

BUSINESS PARTNER APPLICATION & COMMUNITY COMMITMENT

Join a vetted network of senior-focused professionals.

Help seniors and families across Toronto & the GTA move forward with confidence — and grow your business alongside a community of trusted partners.



Referral recognition

Members select who referred them. CASL records the relationship so your contribution is recognized and future engagement can be tracked.



Category-aware communications

Members attributed to your business won't receive promotions from another partner in your same service category through CASL.



A trusted way to re-engage

Offer meaningful value to clients, prospects, and people who didn't become clients — without a hard sell.



Your business on the platform

Approved partners receive a hosted business profile and may be considered for future events, education, and content.

BEYOND THE SERVICE

A community where trusted businesses help seniors — and help one another grow.

A relationship-building platform, not a lead directory

CASL connects seniors and families with vetted, senior-focused professionals across Toronto and the GTA. Membership is **free** for seniors and families. CASL is being built as a community-first initiative, and at this stage is not designed as a profit-driven referral marketplace.

WHAT APPROVED PARTNERS RECEIVE

A professional business profile

Your approved business, services, contact information, and senior-focused value proposition may be displayed on the CASL website.

Referral-source attribution

When a member joins, they can select the business or professional who referred them. CASL records that relationship so you can see the value created from prospects, past clients, and introductions.

Same-category marketing protection

A member attributed to your business will not receive promotional messages from another CASL partner in your same service category. They may still receive general CASL updates and information from other categories.

One partner message per year

Once per year, an approved partner may submit a CASL-approved educational or promotional message for CASL to send to members attributed to that partner — subject to member consent, applicable law, and CASL editorial approval.

Future opportunities as the community grows

CASL hopes to create future opportunities for partners to host or join events, seminars, educational content, podcast episodes, blog posts, and community lunches. These are not guaranteed and may depend on fit and capacity.

HOW REFERRAL PROTECTION WORKS

1

You invite a client or prospect to join CASL.

2

The member selects your business as the referral source.

3

CASL records the relationship and protects your service category.

4

You keep adding value, including one approved annual partner message.

01 Business partner application

Tell us about your company, experience, and senior-focused services.

LEGAL COMPANY NAME

PUBLIC-FACING NAME (IF DIFFERENT)

PRIMARY CONTACT NAME & TITLE

EMAIL ADDRESS

TELEPHONE NUMBER

WEBSITE & SOCIAL MEDIA

BUSINESS ADDRESS

YEARS IN BUSINESS

PRIMARY SERVICE CATEGORY

AREAS SERVED

BRIEFLY DESCRIBE YOUR BUSINESS AND WHAT MAKES YOUR APPROACH DIFFERENT

YOUR EXPERIENCE SERVING SENIORS, CAREGIVERS, OR FAMILIES IN TRANSITION

RELEVANT LICENCES, CERTIFICATIONS, DESIGNATIONS, INSURANCE, OR MEMBERSHIPS

Optional exclusive offer for CASL members

Partners are encouraged, but not required, to provide a meaningful member-only discount, added service, complimentary consultation, or other benefit for seniors and families. **CASL does not retain any portion of the offer.**

- Yes, we'd like to provide an exclusive CASL member offer.
- Not at this time. We may revisit this later.

DESCRIBE THE PROPOSED OFFER, ELIGIBILITY, RESTRICTIONS, AND EXPIRY/REVIEW DATE

02 Partner participation commitment

Community growth works when every partner contributes. After approval, CASL provides a customizable email template introducing the free CASL membership. The partner commits to sending at least **25 initial invitations** to appropriate contacts — current clients, former clients, or warm prospects the partner is legally permitted to contact.

PARTNER STANDARDS & ACKNOWLEDGEMENT

- I confirm the information in this application is accurate and may be verified by CASL.
- I will make a genuine effort to provide high-quality, respectful, ethical, senior-focused service.
- I will respond to CASL-referred inquiries professionally and without pressure.
- I will promptly disclose complaints, regulatory issues, or licence/insurance changes affecting my suitability.
- I understand CASL may review, suspend, or remove a partner to protect seniors, families, or the network.
- I agree to the initial outreach commitment of at least 25 appropriate emails using or adapting the CASL template.
- I will comply with applicable privacy and electronic-communications laws, including consent and unsubscribe requirements.
- I understand annual partner communications are sent through CASL, remain subject to member consent, and require CASL approval.

03 What happens after you submit

- 1** **Review.** CASL reviews your application, experience, and fit with the network.
- 2** **Verification.** CASL may request references, licences, insurance, or more information.
- 3** **Profile setup.** Approved partners receive instructions for their profile and member offer.
- 4** **Launch.** CASL provides the membership invitation email and onboarding details.

WERE YOU REFERRED TO CASL BY ANOTHER BUSINESS OR PROFESSIONAL? IF YES, WHO?

Partner signature & authorization
By signing below, I confirm I am authorized to submit this application on behalf of the business and agree to the commitments in this document.

AUTHORIZED REPRESENTATIVE SIGNATURE

DATE

PRINTED NAME & TITLE

COMPANY

Thank you for helping build a trusted network where businesses support seniors — and one another.
Submit completed applications to info@thecasl.ca