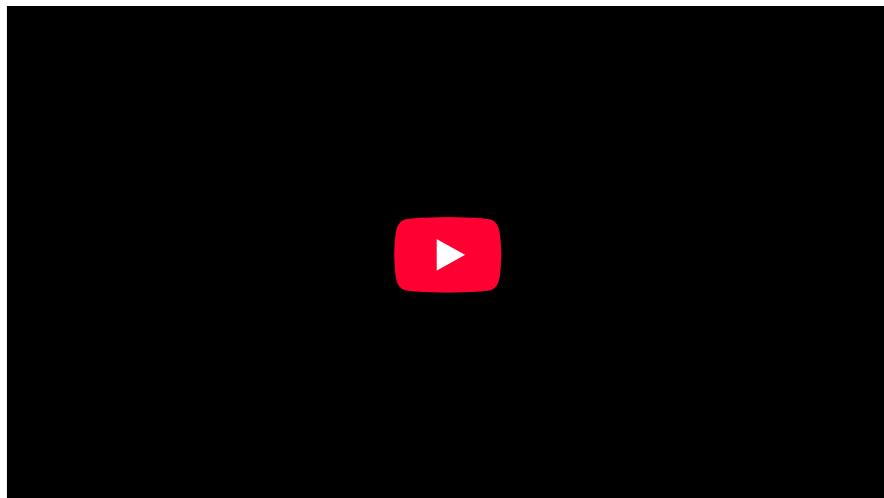


2.1. The Milestones of Nathan Levinson & Royal York Property Management

1. Click Here To Watch Video Version of This Manual

2. How Our Founder Came Up With The Name "RYPM":



Introduction

Every company begins with a story, but few are as raw, unlikely, and resilient as the journey that led to Royal York Property Management. For its founder, Nathan Levinson, the road was anything but smooth. It was shaped by struggle, by rejection, and by moments of survival that became sparks of innovation. What others dismissed as "impossible," Nathan transformed into the foundation of a company that would redefine property management.



The Spark of an Idea

Nathan was still a boy when the seed of Royal York was planted. His father owned rental properties and often wrestled with tenants who stopped paying rent. One day, Nathan asked a question that seemed almost too simple:

"Isn't there an insurance company that could pay you if a tenant doesn't?"

His father shook his head. *"No, that doesn't exist. It could never work."*

The idea was brushed aside, but for Nathan, it didn't die. It became a quiet spark. Curious, he went out and bought *Real Estate for Dummies* and *Flipping Homes for Dummies*. He thought maybe his father would learn something from them, but when the books went unread, Nathan opened them himself.

It was the beginning of a fascination. What had started as a child's question was slowly shaping itself into a dream.

A Challenging Youth

Nathan's teenage years were turbulent. His mother was gravely ill and spent much of her time in the hospital. His father, always working, had little time at home. Nathan grew up without the steady support of either parent. At 13, he left Canada for New York, where he lived until age 15 before enrolling in a religious boarding school in Denver, Colorado.

Life there was grueling. The school day stretched from 7:30 AM until 11:00 PM. Religious studies filled most of the hours, leaving just four hours for state-required secular courses. The schedule crushed his focus. To support himself, Nathan taught himself how to cut hair. He became the school's barber, cutting for classmates and community members. The money kept him fed and clothed, but it wasn't a future.

Real estate, however, stayed in the back of his mind.

One day, he approached his secular studies principal and asked if there was any work he could do to help boost his grades. The principal, who happened to own a property management company, offered him a role helping with foreclosures. Nathan suddenly found himself immersed in real estate—buying rundown homes, renovating them, renting them out, even conducting showings.

What struck him most wasn't the work itself, but the waste: so many tenant applications discarded because only one could be accepted for each property. The rest were lost forever. That inefficiency lodged in Nathan's memory. There had to be a better way.

The First Rental Guarantee Attempt

When it came time to write his high school thesis in 2008, Nathan remembered the question he had once asked his father: what if there was a way to guarantee rent? Drawing from his new experiences in property management, he built his paper around the idea of a **Rental Guarantee Program**.

But when he presented it, the response was crushing. Teachers and even his principal dismissed the concept outright. *"Impossible,"* they said. *"It could never work."*

Nathan shelved the dream. Maybe they were right. Maybe it wasn't possible.

Football, Injuries, and Uncertainty

Graduation came, and with it, football in his future. Nathan threw himself into the sport. It was a fresh start, a chance to shine. But then came the injuries. Surgeries. The end of his football career.

He wasn't sure what came next. School wasn't where he thrived, and with no clear path forward, he enlisted in the military. His start date was October. It was June. That left him four long months with no plan, no money, and no place to live. He drove back to Canada with nothing but his car.

The Cold Calls That Started It All

Nathan scrolled through Kijiji, looking for rental listings. He couldn't afford any of them, but then it hit him: in Ontario, **no real estate license was required to help with rentals**. If he could help owners place tenants, he could charge the standard fee—**one month's rent**.

It was the quickest path to survival. So, he started dialing.

Nathan's pitch was deliberate and bold. He targeted owners who never answered, calling them again and again until he got through. When they finally picked up, he hit them with urgency:

"Oh thank God I finally got you on the phone—you must be really busy. I can only imagine how many tenants you've missed out on just because of how busy you are. Would you like me to help you find a tenant?"

Most didn't even let him finish. **Rejections piled up. People hung up mid-sentence.** But Nathan refused to stop. All he needed was one "yes."

Finally, it came. An owner said: *"You're right. I am busy. Come help me. What company are you with?"*

Nathan froze. He had no company. Then he looked up. The street sign in front of him read: **Royal York Road.** "Royal York Property Management," he replied.

The name stuck.

A Business Is Born

Armed with nothing but a handshake agreement, Nathan snapped photos of the property, uploaded them to Kijiji, and started showing it. He found a tenant, and the owner paid him a month's rent. For Nathan, it was life-changing. He could afford food. He could afford to think beyond tomorrow.

But then he remembered Colorado, and all those wasted tenant applications. Now, every time he placed a tenant, he had a list of qualified people still searching. Instead of letting them go, he shifted his pitch:

"I already have an overflow of tenants from a similar property I just rented out. Let me bring them to your property. If you like one, you pay me one month's rent."

It worked. Suddenly, he wasn't just finding tenants—he was building a system.

The Property Access Agreement

But success came with setbacks. Owners began going behind his back, cutting him out of deals and stealing his tenants. Nathan needed protection.

So he wrote his own contract: the **Property Access Agreement**. It allowed him to show a property and guaranteed his fee if an offer was accepted within 5% of the agreed listing price. To stand out, he limited exclusivity to just **15 days**. Realtors typically demanded 90 days, but Nathan wanted to be irresistible to owners.

It was a bold move, but it worked. He hustled harder than anyone else—**16 to 17 hours a day**—because survival demanded it. Yet somewhere in that grind, he realized this was more than survival.

The Rental Guarantee Becomes Reality

With deals flowing and a business forming, Nathan made a decision: he would not join the military.

And then, almost as if history had circled back, he revisited his old high school thesis. The one everyone had laughed off. The one called “impossible.” What if it wasn’t?

This time, it wasn’t just an idea. It was a reality waiting to be tested. And so Nathan Levinson and Royal York Property Management became the **first in the world to launch a Rental Guarantee Program**—a model that protected landlords against tenant default and turned a childhood question into a global innovation.

The Long Road to Profit

For nearly a decade, Nathan worked those insane hours, building the company brick by brick. From 2010 until 2019, Royal York was more sweat than success, more grind than glamour. Finally, almost ten years in, the company began to take off. For the first time, Nathan was turning real profit.

But then came 2020.

When COVID-19 hit, business models everywhere were tested. For Nathan, it was a harsh reminder: having a good model wasn't enough—you needed technology to survive. Showings dried up; tenants wouldn't meet in person. Many companies went under.

Nathan refused to fold. He picked up a camera and began filming **video walkthroughs of properties**, sending them to tenants directly. He collected prepayments through e-transfer. Everyone around him—his office staff, his leasing agents—quit. He was alone again. So he did it himself. Property after property. Video after video. Phone call after phone call.

Still, he couldn't handle it all. Desperate for help, he considered franchising the company by territories. A friend offered another idea: "*Why not open offices in the Balkans? Restrictions aren't as tough there.*"

So Nathan booked a flight. In Albania, he opened his first international office. That moment planted a seed:

"Wait a second. If I can run this from Albania, why should I limit myself to Canada? What if I could build technology that allowed anyone, anywhere in the world, to service my clients?"

The Future of Real Estate

That thought became the foundation of Royal York's future: a **global rental platform**, built not just for Ontario, but for the world. Unlike traditional real estate, where licenses are required to trade rentals, Nathan saw a loophole: as a **platform**, Royal York could connect landlords and tenants directly—facilitating the process without “trading” rentals itself.

As of 2025, Ontario is the testing ground, the playground to perfect the model. From there, the vision stretches to the U.S. and then worldwide. And because it is a platform, not an agency, licensing barriers fall away.

This is what the Royal York app delivers:

- **90-second listings:** Landlords can post a property with AI-generated descriptions and smart pricing tools.
- **Automatic tenant matching:** Pre-screened tenants are paired to properties using income, employment, rental history, and lifestyle data.
- **Digital process:** Showings, documents, and leases—all signed online without a single in-person meeting.
- **Predictive analytics:** Real-time data forecasts tenant behavior, from default risk to likelihood of renewing.
- **Built-in protections:** Rent collection, reminders, and late tracking—with optional rental guarantees tied to screening results.
- **Maintenance automation:** Tenants upload repair requests with photos or videos, instantly routed to verified contractors.
- **Legal compliance:** Region-specific leases, notices, and renewals auto-generated for accuracy and protection.

This isn't just automation—it's intelligence. A system that thinks, decides, and acts to protect landlords, empower tenants, and eliminate friction.

Global Scale, Local Precision

From Toronto to Dubai, from London to Miami, Nathan's vision is one global standard for rental housing. No outdated property managers. No passive listing sites. Just one seamless, intelligent platform where landlords and tenants interact as easily as booking a flight or ordering food.

By replacing outdated systems with predictive automation and centralized control, Royal York is positioned to become the **backbone of global rental housing infrastructure**.

Conclusion

The story of Royal York is more than milestones—it is proof that innovation is born in unlikely places. From a boy's question at the family table to a young man's fight to survive with nothing but a phone and persistence, Nathan turned rejection into resilience and an "impossible" idea into reality.

Today, Royal York Property Management manages tens of thousands of units, but its foundation remains rooted in those first calls, those first tenants, and the vision of a founder who refused to accept "no" as the final answer.