago, I had the opportunity to spend some time in Tofino for my family business group's annual retreat. On the Friday morning, we had some free time before our afternoon session, so Stew and I decided to rent some surfboards and hit the ocean. When playing in the surf, every once in a while you find yourself in the perfect place where the biggest wave in a set is breaking and there is nothing you can do.

I found myself in such a place. And it was the best. I tried to jump into the wave and make it through, but found myself cartwheeling inside a breaking wave like flotsam or jetsam before being pinned to the bottom as the wave continued on its way. It was awesome. It may be one of my favourite feelings on the planet. Total surrender to nature. Complete submission.

Reflecting on the experience afterwards, I realized how terrifying such an experience could be with a different perspective. Without experience in the waves, a confidence in your swimming abilities, the ability to hold your breath and awareness of both the self and the environment, finding yourself swept away by a wave and pinned to the ocean floor could induce total panic. For me, it was ecstasy. A reminder that nature is in charge and that the more we let go and allow ourselves to experience it, the more present we become. The more that minor worry and the ego take a backseat the more we are rejuvenated and recharged.

Going further down the rabbit hole, that wave was a microcosm of life. It's almost always true that when we let go and experience all that life throws at us, the happier we will be. When we realize that life, like the wave, is not something that we can control, but something that we get to experience, fear dissipates and presence increases. If we try and fight the wave, control the wave, ignore the wave, we will feel frustration and fear and flee the water for the perceived safety of shore. Avoid the waves rather than experience them. Convince ourselves that life is better in the safety of the shore. In not doing.

When we increase our skills, our capabilities and our awareness and move away from our ego, we are better able to see life's challenges as that wave. Experiences and interactions that will pick us up, flip us around and pin us to the bottom from time to time. And then we get to move on. Looking forward to the next waves. The ones that we will ride to shore. The ones that barely register. The ones that make us smile. And the inevitable ones that will knock us down again.

There was only one wave that knocked me down like that on this particular day. But there were hundreds of waves that I got to experience. Probably more. Some were beautiful waves to ride. That one had its way with me. But the vast majority were somewhere in the middle. Just there. I think life is like that. We remember the waves we catch and the ones that knock us down. Our ability to enjoy those equally dictates how we approach all the waves. They all have value. They can all teach us something. And we can't control any of them. Only our response to them...