



CANADIAN RENTAL ASSOCIATION  
ASSOCIATION CANADIENNE DE LOCATION

## Our Vision

CRA envisions the time when consumers choose rental *first* as a solution to their needs

## Our Mission

Committed to improving personal and business development through the promotion and support of and advocacy for the Rental Industry within Canada

## Our Capability

- Our members value the CRA as *the* source for information, resources, tools and benefits for both owners and their staff
- Our consumers value and understand the benefits of choosing a CRA member organization for their professionalism, knowledge and expertise
- As advocates and leaders for our industry, CRA will continue to be the collective pro-active voice of the hire/rental community to ensure fair legislation and regulations for both industry and our consumers

# Canadian Rental Association Strategic Directions (2016-2019)

## Key Highlights

### Training and Education

- Continuing education is important to our members as it helps to maintain qualified employees and increases the professionalism and capabilities of member organizations and their staff. We will identify member training needs annually to determine gaps, areas of common interest and search out cost-effective training opportunities for our members
- We are not a certifying body but we will facilitate accreditation and certification through third party organizations

### Communication

- We will continue to advocate for industry growth and success for all our members and we will become *the* industry voice when communicating with federal and provincial governments
- We are the first source for information, tools and resources for our members and we will share information on events, publications, best practices, industry developments and ARA developments on our website

### Growth

- We will work with other similar organizations across Canada to promote Rental First to consumers, suppliers, buyers and sellers
- We will demonstrate the benefits of cost-savings and revenue opportunities that go with being a member of our Association and we will show the value of professional development for employees of member organizations

### Branding

- We are developing a branding strategy to educate the public that our members are *THE* Industry Professionals and we will work with our Local Associations to help increase consumer awareness that our members are the *Go-To People* for all their rental needs. We also will develop branding standards to make sure that we have consistency amongst rental businesses

### Governance

- The Board will set out clear lines of accountability, reporting and expectations for National Office Staff, the National Board and Local Boards so that all our work and volunteer contributions are streamlined, there is no duplication and we understand who does what and how decisions are made.