

# WHY JOIN THE ONTARIO APPROVED PROFESSIONALS PROGRAM



## VALUE IN BEING APPROVED

We have worked hard on making the programs base principal worth something. We are proud to be one of the few remaining membership programs that vets and checks all our members through our unique application process. Our mission statement says it all; the program is to ensure quality, integrity and consistency in local professionals who offer services to the public.

## NETWORKING

Effective networking is an important skill for successful entrepreneurs. It can open doors and create amazing opportunities for investment, clients, and growth. Through your network you can meet mentors, future employees, advisers, and industry insiders who may advocate for you to other deal makers.

## MUNICIPAL ADVOCACY

Small Business matters and so do the issues that we all face while trying to operate a business. Advocacy can take many forms. Advocating for business might include listening to the challenges faced by individual business owners, sitting on task forces, sending letters to municipal offices, using social media effectively, and more. Advocacy efforts both drive policy change and address timely, current issues. We are this voice for our members and we strive to ensure all are represented.

## ADVERTISING

With all memberships, we provide monthly targeted advertisements on all our Social Media and Web Platforms to promote your business in the community. In addition, our A.I. assisted website directory which lists all the information about our members for public use and search-ability. We also strongly support our "Member First" referral system. So when we receive inquiries for services or professionals, we refer approved members first! Working harder for you so that new leads equal more money in your bank account.

## SAVINGS & PROMOTIONS

Memberships automatically provides you access to a number of targeted promotional advantages including advertising in our monthly eNewsletter, member to member incentives and much more. In addition, you gain valuable discounted rates to any events or exhibits the program hosts. All this equals savings for your business, making the value of membership go up.

## GROUP DISCOUNTS & INCENTIVES

As the program grows so does the opportunities for all our members. We are actively working with corporate companies to ensure we can offer the most practical and effective incentives to help our members. Whether it be work, play or life, we want to ensure that everyone has access to the incentives that help all your hard earned money reach farther.

