

The Proline Pulse

COMMUNITY EDITION



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Photo from Spurling family photos

Happy Unretirement!

By Andy Spurling

That little guy above is me. The man with the sweater, my father. I ended up inheriting that sweater at some point and loved it. A few years after this photo was taken, my father decided to leave the security of a solid job in a solid industry and start a new business. With three kids and a mortgage on a new house. Crazy. My Mom went back to work and my Dad threw himself fully into this new endeavour that was Proline Management Ltd. As the company was not able to pay anything out for the first few years, life was lean. With my Mom a shift worker, many weekends as kids were spent hanging out in the Chrysler while our Dad cleaned buildings, mowed lawns, did gardening and painting projects and whatever he could to offer clients great value while somehow making ends meet. His relentless commitment and tireless efforts eventually took root. 20 years after starting the business, I had the honour and privilege of joining what became a family business. And what truly feels like family today, 15 years after that. We are so grateful to my Dad for everything he brought to the company, everything he taught us, the values he shared, and that sweater. I can't wait to see where life takes him, as I know it will be good...

Industry Insights

The State of the Industry —and our approach

It's no secret that the property management industry is facing certain challenges, specifically a lack of qualified and experienced property managers in a demanding industry. As VISOA noted in a recent [bulletin](#), "The number of strata property managers in BC hasn't changed in last 10 years, but the number of stratas has increased dramatically".

We are excited by the challenge of finding new solutions and are seeing positive results from steps we've taken over the last few years. One of our primary approaches at Proline is to bring in unlicensed individuals and give them the opportunity to shadow experienced property managers while they learn our process from the vantage point of operations roles. This allows us to support them in their learning including coursework, on the job training and client engagement and help them reach specific milestones in their learning journeys. They have regular meetings with supervisors and mentors, specifically focused on their development and understanding, and are able to learn in a safe environment so when they are licensed and ready to take on a portfolio, they already have experience with the many facets of the strata manager role.

Another approach, which is a good example of a positive coming out of a difficult situation, is the continued use of technology to hold virtual council meetings. Due to the pandemic we have all had to embrace new technologies, and while in-person contact is still very important especially in our industry, there are many benefits of continuing to hold council meetings virtually. Having all strata documents accessible during meetings allows property managers to provide better client service during meetings. Decreasing commuting time

allows property managers to serve clients more efficiently, as well as maintain a better work-life balance, especially late at night. As noted previously, there is a lack of qualified property managers and so it is important to encourage people to stay in the industry by providing positive working conditions such as flexibility and time to spend with their loved ones. While virtual council meetings are generally a benefit, in-person contact including site visits and in-person general meetings are still very important, and we are happy to have the freedom to get back to these things for the clients that want them.

We are also approaching the staffing issue from a long term perspective, by introducing people to the industry and the unique opportunities it offers to use a broad spectrum of skills in service of community through events like job fairs and co-op student placements. We recently attended a job fair held by the Chamber of Commerce at UVic, where we had the chance to talk to students about the unique opportunities offered by the industry, and we will be participating in more of these opportunities as regulations allow. We are also involved with multiple industry organizations and are part of a broad movement in the industry to address these widespread challenges. In fact, a number of groups including CHOA, VISOA, SPABC and PAMA are working together to engage our regulator, the BCFSa, on this issue. We will keep you informed on any developments in relation to that dialogue.

While there are challenges, we are grateful for the opportunity to be here, with you, finding solutions and building community.

*When solving problems, dig at the roots instead
of just hacking at the leaves.*
—Anthony J. D'Angelo

News and Welcomes

Upgrade to Strata Websites

You may have noticed a few changes to your strata websites recently as they have been upgraded to increase security and add functionality for users.

While much remains the same, including the website address and your username and password, you will be directed to a Stratapress login page to access your strata website and see a different colour scheme when you log in. Some benefits of the upgrade include security improvements, the ability to review documents online as well as downloading them and the ability to attach documents to requests, such as photos or signed documents.

If you have any questions or need assistance with your strata websites, please reach out to us by email at dane@prolinemanagement.com or call 250-940-4720.

Celebration for Eric & Head Office Warming



We recently had the pleasure of celebrating Eric Spurling and his rebellious optimism, so clearly demonstrated in his founding of Proline Management 37 years ago. For our first in-person event in 2 years, we welcomed team members, clients and community members to our new head office. It was a special evening of reconnecting, reminiscing, and demonstrating our gratitude for everything Eric has done through the years, from founding Proline, to guiding our organization and team members and continually contributing to our community.

We are so grateful to have benefited from Eric's leadership and to be able to celebrate him together.



New Team Members

We have welcomed 4 new team members, **Victoria**, **Dustin**, **Theo** and **Kaz**, in the role of Property Manager Trainee. **Bonnie** joined the Administration team in February, and **Matthew** joined the Operations team in March. We are also delighted to have had **Marlies (Mars)** join us as our Accounting Supervisor in February. We continue to add new team members and through our robust training process and tools, guide them through the learning process so that they can grow and thrive in the unique and expanding world of property management and serve your communities.

New Community Members

It's been a busy start to the year. In January we welcomed **477 Hilchey** in Campbell River and **Sanderson Place** in Courtenay. March saw **Esquimalt Town Square** and **Southview 21—Olivine Mews** join us in Victoria, and **Meadowlands** in Sooke come on board. Most recently, **The 881** in Victoria started with us on April 1st.

Learning Station

Landlord BC Virtual Education Day

Landlord BC is holding their **Spring Virtual Education Day** on **April 26th from 8:30 to noon**. This day is open to Landlord BC members and will address rental specific topics including elevator maintenance, radon in rental housing, a legal panel on the 12 month penalty for ending tenancy improperly and the changing landscape of energy efficiency. If you are or are going to become a Landlord BC member, you can register for the session [here](#).

The more that you read, the more things you will know. The more that you learn, the more places you'll go. —Dr. Seuss

VISOA Webinars

VISOA has an upcoming seminar entitled **Spending Money from the CRF** scheduled for Saturday, April 23rd. To learn more or register, go to:

www.visoa.bc.ca/?visoaevents_categories=webinars.

CHOA Spring Seminars

CHOA has recently announced its **2022 Spring Education Program** which will be focused on **Strata Council Decision Making**. The sessions will be presented via Zoom in a “Virtual Condo Classroom” format and have been developed to assist strata councils, property managers, owners and tenants in the general operation and management of their strata corporations. Each session costs \$10 and guides and presentations will be emailed to registrants the week of each seminar.

- **Session #1 An In-depth Look Into Major Council Decisions and Common Scenarios**
- **Session #2 Bylaw & Rule Enforcement**
- **Session #3 The CRT (Civil Resolution Tribunal)**

Go to <https://choa.bc.ca/seminars/> to learn more and to register for the sessions.

If you are looking for more resources, there is also an extensive collection of archived webinars and seminars on a broad variety of topics available on CHOA's website here:

<https://choa.bc.ca/resources/webinars/>.

Proline Academy News

On the home front, we are delighted to have a **purpose built community event space** in our new head office in Langford where we can host larger groups for learning and community events, as well as AGMs, depending on the size of the community. We look forward to welcoming you to these events as the year goes on. If you would like to learn about a particular topic at a future session, please feel free to send an email to events@prolinemanagement.com.



Community Corner



A Breath of Fresh Hair A Fundraiser for Ovarian Cancer Canada

By Kathryn Squires Basson

Half of the women diagnosed with ovarian cancer don't survive past the five year mark. That statistic alone is terrifying, for each patient and everyone who loves them. My sister Ann, a local Victoria businesswoman, was diagnosed with ovarian cancer in January. There is no reliable screening test for ovarian cancer and so, in an effort to change the narrative for women diagnosed with this disease, she started a fundraiser for research into early detection and specialized treatment to extend the life expectancy of the 3,100 women diagnosed with ovarian cancer every year in Canada.

She, her husband and I committed to shaving our heads at a celebratory community event once donations reached \$10,000, and so far over \$25,000 has been raised, with donations still coming in! I am so grateful for the support she has received, and delighted to be able support her and all the other women and their loved ones fighting this disease.

To donate, please go to
http://noca.convio.net/goto/Fresh_Hair.



Al Ferraby's \$21 for 21KM

A Fundraiser for C-FAX Santas Anonymous

Al Ferraby of C-FAX 1070 has been running half marathons since 2016 in support of Santas Anonymous, asking for donations of \$21 for 21km. He's raised over \$210,000 in the last 6 years and will be running again this year. We are proud to support his efforts and Santas Anonymous, both through donations and participation in this year's Oak Bay Half Marathon in with 8 team members will be running various distances.

Learn more and donate
[here](#) to support Al and the
kids through C-FAX Santas



The Heart of the Business

Confluence

By Andy Spurling

I think this is an awesome word. A fantastic concept. I love the life affirming thought of two rivers merging and all that their combination creates. I love the general idea of the merging of great ideas, great people, great energy into something bigger than possible at an individual level. Whether that be cellular, natural, organizational or human. At this particular moment in time, I am excited about the confluence within the Proline team and family.

I feel like I was given an amazing opportunity in life to be able to move back to Victoria with a young family and get to work with my Dad in helping to grow an established business. The call of Victoria and family was incredibly strong with a one year old. The chance to step out of corporate life into a small business was riskier, but incredibly interesting to me. That I got to work with my Dad for 15 years and learn from him and get to know him in a way that most kids never do will always be cherished. I used to travel and hear people talking about their one trip that year to visit their parents and how that was enough, thank you very much. I saw or talked to my Dad virtually every day for 15 years. And loved it. And the confluence that our unique experiences and perspectives brought to the organization. While I will miss working with my Dad, I know that our relationship is deeper than it ever could have been without this time together. And that makes me excited to see how our relationship will continue to grow as he moves into this next phase of his own life.

I have had the pleasure of working with some truly amazing people during my 15 years in the business so far. As we built out our Leadership Team in the early days, I got to know Dwight and Kathy in ways that I hadn't before. When Kathryn started with us, we made an amazing team and still do, albeit in different ways, with our collective focus shifted from managing a client portfolio to interacting in unique ways with our team and clients. Paul and I got to know each other figuring out Dockside Green and other new developments that were quickly coming on board. Paul quickly became an exceptional property manager and training partner. Kelly has been amazing to work with and adds a remarkable complement to leadership in the organization. She is always learning and growing and stretching outside of her comfort zone and continues to do so.

That I have had the opportunity to work with this team of people for well more than a decade has me so excited about what we will be able to continue to accomplish together. We each have such unique and complementary skills, which I absolutely love. If the confluence of two rivers creates an explosion of life, the confluence of our six skill sets will create a whole other explosion of creative ideas and passions to continue to deepen and advance our culture and what we are able to offer our communities.

And as everyone knows, it doesn't stop there. We are so blessed to have the client communities and the team we do. So many people bringing their unique abilities to make our communities and our own organization a better place to work and develop and grow and to helping the communities we serve be better places to live. We feel so lucky to have so many committed volunteers that dedicate their time and energy to serving their communities and helping us to serve you better and better. It feels so special to be a part of this confluence and I appreciate everyone that is and has and will be part of this journey we are on together. Thank you all...

Photo by Rolands Varsbergs on Unsplash