



What's Important To YOU?

- ❑ **Reducing risk**
ORCA's standards are supported by a compliment of policies and procedures that focus on the important operating requirements for a safe residence. As a result, ORCA members benefit from preferred rates with insurance carriers.
- ❑ **Reduced rates with mainstream advertising**
ORCA members differentiate themselves in the marketplace through the use of the ORCA brand.
- ❑ **Growing your business via the web**
The ORCA website is visited by more than 120,000 potential customers each year. ORCA members display detailed listings, virtual reality tours, photos and floor plans on the ORCA site. With a Google search of "retirement homes", ORCA's website ranks in the top three worldwide.
- ❑ **Consumer referrals**
Each year ORCA receives more than 5,000 calls from consumers requiring assistance.
- ❑ **Staying current with the latest in the industry**
ORCA members are kept abreast on SARS and other important issues with timely updates, a monthly newsletter, on-going regional training, and a members resource website.
- ❑ **Being a part of an industry-wide collective**
Lobbying for legislation and regulation that is in the best interest of all retirement home operators.

ORCA membership will pay you dividends in many areas!

The Ontario Retirement Communities Association (ORCA) is a non-profit provincial association that sets professional operating standards, inspects and accredits retirement residences in Ontario. ORCA members are committed to **Standards for Living. Quality of Life.**

If you are seriously considering ORCA membership, we welcome you to join us for an Information Session.

These sessions are geared to providing you with information on the accreditation process and the value of becoming an active Association member. Cost is \$25; includes lunch & handouts on ORCA's basic standards.

For more information on membership and dates and locations for our Information Sessions, please contact ORCA at (905) 403-0500 ext. 224.