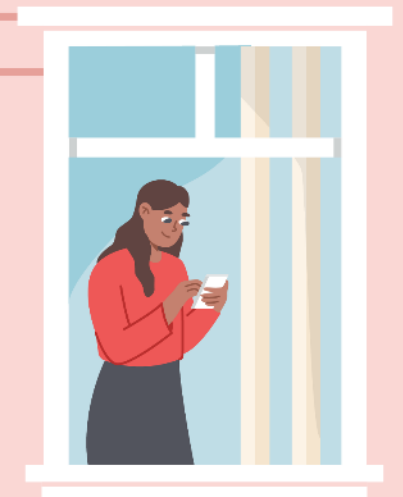
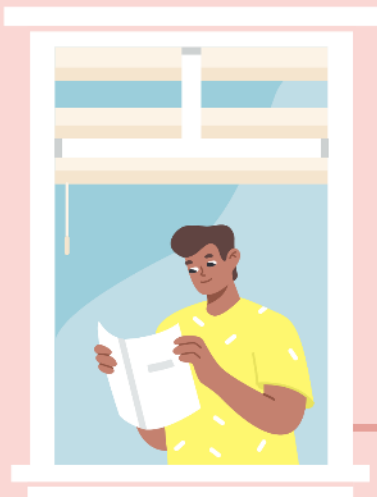


Insuring Cando Apartments Ltd: A Duuo Partner Case Study



Company Background

A family-owned and operated business, Cando Apartments Ltd. has been specializing in the management of residential buildings for over 30 years.



Cando's main goal has always been to put their residents first by providing top-rate service to each tenant within their 2,800 units across the Greater Toronto Area.



With this in mind, Cando has remained committed to providing their residents with the best care, ensuring that they are doing all they can to keep each tenant protected during their experience as a Cando tenant.

The Challenge Facing Cando

“What attracted me to Duuo right away was seeing that affiliation with the Co-operators. Due to that reputability, it meant that I didn’t have to promote or explain the validity of who Duuo was or how trustworthy the company was.”

Lora Sloan
Cando’s Asset Manager

Prior to partnering with Duuo, Cando Apartments Ltd. experienced a common problem when it came to their tenants: understanding who was insured and who wasn’t.

The lack of certainty around which tenants were covered and which weren’t led to additional confusion about Cando’s responsibility in the event of an accident. For example, if a tenant had to evacuate because of a fire in the unit, would Cando have to foot the bill for the repairs as well as the tenant’s living expenses?

With this in mind, Lora began seeking out a partner to help her in her quest to get her tenants educated and covered.

In approaching Duuo, the first thing that caught Lora’s eye was the connection with Co-operators. As a well-established brand, Lora knew that this name recognition would inspire confidence in the company as her tenants got ready to purchase a policy.



Click here to check out
what Lora had to say
about partnering with
Duuo!



How Duuo Helped

To start off, the Duuo team walked Cando through their tenant insurance policy covering, providing insight into what their responsibilities would be in the event of an accident, while providing comfort in showing how Duuo is on-hand to help should anything go wrong.

To make it easier for Cando building managers to get insight on their residents' coverage, Duuo developed a specific partner flow in which Cando residents have their confirmation of insurance sent directly to their property manager. If a resident decides to cancel their policy, their property manager would be notified of this as well.

In order to meet the needs of Lora's tenants, Duuo added Cando to our current user flow as a preferred partner. When getting a quote, residents were led into a specific user experience that reflected a coverage and price point curated by both Duuo and Cando.

Duuo's marketing team had also designed a custom content plan for Cando residents by learning more about their demographic. From posters to social media messaging, this helped in educating the residents on the benefits of tenant insurance coverage, along with providing them with additional resources.

"As Lora told me more about her challenges with getting her tenants covered as well as the lack of flexible insurance options available, a spark went off for me. At Duuo, we work to create flexible insurance programs that fit the needs of modern Canadians."

Sunni Shannon

Duuo's Partner Success Manager

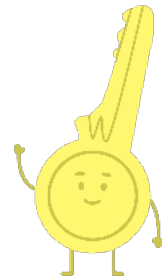
"Working with Duuo was a very positive experience from the beginning, and it was so simple! You just go on the website, click register, and within minutes, you get a quote."

Lora Sloan

Cando's Asset Manager

Benefits of the program

After implementing Duuo's Tenant Insurance program, Cando noticed 5 key benefits.



"Duuo immediately took on the responsibility of educating our tenants. They worked with us in creating promotional materials along with ways to help track tenants' coverage. There was always this sense of open-mindedness and flexibility when communicating with them."

Lora Sloan
Cando's Asset Manager

Incentives

In an effort to introduce Duuo to Cando residents, Duuo offered a \$50 gift card when they signed up for a free Duuo account. This successful promotion resulted in 70-80 new sign-ups, and helped bring recognition to the new program being offered.

Offloading insurance questions to a team of professionals

A major benefit of the program is the ability to offload the responsibility of tenant insurance questions on to Duuo's licensed sales reps.

Fast implementation

After the partnership agreement was signed, Duuo got to work to create a customized partnership program for Cando. In under a month and a half, Duuo had integrated Cando into their platform, developed an incentive program, and created an entire marketing strategy.

Preferred rates

Understanding the cost barrier that prohibits tenants from purchasing coverage, Duuo worked with Cando to provide a special rate for the cost of coverage. This allows tenants to pay a lower monthly premium while enjoying all the same benefits that come with a Duuo tenant insurance policy.

Easy communication with a dedicated team

One of the things that makes working with Duuo a more personalized experience is the small, dedicated team. Communication flowed freely between both parties, with each team aligned on next steps as we progressed through the initial launch and subsequent program.

Results

Click here to hear Lora talk more about her experience working with Duuo!

Since beginning the program in late 2020, over 350 Cando residents have become Duuo clients. With an average cost of \$18 a month, numbers continue to grow at around 20 new clients each month. By the end of this year, Duuo is expecting to have over 400 Cando residents covered with tenant insurance.

This win-win-win partnership has allowed for Lora to be confident that everyone who purchases a Duuo Tenant Insurance policy will meet her requirements as a property manager, along with providing good value for her tenants.

This partnership continues to grow and evolve over time. Thanks to regular updates on numbers, content refreshes, new contests, and general check-ins, Duuo and Cando are still committed to working together to provide better coverage for Canadian tenants.

"The support provided by Duuo has helped our tenants feel more comfortable with their policy, and it's helped alleviate any extra work on the landlord's side. I think that's been refreshing for our tenant base as they don't usually get that kind of service from other providers."

Lora Sloan
Cando's Asset Manager



351 Cando resident clients



Expecting **400+** Cando residents covered in 2022



20 new users each month (approx.)

How can Duuo help manage your risk?

Duuo partners with property managers across Canada to provide their tenants with affordable, reliable insurance.

To find out how you can partner with Duuo, fill out our **contact form** to get in touch with our Partner Acquisition team today! If you're already a partner and would like to add additional properties to our platform, please reach out to our Partner Success team.

