

Encasa's New Business Model

Encasa is implementing a new business model for the operation of the Social Housing Investment Funds (Funds). Our objective is to have a more direct role in the delivery of our services to our existing clients, and to offer an investment program to better attract new clients.

Why the changes?

As you may recall, in 2014 Encasa broadened its reach and diversified the ownership of Encasa to include, alongside Housing Services Corporation (Ontario), the Co-operative Housing Federation of Canada, the Co-operative Housing Federation of BC, and the BC Non-profit Housing Association. With these strong partners, we are now able to provide investment products and services to housing providers and other non-profit organizations across Canada.

We have learned in the four years since making these changes that our clients, and our potential clients, would like Encasa to be more accessible, better able to offer ongoing and direct client support, and more streamlined in our approach. This feedback prompted a change in how we will deliver customer service and to make changes in the way we offer the Funds.

What does this mean?

By the end of September 2018 Encasa will have a direct role in the delivery of investment advisory services. Encasa's qualified and skilled advisors will assist current and new Encasa clients with assessing their investment needs and risk tolerance, and in selecting the appropriate mix of Funds to meet their shorter-term and longer-term needs. The individuals providing services to investors will be Encasa employees, with the time and knowledge to provide great service. These persons will work under the supervision of a registered Distributor (Worldsource). Current and new account holders will open accounts with Worldsource with the assistance of Encasa staff. Existing account holders have been informed of the process to be undertaken to give effect to these changes.

More robust responsible investment approach

Encasa has had a long-standing commitment to Responsible Investing (RI) with a formal policy that guides the investments in the Funds. This commitment is fundamental to the mission and values of Encasa and its Board. Importantly, it distinguishes the Funds from other mutual funds that are available to Canadian housing providers. We continue to be committed to RI and are taking steps to ensure the Funds meet the commitment we make and to ensure our investments meet our policies.

The changes being introduced by Encasa are designed to provide our clients with a higher level of service and an outstanding line up of value-aligned socially responsible investment funds. We are excited by the changes and look forward to engaging directly with each of you in the months ahead.