

## 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 Residential Care 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 service excellence.

**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.**