

Core Services that Shaped RYPM

Introduction

By the time **Royal York Property Management (RYPM)** began defining its service offerings, most property managers were still handling rent collection via cheques and cobbling together legal counsel when evictions arose. **Nathan Levinson** saw a far more efficient path: integrate every stage—advertising, tenant screening, maintenance, legal compliance, and even guaranteed rent—under a single, **highly responsive** system. In this chapter, we explore **how** RYPM's three central pillars—**Tenant Placement**, **Full-Service Management**, and the **Rental Guarantee Program**—worked in harmony to deliver **unmatched** convenience and risk mitigation for Ontario landlords.

Unlike traditional firms that focused on the property first and the tenant second, RYPM **prioritized** the tenant relationship, ensuring **faster** service calls (within 40 minutes), a **seamless** rent payment system (via the same bill-pay platform used by major utilities), and **comprehensive** legal support. The result? Tenants felt **heard** and **secure**, landlords felt **protected** and **profitable**, and RYPM grew from a small venture into a powerhouse overseeing **25,000+ properties across** Ontario.

Q5: What core services did RYPM provide in its early years?

A5:

From the start, **Royal York Property Management (RYPM)** distinguished itself through **Tenant Placement, Full-Service Management**, and the **Rental Guarantee Program**. These services not only tackled industry pain points (like tenant screening, daily property operations, and rent risks) but also integrated **unique payment innovations** and **rapid-response maintenance** to meet the high expectations of modern landlords and tenants.

1. Tenant Placement – Thorough, Owner-Focused

1. Multi-Platform Marketing

- **Professional Listings:** High-quality images and occasional short videos to highlight each unit's best features.
- **Broad Advertising:** RYPM used **20+ platforms**, reducing vacancy times and attracting a diverse tenant pool.

2. Rigorous Screening & Legal Checks

- **Credit & Income Verification:** Applicants provide pay stubs, employment letters, and credit reports.
- **Bank Statement Analysis:** Beyond verifying income totals, RYPM checks **spending priorities** (bills, groceries vs. entertainment) to gauge financial responsibility.
- **In-House Legal Review:** RYPM's legal department investigates eviction history or past lawsuits against landlords.
- **Owner's Decision:** RYPM compiles findings, but property owners have the **final say** on which applicant gets approved.

3. Move-In Assessment & Insurance

- **10-Page Condition Report:** Conducted before move-in, documenting the property's initial state (with photos). If disputes arise about damages, owners have **unbiased evidence**.
- **\$2 Million Liability Insurance:** Tenants must carry coverage, ensuring if a fire or flood displaces them, they handle their own relocation costs. Landlords still keep their **structural insurance**.

4. Standard Lease + Schedule A

- **Ontario Standard Lease:** As required by law, ensuring all terms comply with the **Residential Tenancies Act (RTA)**.
- **Schedule A by In-House Legal:** 7-page addendum listing property rules (e.g., no smoking, no marijuana growing, no car repairs). Introduced **before tenancy**, it's legally enforceable if tenants violate these terms.

Why Tenant Placement Excelled

By merging **wide-reaching marketing**, **detailed vetting**, **move-in documentation**, **mandatory insurance**, and **robust lease clauses**, RYPM significantly reduced disputes, damages, or rent defaults—providing owners with an elevated level of assurance.

2. Full-Service Management – Operational Simplicity & Swift Responses

1. Rent Collection & Financials

- **Canadian Bill Payee System:** RYPM pioneered the property management sector by joining the same **bill pay network** used for major utilities like Rogers. Tenants receive a **unique ID number** and pay rent as if paying any typical household bill.
- **Monthly Direct Deposits:** Once collected, funds are **automatically deposited** into the landlord's account—**minimizing** delays, lost checks, or manual follow-ups.

2. 24/7 Tenant Communication & 40-Minute Maintenance Dispatch

- **Emergency Line:** Tenants can call any time—day or night—with urgent issues like floods, power outages, or broken HVAC.
- **Technicians Within 40 Minutes:** RYPM pledges to send maintenance staff within **40 minutes or less**, regardless of the hour, ensuring crises are contained swiftly.

3. In-House Maintenance & Satisfaction Guarantee

- **Skilled Crew:** Employed technicians reduce third-party contractor fees, maintain consistent workmanship, and align with RYPM's service standards.
- **Satisfaction Guarantee:** If a repair isn't resolved properly, RYPM's team corrects it at **no additional cost** until the owner or tenant is fully satisfied—reinforcing the firm's commitment to **quality control**.
- **In-House Legal Department:** This internal legal resource not only screens tenants for evictions but also manages evictions if needed, simplifying the process for owners.

4. Eviction & Legal Assistance

- **Proper Filing & Representation:** From N4 forms for non-payment to Landlord and Tenant Board proceedings, RYPM's legal experts handle documentation and court appearances.
- **Minimized Stress:** Landlords aren't left scrambling to find legal counsel, as RYPM orchestrates the entire eviction route efficiently.

Why Full-Service Management Was a Hit

Rent is **collected seamlessly** via a modern payment system, property issues are **addressed within 40 minutes**, and an **in-house legal team** navigates all compliance hurdles. This integrated approach allowed landlords to focus on **growing** their portfolio or enjoying passive income—knowing RYPM had daily operations under control.

3. Rental Guarantee Program – Unprecedented Landlord Assurance

1. Guaranteed Rent

- **Financial Certainty:** Even if a tenant defaults, RYPM pays the landlord each month, ensuring rent **never** skips a beat.
- **Synergy with Full Management:** This guarantee requires property management. RYPM can't cover defaults if they **don't** control tenant relations, maintenance, and legal steps.

2. Eviction & Re-Leasing Fees

- **Cost Coverage:** RYPM bears legal fees, sheriff enforcement, and marketing for replacement tenants—no extra bills for the owner.
- **Quick Tenant Replacement:** A robust screening pipeline ensures minimal downtime between evictions and new placements.

3. Replacement Tenant at No Extra Charge

- **Hassle-Free Turnover:** Owners avoid another round of placement fees, saving time and money.
- **Upholding Standards:** RYPM re-checks new applicants thoroughly—sustaining the same high bar for tenant quality.

Why It Redefined the Market

By **guaranteeing rent**, RYPM removed the biggest fear in rental property ownership—**loss of income**. No other firm matched the reliability of an **all-in-one** system that combined advanced screening, 40-minute emergency response, in-house maintenance guarantees, and consistent rental payments.

From Dozens to 25,000+ Managed Properties

- **Referral-Based Growth:** Satisfied owners praised the **no-late-rent, fast maintenance** ethos, bringing RYPM a flood of new clients by word of mouth.
- **21 Offices Across Ontario:** Rising demand led to regional branches providing local, in-person services like key drop-offs/pick-ups and face-to-face meetings—without diluting RYPM's **centralized operational standards**.

Why It Worked: By bundling **Tenant Placement, Full-Service Management**, and a **bold Rental Guarantee**, RYPM offered near-total protection against the usual landlord woes—tenants not paying, maintenance emergencies, or drawn-out evictions. The integrated legal support and advanced payment system (Canadian Bill Payee) underscored the firm's commitment to modern, **owner-friendly** solutions.

Chapter 4 Summary

Royal York Property Management achieved unparalleled success and recognition by:

1. **Tenant Placement:**
 - **Multi-platform marketing**
 - **Comprehensive screening** (spending habits, eviction checks)
 - **Detailed move-in assessments, liability insurance** mandates, and **Ontario's standard lease + in-house drafted Schedule A**
2. **Full-Service Management:**
 - **Canadian Bill Payee** system ensuring easy, reliable rent collection and direct deposits
 - **40-minute maintenance dispatch**, 24/7 crisis availability
 - **Satisfaction guarantee** on all in-house repairs
 - **Legal experts** handling eviction filings and RTA compliance
3. **Rental Guarantee Program:**
 - **Unbroken rent** for owners, even if tenants default
 - **Eviction & re-leasing costs covered**
 - **Fast** occupant replacement at no added fee

This three-tier structure tackled every major pain point in the rental market—**vacancies, maintenance nightmares, and rent defaults**—paving the way for RYPM's expansion to **25,000+ properties** and **21 offices** throughout Ontario. Ultimately, the firm's synergy of **fast-paced service, robust legal frameworks, and financial assurances** cemented Nathan Levinson's role as a key innovator in property management.