



# SPOTLIGHT

## Shining a light on an ACMO 2000 Certified Management Firm choosing to offer a higher standard of service to elevate their business.

Achieving the ACMO 2000 Certified designation in 2012 for gold standards in property management was a success we celebrated at The Enfield Group.



*Greg Fraleigh*

Certification by our peers in the Ontario condominium management industry adds another layer of professional standard, expectation and integrity to our team. The meticulous auditing process through an independent, third-party auditor is an opportunity to review where we stand with

our internal processing systems to be sure we are applying best practices. The accountability resulting from the auditing process ensures we are working to the very best of our ability to serve our clients and the properties we manage.

The auditing process is something to be welcomed. It is a multi-faceted approach to ensuring each layer of the company is working with a common goal in mind. Do we understand our customers' needs? Are we nurturing leadership through all aspects of the company? Are we applying a systematic approach to property management? Displaying the ACMO 2000 Certified logo on our website and communication materials is a visual cue that we are invested in the property management industry and looking to improve continually.

Early in my career as a Property Manager with The Enfield Group—before receiving my RCM designation—we were not successful in winning a promising new contract simply because I was not yet fully qualified. The Board of Directors wanted to see that I cared enough to make an effort and demonstrate the additional commitment needed to achieve the Registered Condominium Manager accreditation. Despite acknowledging that my experience and skill set was more than adequate to have

initially won the contract, it was important for the Board that my qualifications matched that of my working knowledge. The same principle applies to the ACMO 2000 Certified designation—we are showing our clients that we care enough to take the extra step and are willing to be held accountable.

One of the single-most-important strengths in the property management industry is the ability to adapt to change. Through applying the principles found in the ACMO 2000 Certification Manual, The Enfield Group fosters a guided approach to efficient and effective condominium management, with a process-driven approach to the workflow. Being an accredited ACMO 2000 Certified member means we are continually looking to align our processes to ensure the best possible results.

Over the past few years, the Condominium Authority of Ontario (CAO) and governing bodies have demanded—rightfully so—that property management firms provide transparency and credibility. Now, more than ever, the absence of the initials 'RCM' after a Property Manager title stands out like a red flag. A Board of Directors looks to their Property Manager for guidance. As an ACMO 2000 Certified company, we stand with the assurance that we have a motivated and committed organization providing support, knowledge, adaptability, and a consistently positive approach to the property management role. The sky's the limit for The Enfield Group. ■

**Greg Fraleigh**, RCM, is President of The Enfield Group Inc. and has worked in property management since the 1970s. Having purchased the family business in 2000, he is now the third generation Fraleigh to continue the legacy in property development and management throughout the Golden Horseshoe. [enfield.net](http://enfield.net)