

**p6**

Do you qualify tenants by background checks and credit scores only? Think again.

**p8**

Make a plan to protect yourself when showing properties. It just may save your life.

**p20**

Positively transform your reputation by implementing NARPM® Star Steps.

# RESIDENTIALResource



THE OFFICIAL MONTHLY NEWS MAGAZINE OF THE NATIONAL ASSOCIATION OF RESIDENTIAL PROPERTY MANAGERS



## Are you prepared with answers to all of the crazy questions a prospective tenant may ask?

If you are, then at the end of the day, being a leasing agent is a very rewarding job. You have made the difference in the lives of two families when you place a tenant. **See page 9.**

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NARPM® provides resources for residential property management professionals who desire to learn, grow, and build relationships.

## FEATURE ARTICLES

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Monica Hulzing, RMP® Candidate, has found that there are many amazing, qualified, responsible people out there with low credit scores. Because of her experience in the process, she encourages you to take the time and use patience to look at the whole picture, not just the score!

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### **p20** My NARPM® Star Steps: Stellar Customer Service

Colleen "Cookie" Hooper, RMP®, MPM® Candidate, has implemented a tested customer service plan and finds that both her coworkers and her customers are much happier at the end of each day. Try these steps yourself and notice how your reputation is positively transformed.

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Maria Swanson, CRMB Candidate, reinforces the fact that we must be consistent, fair, and above all, compliant in the disposition of the tenant's security deposit. She provides tips to make sure that you are not missing anything when you are ready to release the tenant's security deposit.



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## EDITORIAL MISSION

Since 1989, the NARPM® news magazine has been a key focal point for the organization. The *Residential Resource* keeps Members up-to-date on association events, and provides valuable industry advice and insight. NARPM® Members receive the *Residential Resource* as part of their membership, included in their annual dues.

The *Residential Resource* is published monthly, with one combined issue for October/November. Articles can be submitted by email to [publications@narpm.org](mailto:publications@narpm.org). Items mailed in for publication cannot be returned. Address changes may be forwarded to NARPM® National. The Communications Chair and Graphic Designer reserve the right to edit or refuse all publications for content and selection.

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From the  
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Gail S. Phillips, CAE

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and is trying  
diligently to  
give you tools  
to make your  
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more effec-  
tively.

Ready, set, Las Vegas here we come! The annual Broker/Owner Retreat will be held at The Mirage Hotel in the fun City of Las Vegas. This annual event is only for Brokers, Owners, and major Company Decision Makers. It is an outstanding opportunity to learn from other business leaders from across the country. This year, we are focusing the last day of the event on Coaching by bringing in a couple of coaches to help you with your business! Steve Murray, President of Real Trends will open the event and will cover the Future and Trends in Real Estate and Property Management. He will also present a breakout session of Buying and Selling a Business. You can see the entire program at <http://www.narpmbrokerowner.org/>. Registration is now only available at the event.

The first quarter of 2016 has been keeping Chapter Leaders productive. NARPM® National appreciates all your help and is trying diligently to give you tools to make your Chapter run more effectively. As mentioned in my February article, NARPM® began in January with an outstanding Leadership Training in St. Louis, Missouri. The Leadership has received high acclamations from this event. The provided resources are there to help Chapter Presidents lead their organization. The other item presented was the combined Chapter Excellence/Compliance that was due March 31. Again, NARPM® National listened to the Leaders and combined two deadlines into one to help the Leaders with the time it takes to gather all the information. We thank everyone for their patience in helping get through this deadline. The greatest accomplishment was the new upload software that NARPM® contracted to help ease the Chapters' experience with uploading all the information. In the next month, the Chapter information will be uploaded on the website. We understand these are time-consuming tasks, but it gives NARPM® the ability to store all Chapter documents on [www.narpm.org](http://www.narpm.org) so that future Chapter Leaders can find them.

The Nomination process has opened and NARPM® has begun soliciting for National Leaders. If you are interested in applying to be on the National Board of Directors, check out the information on the website at [http://www.narpm.org/docs/leader-services/2016\\_national\\_director\\_application.pdf](http://www.narpm.org/docs/leader-services/2016_national_director_application.pdf). The deadline for RVP/Director applica-

tions is May 7. If you are not sure what you want to do at the National level, I encourage you to look at the committees. Many of these Committees need your help, so take a moment and go to <http://www.narpm.org/about/officers-and-board/committee-chairs/> and click on the Join a Committee Form. This is a great avenue for meeting new friends and enlarging your referral network.

NARPM® National ceased sponsoring Regional Conference in 2016, but the States and Chapters have come together to put on their own events. You can see what is to be offered in 2016 by going to <http://www.narpm.org/conferences/state-conferences/>. While you are there, check out the National Convention. Rooms are selling out fast, so make sure you call and make your reservation. The event will be held in Maui, Hawaii; and beginning this year, the event was expanded to include the Business Leader Development Session and the Closing event. With the separate purchase of a ticket for the President's Celebration, you will have a great time at an authentic Luau. You can also choose to attend NARPM®'s annual Past Presidents' Charity Golf Tournament that will be held at the Wailea Gold Golf Course. You can find all the information at <http://www.narpmconvention.com/>. Online registration is open and make sure you are part of this great event!

Finally, thank you to the Professional Development Committee and NARPM® staff, who are spending many hours this year to improve the NARPM® designation process. By the end of this process, they will have completed updating check lists, mentor requirements, looping course, increased marketing of designations and designees, just to make the education program stronger. Thank you to Lynn Sedlack, MPM® RMP®, Chair and Dailey Fly, NARPM® Staff, for helping push this needed project along.

Hope you have an enjoyable spring season. I know sales are picking up, and there are mixed messages of the rental market across the country. Take advantage of the education that NARPM® offers to help you build your business. 🏡

*Gail S. Phillips*

Gail S. Phillips, CAE  
NARPM® Executive Director



**Monica Hulzing, RMP®** Candidate, has been the Co-owner of Legacy Properties Property Management in Tarpon Springs, Florida with her sister, who is a Broker, since September 2011. Native Floridian born in Key West, Monica moved to New Port Richey, Florida in 1980. She has had property management experience since 1998 in multi-family communities and currently resides in Tarpon Springs, Florida. Monica obtained her real estate license in 2005, and began residential management in 2010. She has been a NARPM® Member since the beginning of 2012, and serves as a Board Member for the Tampa Bay Chapter. Monica also has a full-time responsibility as a "Dance Mom."

## Qualifying Your Renters It's Not All About the Score!

Qualifying your renters is probably the most important aspect of managing your properties. If we really do it right at the beginning, it will keep us less stressed during the time the renters are occupying the property. But, is automatically eliminating a potential renter, due to a low credit score, the way to do it? I think not! There are many amazing, qualified, responsible people out there with low credit scores. I've come across many in my 18 years of experience in property management.

So here's my take. Of course, ALWAYS make sure you actually do a credit/background check on EVERYONE. You know fair housing law, so you must do the same thing for everyone. Yes, you must do a check for the cute little grandmothers, as well.

What we look for on a credit report will very much tell you how responsible a person is.

- Have they ever been evicted before?
- Did they neglect to pay a utility bill, such as power, water, cable, or even a cell phone bill?
- Did they file bankruptcy not too long ago (before they started charging up credit cards again)?
- Did they recently go through a foreclosure without even trying to short sale the home because they liked that free rent for the past three to five years?
- Having a medical bill collection could be OK, but do they have multiple medical bills in collection that would indicate that they may not be capable of committing to a full lease term without having more health issues?
- Do they have 15 accounts all rating 9 (bad debt or a collection)?
- Of course, we ALWAYS verify residency. On the application it will ask for a present address and previous address, generally if at present address less than two years. Getting the landlord's information is essential and before you call to verify the residency, you ALWAYS want to check the actual owner of the home. Is the person they wrote down the owner of the home or is it their Aunt Mary, pretending to be the landlord for the potential renter.
- Is the social security number they provided the correct number? This will usually cause a report to state "No credit on record."

- A very important part of qualifying a potential renter is verifying the income, whether it is a job or retirement/pension, etc. The standard criteria is income that is three times the amount of the rent. If it's a job, you want to verify the amount they gross, but then, that goes right back to the credit report. If they do make three times the amount of the rent, but went out and bought a Maserati, this changes the rent to income ratio. Some people will try to live beyond their means. They will certainly risk an eviction before losing that Maserati.

- Another very important aspect is the stability in their income. Generally, you would want to see at least six months working at a job. If they are just starting a job, you may want to consider their previous job to see if there's a pattern of changing jobs.

So, that covers the basics of getting qualified renters. But, what if there are extenuating circumstances, such as great credit, but just starting a job or lousy credit, but has been working at the same job for several years. Maybe the credit is marginal, they are just starting a job, and they've never rented before. These can be situations where collecting additional rent would be a great idea in order to give good people the chance to rent the home they deserve. There was talk at the 2016 Florida Conference regarding changing laws for advance rent payments.

Of course, you always want to do a background check. It's quite understandable that we would not approve a felon within the last seven years of conviction or ever. A felon is currently not a protected class under HUD. The Fair Housing Act prohibits discrimination because of specific class: race, color, national origin, religion, sex, disability and the presence of children. Some States have additional State protected classes. Know your State laws and local ordinances.

If you ever feel that the person is so nice that you don't need to do a criminal background check on them, please reconsider. The people you least expect or you feel are just the nicest people will surely amaze you. Considering someone if they've not been convicted in the last seven years is pretty common. We all were young, and not so smart, at one time or another.

**Continued on page 32 "Score"**

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**Frankie Smith** is the Leasing Agent for gkhouses.com in Birmingham, Alabama, and is responsible for showing and leasing available properties to potential tenants. Frankie has been a licensed REALTOR® since 2006. Real estate is Frankie's passion, as she not only enjoys the transformation of a restored property, but also working with families to help them find the right home. When Frankie is not working with potential tenants, she spends time with her grandchildren and family. She also enjoys a good book and working with arts and crafts.

## You Cannot Predict Situations **Showing Agent Safety**

Safety in any job environment is very important in daily life, but even more so for REALTORS® showing rental properties to strangers. An agent cannot predict situations they might encounter, but at the same time, preparation and awareness go a long way in protecting their own safety. Most of the following suggestions are common sense; but in an unsettling situation common sense disappears. It is a wise move to review your safety plan frequently.

Preparation for the day before leaving your home or office is vital. Letting someone reliable know your schedule is always a good plan. A written schedule is advisable because, if you need to call your backup, they will need the information at hand instead of trying to remember where you told them you would be showing a property.

How you present yourself also plays a big role in safety. As much as we want to look the part of a successful REALTOR®, it is best to dress down when showing properties to potential tenants. Wear modest clothing, shoes suitable for escape, if needed, and avoid flashy jewelry – you don't want to make yourself a target for robbery. Understated is always the best route to go.

Another way to prepare would be to develop a code with your trusted contact to call the police when you are in a situation where you can't easily do so. An example code might be – Hey, this is (give yourself a Code Name so that your contact will know this is an emergency). I'm at (address where you need help) and I'm supposed to meet Mr/Mrs. (use reverse to identify the sex of the person of interest) Brown, White, or Greene (set a pre-determined code for the race) in 10 minutes and it looks like I'm going to be late. Will you call them and let them know? I don't have their phone number with me. This gives your contact the information they need to call the police with your location and a general description of what is going on and where help is needed. Many times this can diffuse a potential situation because the person knows others are aware of your location.

Another option that has recently been introduced to the real estate market are pieces of jewelry, necklaces or bracelets that are programmed by you to contact certain chosen people of one's location and

then the contact can call the authorities. These can be discreetly activated without the person of interest's knowledge.

Building a good relationship with local police is always a good idea, as well. In some less than desirable areas, police will patrol more often if they know you and are aware of when you are in their neighborhood. Getting to know the neighbors often works well, too. Many times, agents don't live in the neighborhoods where they are showing properties, so getting acquainted with the neighbors can make them less nervous about you just showing up. Smile and greet the neighbors, talk to them and assure them that you will be trying to get them the best neighbors possible. They might even have friends or family members who they will tell about your properties. Gain their trust and they will watch out for you and your property.

When arriving at properties, be aware. Be a good judge of your surroundings and always trust your gut. Have an escape plan in mind each and every time you enter a neighborhood, street or house. Never block your way out of both the house and the driveway. Before getting out of your vehicle, go ahead and put in the address of the next property you are going to or your office or your home.

It is also a good idea to have a printed map of the area in case your GPS is inaccurate. Be prepared to leave as soon you get to a property. Something you normally don't think about when dealing with safety is your car and its maintenance. Keep plenty of fuel in the car, battery maintained, tires correctly inflated, coolant and general maintenance regularly performed, so it is reliable and lessens the chance of you being stranded.

Some agents do carry guns with them to ensure their safety and that they make it back home to their families. If you carry, be prepared to follow through and regularly train with your weapon. If you aren't comfortable with having a gun, some other standard weapons are mace or personal tazer guns (if allowed by law in your area). Some other unusual weapons can be as simple as putting your keys between your fingers to attack with, an innocent looking broom can become a club, wasp spray can be used as mace.

**Continued on page 32 "Safety"**



# A Day in the Life of a Leasing Agent **Crazy Questions**

It all starts when the phone rings. “Can I see the property now?” “What do I need in order to move in?” “Is this a safe neighborhood?” These are just some of the questions that you will have to come up with answers for in a split second. How do you answer these questions and abide by the License laws, State laws, Fair Housing and Ethics? So, here are some of the crazy questions that I deal with on a regular basis every day:

- **Can I see the property now, like right now? I’m sitting in the driveway.** Appointments are needed to keep some order in your day. You need to show property in order to lease it, but you can’t be everywhere at once. Scheduling by area is important, so that you are not running all over and backtracking all day. Try

- **I know this house rents for \$1200 but do you think the owner will take \$650.00?** You need to protect your owner’s interests and make sure they receive fair market value for the property. If you priced the property correctly to start with, there shouldn’t be much room for adjustment. Advise the potential lessee to check market rents in the area. Also, advise the owner that a potential lessee has made a lower offer to keep them informed of everything pertaining to their property. (Just for kicks.)

- **I don’t like the carpet or the appliances. Do you think the owner can install brand new stainless steel appliances and re-carpet the entire house?** This is something you should be prepared to answer,



**Patricia Middleton, RMP® Candidate,** is a Leasing Agent for Solutions Realty Network, Inc. in Tyrone, Georgia. She has held this position for eight years. Patricia holds an Associate Brokers license with Solutions Realty. Outside of the office she loves spending time with her family, playing golf, riding horses, and working with animal rescue.

**At the end of the day, being a leasing agent is a very rewarding job. You have made the difference in the lives of two families when you place a tenant.**

to schedule multiple appointments for the same property during the same time-frame. There’s not enough hours in the day and there’s just ONE of you!

- **What do I need in order to move in today? My moving truck is packed and ready to go since my landlord evicted me?** This is based individually on your broker’s policies and procedures. It’s always a good idea to try to do a quick pre-qualification with the potential lessee over the phone. Important questions to ask; “Do you have an open bankruptcy?” “Do you have good rental history?” “Does your income support the rental price?” You may or may not get straight answers from the lessee, but at least you have made the attempt to get some answers that indicate qualifications up front.

- **Is this a safe neighborhood? I think I saw the house down the street on the news. Would you live here?** This is not a question we can answer, but you have to say something. Advise them to do their due diligence and make their own evaluation of the neighborhood by visiting at different times on different days. Talk to the neighbors. Crime statistics can be obtained online or from the local police station.

having already discussed any additional possible rehab with the owner. You may have prior permission to do something that could potentially be a deal breaker. Always double check with the owner and never make any promises. Owners can be notorious for changing their minds.

- **Who is going to mow my grass, get rid of the ants or change my light bulbs?** This is another question that should have an easy answer. This should have been discussed prior to the owner signing the lease management agreement. Your tenant lease should cover, in detail, all of the tenant’s responsibilities. This is our company policy; yours may vary. Make sure you know how to address this question as it pertains to the specific property before it becomes an issue.

At the end of the day, being a leasing agent is a very rewarding job. You have made a difference in the lives of two families when you place a tenant. The tenant family has a new home and the owner has the security of a qualified tenant in their property. After all the crazy questions and nonsense, I feel a sense of accomplishment and that I’ve made a difference. And that’s why I am a Leasing Agent who loves her job! 🏡



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The power that comes with increased knowledge and confidence is tangible. It is what sets you apart from your competition. Professional designations and certifications from NARPM® have an impact on your company and your clients, and the results translate directly to the bottom line. Add the credibility of our professional designations and certifications to your name and to your company name!

NARPM® designations are earned with a combination of property management experience, NARPM® and industry education, and service to the association through volunteer activities. You may have taken clock-hour courses to maintain your license. Imagine the gains when the courses are specifically focused on what you do as a property manager – and are being taught by a property management professional. Take it one step further and envision networking with other experienced property managers from across the country. Earning your NARPM® designation will bring a whole new dimension to your daily tasks.

### The Professional Development Committee now approves Designation Packets

- Deadline for the May Professional Development Meeting is **April 26**.
- Deadline for the July Professional Development Meeting is **June 21**.
- Deadline for the Convention is **August 5**.

\*\*\*There is a new upload system available to submit your designation / certification documents. To upload your documents to the new upload system, please email [designationinfo@narpm.org](mailto:designationinfo@narpm.org).



## FIRST INTERNATIONAL CHAPTER IN FORMATION

Australia – home to the outback, Great Barrier Reef, Sydney Opera House, kangaroos, and now NARPM®'s first International Chapter in Formation. That's right, NARPM® went global on March 3, 2016.

Almost two years ago, 2015 NARPM® President Andrew Propst, MPM®



RMP®, was invited to speak at a property management conference south of Brisbane. It took two long years. However, he had the time of his life visiting Australia. The best part of his trip was getting to know the property management business there and the wonderful

people who make their living in property management. Property management in Australia is a big business, and NARPM® has a real opportunity to make an impact.

Andy was invited by Jo Oliveri, who puts on a first-class two-day conference every year to engage and inspire property managers all over Australia. Jo has been hard at work promoting NARPM®'s mission and vision to the hard-working property managers down under, and she gathered just enough to start our first International Chapter.

When asked why she was so passionate for NARPM® and what her goals were for our first Chapter in Formation outside the Continental US, here is what Jo said:

"I found NARPM® existed through the National Association of REALTORS® (NAR) International Conference I attend every year in the USA. After researching some more, it was evident that this was a unique organization dedicated to raising the profile and professionalism of property management. After attending my first NARPM® Conference, it was further evident that NARPM® Members didn't just belong to this organization for the sake of belonging, they all truly believed in and had a passion for constant improvement, further education, advanced training, and loved what they do. The NARPM® standard of ethics is second to none. What was truly inspiring to me was how every Member is not only proud of the ethics, they live by them.

It was like a flash and a sense of knowing. I immediately recognized that NARPM® membership should be something that is shared on a global level to provide property management and property management business owners from around the world with platform and united organization to continue to improve the service and results we provide in property management.

I feel so grateful that when I approached the NARPM® Executive team about launching their first International Chapter on the other side of the world, they didn't hesitate in seeing my vision of a global and united property management organization. By launching a NARPM® Chapter in Australia, we will now be able to provide Australian property management business owners and their teams with opportunities to advance their training and attend NARPM® Conferences and Seminars; and at the same time, provide incredible opportunities to share a passion for property management with no borders to restrict us, yet strong ethics to unite us in professionalism."

Andy felt that it was truly an honor to be hosted by such wonderful people, and it was also an honor to represent this AMAZING organization overseas. He hopes and prays that the momentum Jo and the "Down Under CIF" has started, takes off and all over the world. NARPM® is too good of a thing to keep to ourselves. He hopes the Members and the Leadership of NARPM® continue to seek growth opportunities wherever there are property managers who align with our mission, vision and values.

(Note: The original article was submitted by Andrew Propst, MPM® RMP®)



**Scott Abernathy, MPM® RMP®**, is a property manager for Reliant Realty, LLC, located outside of Nashville, Tennessee. He has been renting homes since 1989 while he was still serving in the United States Air Force. He graduated from Middle Tennessee State University with an Aerospace Degree and a minor in Real Estate. While in college, he got his real estate license and began his career. He insists he has received much better education through NARPM®. Scott has served on the NARPM® Governmental Affairs Committee, as well as the Government Affairs Committee for his local Association of REALTORS®. He is now the National NARPM® Governmental Affairs Chair.

**Get together with your local Chapter and organize a Day on the Hill in your State capitol.**

## National Rent Tax – Could It Happen?

“After receiving his statement and funds from his Property Manager, Mr. Landlord was a little confused. He noticed a charge that had not been there before. Seeking some clarification he picked up his phone, scrolled through his contacts, and tapped his property manager’s number.

“Good Afternoon, Acme Property Management, this is Bertha, may I help you?” a cheerful property manager said.

“Hey Bertha, this is Mr. Landlord and I had a question about my statement.”

“Sure, what seems to be the trouble?”

“I noticed a new charge of \$75 for taxes. What is that for?”

Bertha replied automatically, as if she had already had this question several times that day. “That is for the new Rent Tax that Congress approved last year. Property Managers are required to withhold five percent of all rental income and pay it to the Internal Revenue Service each quarter, along with the special reporting form”.

“Five percent!” Mr. Landlord exclaimed. “That’s ridiculous!”

“You may want to check with your accountant. As I understand it, if you file your taxes on time, you may be eligible for a refund for some of it”.

After several more minutes of unhappy conversation, Mr. Landlord agreed to pay the tax, but at the same time informed Bertha that he planned to sell all of his rental properties when their leases were up. ”

**Before all of you get too upset, the above story is pure fiction.** To my knowledge, there is no law passed or bill before Congress that creates a “rent tax” of any kind. I used an example of something that seems kind of ridiculous to show a point. The question we should ask ourselves is, “Could a bill like this be passed?”

The answer is a resounding yes! Unless someone is watching closely, Congress can and will pass anything. Another question we should ask ourselves, “Who is that “someone” who is watching?”

That answer is you! It does not matter if you hate politics or do not understand how it works. You are involved in the political process. It governs everything we do, from trash pick up to real estate taxes, from water cleanliness to rent control, from traffic lights to

fair housing. As you can see, politics is integrated into all aspects of our lives.

This is why NARPM® has a Governmental Affairs Committee. Along with your help, we are the first line of defense against silly laws and regulations that can negatively impact our business, landlords or tenants. We are involved in all kinds of issues now from emotional support animals to disparate action in Fair Housing.

One more question you should ask yourself, “How can I help?” This answer is simple – join us. To really affect change it will take all of us. You have an opportunity to help next month by attending our annual NARPM® Day on the Hill. We will meet in Washington, DC from May 11 to May 13. Our mission will be to meet with the staff of several Congressmen and Senators with a handful of talking points.

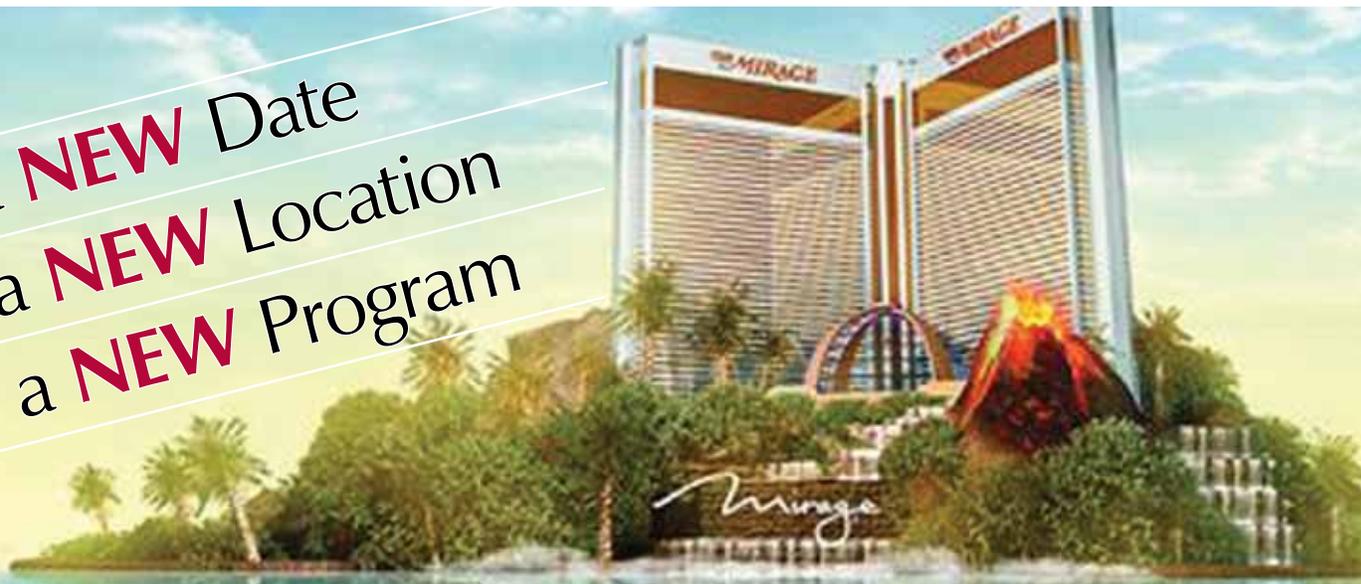
Last year, we were able to gain an audience with four Congressional and four Senate offices, as well as the Environmental Protection Agency (EPA). This year, we are looking to add a meeting with the Department of Housing and Urban Development (HUD), as well. The more of us that are there, the more powerful our message will be.

So, let us just say that if there is some important reason that you could not make it to the Day on the Hill, there are other opportunities for you to participate. As most of you know, most of the laws that involve our business come from the State. Get together with your local Chapter and organize a Day on the Hill in your State capitol. Here is some good news. NARPM® even has a grant of up to \$500 to help you put a State Day on the Hill together! Don’t waste this opportunity to keep up the good fight in your area.

Finally, if you would like to help and just do not know what to do, reach out to us. Many Chapters have a Legislative Chairperson that can help locally. The National Governmental Affairs Committee has Regional Liaisons as well. As always, feel free to reach out to me, the Governmental Affairs Chairperson or our staff Governmental Affairs Director.

We are all in this together. It is up to us to keep our industry safe from whatever raging fires pop up within the hallowed halls of our government. 🏠

It's a **NEW** Date  
It's a **NEW** Location  
It's a **NEW** Program



# 2016 BROKER/OWNER RETREAT & TRADE FAIR

The NARPM® Broker/Owner Retreat is for Designated Brokers, Company Owners, and major decision makers. Only these Members are entitled to attend the Broker/Owner Retreat.

**April 11-13, 2016 • Trade Fair opens April 12 • Education April 14**  
**The Mirage Hotel and Casino**  
***in Fabulous Las Vegas***

### Highlights of the Event:

- Steve Murray, President of Real Trends, will discuss the trends in, and future of, Resident Real Estate and Property Management.
- Harry Kelly, NAA Attorney, will discuss legal action in the Property Management Industry.
- Wednesday's event will center on Coaching and how to create balance.
- There will be sessions on metrics, human resources, how to get ready for an IRS audit, and what reports you need, as a business owner.
- There will be a vendor trade fair Tuesday afternoon, along with a reception at the opening. You will have a chance to visit again with vendors early Wednesday morning.

Watch for details and register at [www.narpmbrokerowner.org](http://www.narpmbrokerowner.org)  
(Onsite registration is suggested after April 2, 2016.)

Make your hotel reservations by calling The Mirage directly at **800-499-6311** and say you are with the NARPM® Broker/Owner Retreat or use the link at <https://aws.passkey.com/event/13912075/owner/4940/home>.

The room rate, per night, single or double occupancy (plus tax & \$29 per night resort fee), is:  
\$109 for the nights of Sunday April 10, Monday April 11 & Thursday April 14, 2016.

\$125 for the nights of Tuesday April 12 & Wednesday April 13, 2016.

\$199 for the nights of Saturday April 9 & Friday April 15, 2016.

**Hotel reservation room block expired March 11, 2016.**



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**Michael Mino** is President and CEO of PropertyBoss Solutions, a provider of property management software. A serial entrepreneur, he has started a number of software technology firms and became a landlord in 1977 when he purchased his first rental units. PropertyBoss Solutions is a NARPM® Affiliate Member, based in Greenville, South Carolina. For more information about Michael or PropertyBoss Solutions, visit [www.propertyboss.com](http://www.propertyboss.com) or call Michael at 864.297.7661 x26.

## Back to the Future

If you are a fan of the “Back to the Future” movie trilogy, then you know that last October (the 21st to be exact) was the futuristic time that Marty McFly (Michael J. Fox) travels in time to save his (yet to be born) children. His objective is to correct some time anomalies that he disturbed during his previous travels back in time. The movie was released in 1989 and predicted a world 25 years ahead of its time.

The movie correctly foretold many technical and social changes, including drones for everyday chores, widescreen flat panel displays mounted on the wall simultaneously showing multiple channels, video chatting, wearable technology, hands-free video gaming, talking hologram billboards, and heads-up-displays. Versions of some of the other projections like the automatic shoelaces and the hoverboard (a floating skateboard) have also appeared, although they may be more a result of the movie rather than a prophesy of it.

Predicting the future is a challenging endeavor by itself, with the stakes raised by the fact checkers who take on the task of keeping score. Not to be deterred, I would like to ask you, the readers, to help forecast what property management will be like 25 years from now. This is a daunting task, but should be a lot of fun. Send me your thoughts for a “Back to the Future – Part 2” article later this year.

To help stimulate your thinking, I am taking the somewhat easier charge of predicting what will not be a part of our future. Here it goes!

### HUMAN PILOTED VEHICLES

The debate is not if, but when will the driver be removed from the pilot seat. It is unlikely that technology will be the impediment, but rather softer issues like:

- **Ethical** – how are decisions to be made (Do you hit a child pedestrian, elderly pedestrian, another vehicle?)
- **Regulatory** – which has jurisdiction (state, federal, local?)
- **Legal** – who is liable in the event of a crash (vehicle owner, vehicle manufacturer, software algorithm writer, last servicer?)
- **Insurance** – how do the policies, held by the related

parties identified about apply, in this new world

- **Privacy** – a significant amount of information will be shared among vehicles to improve the decision making ability (How will it be safeguarded? Who is responsible?)

The implications of this revolution are staggering, particularly for our industry.

### CHECKS, CASH, WALLETS, TOLL BOOTHS

I can’t remember the last time I wrote a check (it just came to me, it was to the IRS) or paid cash to purchase something. Even vending machines accept credit cards. I suspect that only the lobbyists for the money laundering drug cartels will attempt to hold on to the availability of greenbacks. The 2013 Federal Reserve Payments Study found that that less than half the number of checks processed in 2003 were processed in 2012.

A recent trip I made to Dallas required the rental of a TollTag since we were told that most of the cash toll booths were gone. Rent payment by check or even cash is one of the last hold-outs, but resident portals, auto draft, and mobile payments are eroding check usage.

Without cash, wallets and ATMs are next for the obsolescence list. And with mobile payments becoming more prevalent, why carry an extra piece of plastic. The card slots on the back of the smartphone cases will have to find another use.

### CDS, DVDS, USB STICKS

At the end of the chain, the storage of digital information will require physical media, but for us consumers the universal accessibility of cloud storage will render the physical storage mediums of CDs, DVDs, and USB sticks cumbersome at best. We can take a cue from the chapter (yes I am dating myself) of replacement of SneakerNet (exchanging data between workstations via floppy disks) by EtherNet.

### PASSWORDS, KEYS

No one likes passwords, particularly the part about remembering them. What will replace them is still an unresolved issue, but it’s certain that they will go away.



The cumbersome set of keys that are constantly lost will also be an artifact from the past.

### REMOTE CONTROL UNITS

The Internet of Things (IoT) will obsolete the need to rescue your remote from your domestic furry creature or dig it out from the crevices of your sofa.

Already today, you can control your home devices and even your TV with your smart phone or a home automation product like Amazon's Echo, IFTTT, Cubic, Mycroft, or an open-source platform, like Home Automated Living (HAL). Future refinements will most certainly simplify and expand the current rudimentary capabilities.

### TEXTBOOKS, FAX MACHINES, PHOTO PRINTS

I remember lugging a 20-pound backpack of textbooks around campus. Now, all of that information can be easily transported on a tablet or even a phone. Fax services (e.g. HelloFax, eFax) and scanned image attachments to email are replacing physical fax machines. Is a paperless world in our future?

### INCANDESCENT LIGHT BULBS

The United States is one of the last countries to ban the manufacture and importation of incandescent bulbs in 2014. Brazil and Venezuela started the movement in 2005.

The rapid decline in the cost of LED technology, along with its much better attributes, has already made the relatively new Compact Fluorescent (CFL) technology obsolete. In the future, it is likely even the concept of a bulb will disappear. The long life of LEDs means that you'll buy fixtures where the LEDs are embedded in the fixture and not replaceable. Conceptually, lighting may evolve to large panels of lighting that fill the ceiling and walls and no fixture will even be noticeable.

### MAIL COLLECTION BOX, POSTAGE STAMPS, THE USPS

Today, 90% of the bulk of mail I receive is advertisements. Most of my bills are delivered and paid electronically. Correspondence with friends occurs via the Internet. Already there are calls to drop Saturday delivery for financial savings. My view is who really needs more advertisements on a Saturday?

Will the USPS remain relevant? Could the Amazon deal with the USPS for Sunday delivery be a sign that they are more adaptive?

### OTHER CANDIDATES

Other contenders for obsolescence to consider as you contemplate what's next:

- pay telephones, landline phones, phone numbers
- prescription eyeglasses, 3D glasses
- CRT TVs, prime time television, movie theaters
- set-top streamers (e.g. Amazon Fire TV, Chromecast, Roku, or Apple TV)
- desktop computers, video game consoles
- wired Ethernet, cords and chargers
- slow booting computers, e-readers
- keyboards, mouse, hard drives
- snow tires, car mirrors (back-up cameras required in all new cars by May 2018)
- human drivers
- standalone GPS systems
- C batteries
- telephone poles
- Band-Aids
- flat-head screwdrivers
- low-end cameras, camcorders
- cable companies
- delivery people
- smoking cigarettes in public
- live human operators
- your privacy
- owning anything (vs. subscription service, sharing resources, Uber) – the renting business may be the place to be?

### WHAT IS YOUR VISION?

I hope I have stimulated your thinking on what the future will bring. Sunsetting the fixtures of our current (or recent past) lifestyle will have profound consequences, both personally and professionally. Creating a vision of our future allows us to plot a trajectory, identifying opportunities for ourselves and our businesses.

Please forward your insights as you peer into the crystal ball and we will see what collective picture we can paint. Can we do as well as the creators of Marty McFly? 

**Predicting the future is a challenging endeavor by itself with the stakes raised by the fact checkers who take on the task of keeping score.**



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**Colleen “Cookie” Hooper, RMP®, MPM®**  
 Candidate, served as President of NARPM®’s Denver Chapter in 2015 and is the Managing Broker of True Blue Realty, LLC, in Arvada, Colorado. Cookie has been managing and selling homes since 2004 and founded True Blue Realty in 2007. In her spare time, she enjoys fly fishing, fly tying, working with wounded veterans, and spending time with Mike, her husband of 30 years, her three grown children and grandson.

# My NARPM® Star Steps Stellar Customer Service

Do you want to minimize the negativity in your life or in your online presence? Do you want to leave the office not feeling like you have been in a battle every day? Do you want to turn an angry situation around and create raving fans? This tested customer service plan can ease tensions and simplify your life. After putting this plan into place in my office, we have recently received the emails in the shaded area.

These fans were created, thanks to the NARPM® Star Steps that I created and follow. Everyone in my office has learned how to offer stellar customer service and the atmosphere in our office has changed. Moreover, customers who would have previously found reason to respond to situations with bitterness, are thanking us. Use these customer service steps and watch how your reputation will be positively transformed and how much happier you are at the end of each day.

## IS MY TENANT REALLY A CUSTOMER, OR MORE OF A COMBATANT?

Oftentimes, our job is more along the lines of police work, rather than sales. After all, we exist to serve and protect our clients (landlords); we are a thin line between our landlords and our tenants. We do a lot of investigative digging before we place a tenant in one of our homes. We often serve in what has potential to become a hostile or even combative environment, and we are enforcers of the lease. Doesn't that sound like police work?

The police officer's customer is the citizen. It's a different relationship than that of the typical retail-shopper relationship we think about when we consider customer service. Yet, a customer service relationship exists. Now, consider the negative perception of the police industry. A few bad apples, tragic events, unfortunate circumstances, and some power-driven attitudes have created such bad public relations for

police departments that the public has lost their trust in these public servants (most of whom are good people who are performing a good service), resulting in hostile relationships and a dangerous working environment.

If you read the last paragraph again and insert “property management” in place of “police,” you can quickly see a correlation in the two industries. We have a duty to serve our customers and protect our clients' best interests. As a matter of fact, providing good customer service to your tenant is part of your fiduciary duty to your client.

If your tenant is hostile, they are likely to take out their anger on the asset. If they hate you, they are going to move out, and that costs your client money. So let's clearly understand that your tenant is your customer, and that each property manager has a duty to negate the bad press in our line of work and offer excellent service to our customers.

## EXCELLENT CUSTOMER SERVICE THE NARPM® STAR WAY

The Apple store trains its retail employees to follow five steps of service, from the moment the customer walks in the door. We should be listening to what Apple is doing. Apple has an impressive reputation and has managed to create millions of satisfied

customers who are also loyal, raving fans. Clearly, Apple is doing something right. Apple's five steps are: Approach, Prove, Present, Listen, and End. Now, we are not Apple, so I have gently modified their customer service plan to fit our industry. I have adapted APPLE to become a NARPM® Star six-point approach to customer service.

## N – NEIGHBORLY APPROACH

We all have moments of high stress, yet we know that it's important to try to answer our calls “live”

“ I just wanted to thank you for going above and beyond so that you could help us. I know you didn't have to do anything additional to try and help us, so we could get everything together by today, but I just want you to know how appreciated it truly is. Also, thank you for being so patient with all four of us and re-explaining everything to everyone. This will not happen again and we will make sure of it! Thanks for your time have a good afternoon.  
 ~A tenant, after facing eviction

Yes, we have moved out as of yesterday. The keys are inside of the apartment. Thank you for being willing to work with us! I apologize that things have happened this way.  
 ~Another tenant, after being evicted

when we can. However, do not answer the phone or send an email message until you are sure that your approach can be neighborly. When the phone is ringing, take a quick second to re-focus your mind before you answer. Keep pictures on your desk of your grandparents, your grandkids, your kids, anyone who loves and accepts you without judgment and train yourself to look there and take a deep breath before you answer the phone. Never allow the last call or previous stress to enter into this current situation. If you are in a negative mindset when you try to deal with a new problem, you are only going to escalate the situation. As the song from the movie Frozen says, "Let it go, let it go," and if you can't get into a neighborly frame of mind today, get someone else on the phone or let calls go to voicemail while you refocus.

#### A – ASK

Politely ask what you can do for your customer. If they are venting, allow it for a bit, but not forever. If need be at this point, especially if things are escalating, here are some tips to try:

- If the customer is hysterical, remind them that you want to resolve the problem, but need to get their file or look something up. Place them on a brief (no longer than 1 minute) hold with calming hold music. Sometimes, we all need a time out. This is adult time-out, for either you or for your customer. The key here is brief. When you come back, thank your customer for holding.
- Care. Remember that even though your customer may be angry and seems to be taking it out on you, he or she is a person who is frustrated, scared, and has issues in their life that you would never know or understand. Treat them like a human being who is worthy of compassion, no matter how they treat you. Be the bigger person.
- Really listen and empathize. Identify with them if you can, and find a common enemy whenever possible. I often blame the lease, the policy, or the system.
- Say "I'm sorry." Saying I'm sorry is not an admission of personal or company guilt. It is a normal human response showing concern for another. Have you ever said "I'm sorry" to someone who has just lost a loved one? You're not admitting guilt. This golden phrase goes a very long way and may be all your customer needs to hear from you.

#### R – RESTATE THE ISSUE

Once you believe you have the whole scoop, restate the issue. This does two things:

1. It lets your customer know that they have been heard. And that is what they really want.
2. It makes sure that your solution will fit the problem.

Have you ever tried to solve the wrong problem? It might go like this:

"OK, Tammy, thank you for letting me know that you are extremely frustrated that I haven't called you back." (Side note: this is not the time for judging or educating. Do not tell her that she did not follow protocol by submitting her request online or that it is unreasonable for her to expect a call back between

1:00 and 5:00 AM. That escalates the situation and can be handled more effectively via a friendly email message later). "I'm really sorry for your frustration. I would feel the same way. That must have been a pretty terrible start to your Monday. What I'm hearing is that moving forward, you would like to have the garage door repaired this morning, is that right? Oh, you have to take Timmy to his orthodontist and won't be there, so you need the repair person there between 3:45 and 8:00 PM today, correct?"

#### P – PRESENT OPTIONS (AS MANY AS POSSIBLE)

Giving a customer options really reframes their thinking. Instead of battling against you, they have now been brought onto your team, working together to find a solution:

"I can get you taken care of today, Tammy. I'm a bit at the mercy of the schedule of the garage door company. If they can't be there between 3:45 and 8:00 PM, would it be OK if I met them at your house? Oh, Timmy is home today and can actually let them in? Great, that helps a lot. Would you mind if I did some troubleshooting with Timmy over the phone? I want to make sure that someone hasn't accidentally pushed the locking mechanism on the control, and if that seems to be OK, I can schedule the door company to meet Timmy this morning or you this afternoon. I can also tell you how to open the door manually if you need the car out sooner. What plan best meets your needs?"

#### M – MOTION

Put the solution in motion as soon as possible.

"OK, Tammy, thanks for having Timmy check the locking mechanism. All seems OK there. While I still have you on the line, I'm going to put in a work order to Metro Door. I am asking them to meet you between 4:00 and 5:00 PM if possible, and to call you at 303-444-5555 to confirm, is that right? They will make sure the door is functioning well, and will lube and tune as needed while they are there,

**Continued on page 32 "Service"**



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# REGIONAL Communications

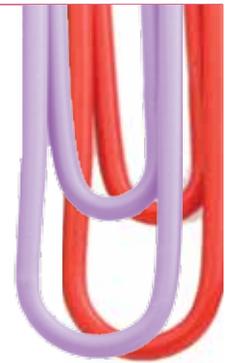
CONNECTING THE EXPANDING NARPM® MEMBERSHIP ONE REGION AT A TIME



**Keith Becker, MPM® RMP®**, is a real estate Broker and President of DeDe's Rentals & Property Management, Inc., located in Santa Rosa, California. He has been a property manager since he relocated to California from New England in 1994. Since then, he has dramatically expanded the number of units under portfolio management. He and his team presently supervise in excess of 500 doors. Keith is Past-President of both CALNARPM and the Marin-Sonoma Chapter of NARPM®, and is an active Member and former President of the North Coast Residential Property Association. He and his wife enjoy travelling with their three children, and typically Keith can be found on most weekends riding his bike through the beautiful vineyards of Sonoma County's wine country.

**Rents are increasing, owners are selling, and tenants are becoming vocal about the resultant impact on their circumstances.**

## The RVP Bulletin



From north to south, California is in a state of resurgence. The economy is rebounding, our vaunted "empty coffers" in Sacramento are being replenished, and home sale values are, in many places, regaining much of the loss suffered in the "Great Recession" of 2008-2010. In our local market, rents have increased 40% in the past four years. You would imagine that these are halcyon days in the property management industry.

However, when asked my opinion of the industry today, I invariably respond, "It's so good, it's bad." As a result of the economic collapse, housing construction seemingly ceased in California, and has not returned with any significant momentum. Housing in general – and especially affordable housing – is lacking. Rents are increasing, owners are selling, and tenants are becoming vocal about the resultant impact on their circumstances.

Across the state, city councils and legislatures are considering initiatives to address this seeming imbalance. Every option is on the table for discussion. Last June in Richmond (a Bay Area city outside of Oakland), the city council – to much surprise and alarm – passed a rent control measure seemingly overnight. A responding initiative supported by the state apartment association was successful in reversing that vote, at least temporarily. "Temporarily" is the key term, because tenant advocacy groups indicate that it will likely be put on the election ballot in November.

My local market – Santa Rosa – is seriously considering both rent control and "just cause eviction," which would severely restrict any investment owner's ability to remove an existing tenant from their rental unit. Cities from Long Beach to Sacramento have instituted compulsory inspections, performed by city officials and paid for by property owners. Mandatory acceptance of Section 8 is on the docket in numerous cities, along with proposals that would impact occupancy standards, assistance animals, and many other issues we, as property managers, deal with on a daily basis.

While our industry in this state is strong and successful, we are under barrage from tenant advocacy groups, elected officials, and the media, who seize on isolated negative stories to paint landlords as a

"questionable" group requiring greater oversight and regulation.

That is the operational environment of NARPM®'s Pacific Region in early 2016. That drama and unpredictability infused the dialog and education offered, as CALNARPM hosted its 21st annual State Conference in February. For the first time in a generation, the conference was held in Southern California, at a lovely hotel on Shelter Island in San Diego. It generated a record-breaking crowd of 180 professional attendees, plus a full selection of regional and national vendors.

Over the course of two days, the CALNARPM Planning Committee delivered sixteen breakout workshops and three general session presentations, including a typically dynamic offering from our Past National President Andrew Propst, MPM® RMP®. In addition, President Bart Sturzl, MPM® RMP®, Vice President Steve Schultz, MPM® RMP®, and Executive Director Gail Phillips joined the festivities. After so many years and so many events, CALNARPM has become very adept at hosting such large conferences, and staging them successfully. It was a pleasure to join everyone.

More importantly, it was tremendously valuable for me to speak with so many Chapter Leaders, and discuss the issues each face in their own communities. The above list of governmental interferences is by no means comprehensive! There are extraordinary ideas being floated in cities throughout California, and it's evident that ideas which took hold in one location propagate quickly: for example, mandated inspections originated in Los Angeles and cities in Southern California, and have since been implemented in Sacramento and locations north. Rent control has evolved from its "classic" implementation in cities like San Francisco and Berkeley to a "soft", but no less problematic, program in San Jose, Alameda and elsewhere.

California has nearly 40 million residents and 13 million households, and 45% of those households are renter-occupied. The State, and our elected officials, are overwhelming Democratic in ideology. There are well-funded and organized tenant advocacy groups that want to "springboard" successes in individual cities, and implement greater tenant protections in communities small and large. And lastly,

**Northwest:** Kellie Tollifson, MPM® RMP®  
Alaska, Washington, Oregon, Idaho, Montana,  
Wyoming.

**Pacific:** Keith Becker, MPM® RMP®  
California.

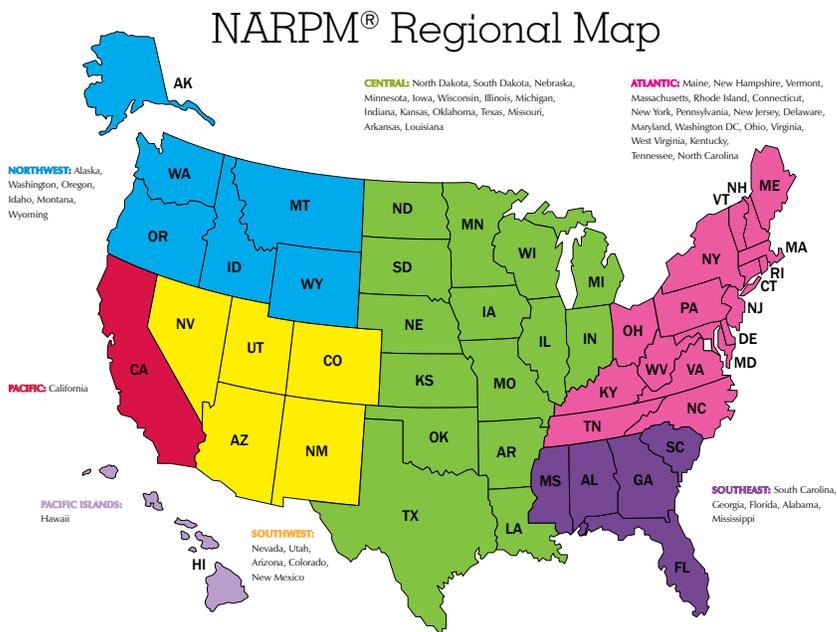
**Pacific Islands:** Keith Becker, MPM® RMP®  
Hawaii.

**Southwest:** Mike Mumford, MPM® RMP®  
Nevada, Utah, Arizona, Colorado, New Mexico.

**Central:** Tracey Norris, MPM® RMP®  
North Dakota, South Dakota, Nebraska, Minnesota,  
Iowa, Wisconsin, Illinois, Michigan, Indiana,  
Kansas, Oklahoma, Texas, Missouri, Arkansas,  
Louisiana.

**Atlantic:** Traci Lewis VanCamp, MPM® RMP®  
Maine, New Hampshire, Vermont, Massachusetts,  
Rhode Island, Connecticut, New York, Pennsylvania,  
New Jersey, Delaware, Maryland, Washington DC,  
Virginia, North Carolina, Ohio, West Virginia,  
Kentucky, Tennessee.

**Southeast:** Eric Wetherington, MPM® RMP®  
South Carolina, Georgia, Florida, Alabama,  
Mississippi.



2016

it's an election year. This has been a perfect formula for political drama.

As the Pacific RVP, it has been my message to all our Members and all our Chapters throughout the State, that we need to be part of the conversation. NARPM®'s "Political Affairs" Committee (Governmental Affairs Committee) and efforts are some of the newer ventures that we're considering as a national organization. For those of us in California, being actively engaged and involved in the political conversation – in our city councils, in our courts, in our State house – is critical. After all, it's been said, "If you're not at the table, you're on the menu." 🗳️

### In Memory of Laurie Jennings



On behalf of the Members of the Austin Chapter of NARPM®, it is with heaviest of hearts that we bid farewell to Laurie Jennings, who passed away on

February 6, 2016. Laurie was a devoted wife to NARPM® Member, Karl G. Jennings, Jr., RMP®, and a sweet spirit that touched everyone that knew her. In lieu of flowers, Laurie requests donations be made to Austin Pets Alive or your local pet shelter in her memory.

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# CHAPTER Spotlight

SHEDDING SOME LIGHT ON THE EXCELLENT NARPM® CHAPTERS ACROSS THE UNITED STATES



**Dimitri Amor** began his property management career in manufactured housing. Dimitri helped assist and eventually operated several mobile home parks in the Southern California area. In 2014, Dimitri left the manufactured housing sector and began working for JD Property Management, Inc., a professional property management company established in 1974, located in Costa Mesa, California. He is responsible for managing apartments and single-family homes.

## Long Beach

The NARPM® Long Beach Chapter, in California, was founded by B. Ramer Spurr of Spurr & Associates Property Management, Inc. in 2014. With a total of 12 California Chapters spread as far as San Diego, Sonoma County, Santa Clara, and everywhere in between, Ramer noticed that there was no Chapter dedicated to the Long Beach and Orange County area. Ramer, who had attended several San Diego Chapter meetings, decided that making the drive from his office in Los Alamitos, California, once each month, all the way to Long Beach, California was too long and decided to start a Chapter that is closer to home, not only for himself, but for the multitude of other property managers in the Long Beach and Orange County area. Ramer knew the benefits of NARPM® and wanted to spread those benefits to all those he could potentially reach. Starting a local Chapter was the most logical step for him to take to achieve that goal. With the help of NARPM® Members such as Chris Justin, Paul Bonner, David Haas, Bryant Hall, and others, the Chapter Charter was signed and the Chapter was born.

basis is helpful, as it gives other Members a different point of view on the same issue. The opinions shared by the Members, who are not property managers, also helps us provide a broader view on these same topics. As an industry that is ever-changing due to legislation, the economy, and what seems to be millions of other factors, it is important for us to absorb as many different takes on the same thing as possible so that we, as individuals, can further evolve into better and more efficient property managers.

Hot button issues, with respect to California and nationwide legislation, are discussed at length. Issues, such as the current draught and billing back Tenants for water usage using a Ratio Utility Billing System (RUBS), have been covered. Some of our Members are even applying this system to their portfolio successfully. These Members have been more than eager to share what has worked and what has not worked for them. Service and emotional support animals have also been discussed. We've had horror stories and success stories on how to properly and ethically handle this topic shared on more than one occasion.

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**Hearing the different methods that firms use to handle situations that are encountered on a regular basis is helpful, as it gives other Members a different point of view on the same issue.**

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As membership grew, we began to notice that we had quite a diverse group of people in attendance. We have members of the local apartment association attend our meetings monthly. We have well-known attorneys, such as Bruce Menke and Todd Brisco, make time to attend and even speak at our meetings. We have had well-known maintenance firms such as Buffalo Maintenance speak at our meetings.

As more and more people attended, the benefits of NARPM® membership became more and more apparent. The experiences shared by the Members are just as valuable as the information shared by the speakers. Hearing the different methods that firms use to handle situations that are encountered on a regular

Asbestos, property restoration, legal consequences for non-compliance of local, state and federal statutes, are covered at length, and discussed openly among our Members during our meetings.

It has been exciting to be a Member of NARPM® and to be a part of this Chapter. Our most recent Chapter meeting had a turnout of almost 50 attendees! We are excited about our continued growth because more Members means that the NARPM® message is spreading further and further. Additionally, more Members means that there is the potential for more and more ideas to be shared among peers. There will be more bumps and hurdles along the way, but we can accomplish more together than we can when we are apart. 🏠

# DESIGNATION Classes

DEMONSTRATE THAT YOU HAVE EXPERT KNOWLEDGE ABOUT RESIDENTIAL PROPERTY MANAGEMENT

**Interested in Sponsoring?**  
 Opportunities are available to Chapters that would like to further educate their Members and increase their Chapter funds. However, it takes time to plan a class so give your Chapter five to six month's lead time if you wish to sponsor.

DATE	LOCATION	CLASS	INSTRUCTOR
04/14/2016	Las Vegas, NV	Advanced Risk Management	Dave Holt, MPM® RMP®
04/14/2016	Las Vegas, NV	In-House Maintenance*	Kit Garren, MPM® RMP®
04/21/2016	Petaluma, CA	Ethics	Melissa Prandi, MPM® RMP®
04/21/2016	Frederick, MD	Ethics	Harry Van Mater, MPM® RMP®
04/27/2016	Lakewood, CO	Office Operations – Policy & Procedures	Bev Perina, MPM® RMP®
04/27/2016	Lakewood, CO	Advanced Risk Management	Brian Birdy, MPM® RMP®
04/27/2016	Lakewood, CO	Ethics	Steve Schultz, MPM® RMP®
05/17/2016	Mt. Juliet, TN	Ethics	Traci Lewis VanCamp, MPM® RMP®
05/25/2016	Midlothian, VA	Ethics	Duke Dodson, MPM® RMP®
05/26/2016	Enola, PA	Managing Single-Family Homes & Small Investment Properties SFH201	Michael McCreary, MPM® RMP®
05/26/2016	Meridian, ID	Personnel Procedures Advanced	Kellie Tollifson, MPM® RMP®
06/21/2016	Orlando, FL	Maintenance: Basics and Beyond	Fred Thompson, MPM® RMP®
06/22/2016	Savannah, GA	Personnel Procedures Advanced	Robert Locke, MPM® RMP®
06/22/2016	Savannah, GA	Maintenance: Basics and Beyond	Dave Holt, MPM® RMP®
06/28/2016	San Jose, CA	Office Operations – Policy & Procedures	Betty Fletcher, MPM® RMP®

**\*SOLD OUT - Email your completed reg form to [educationinfo@narpm.org](mailto:educationinfo@narpm.org) to be added to the waiting list. Full listing of courses for 2016 can be found at <http://www.narpm.org/education/course-schedule/>**

**Online Designation Courses** are now available through OMG Distance Learning. For information and/or to enroll visit [www.narpm.org/education](http://www.narpm.org/education).

- 1. Mail** form below to NARPM®, 638 Independence Parkway, Suite 100, Chesapeake, VA 23320.
- 2. Fax** your form with credit card payment to 866-466-2776. Please do not mail the original.
- 3. Online** registration is also available through Internet Member Services at [www.narpm.org](http://www.narpm.org).

**FEES** (subject to change)

6-hour Course	Early Registration*	Registration
Member	\$195	\$250
Non-member	\$295	\$350
Retake	\$75	\$150
RMP®/MPM®	\$100	\$150
Candidate	\$180	\$250

**3-hour Ethics**

Member	\$45	\$45
Non-member	\$95	\$95

\*To receive the early registration price, payment must be post-marked, faxed or emailed 30 days prior to the class.

**COURSE INFORMATION**

- Course flyers containing additional information may be downloaded from [www.narpm.org/education/schedules.html](http://www.narpm.org/education/schedules.html).
- All materials will be given to students on the day of the class.
- Attendees required to make their individual hotel reservations.

**CANCELLATION POLICY**

Cancellations must be received in writing. If cancellation notice is received at least 30 days prior to the class, a full refund will be issued less a \$25 processing fee. If cancellation notice is received less than 30 days before the class, a 50% refund will be issued. No refunds will be made on the day of the class; however, the registration fee can be applied to a later class with a \$25 transfer fee.

If NARPM® cancels the course because minimum registrations have not been met or for any other reason, then tuition paid will be fully refundable. All courses are subject to cancellation by NARPM®.

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Company \_\_\_\_\_

Address \_\_\_\_\_

City/ST/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Register for Classes**

Name of Class	Class Date	Cost
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
		Total \$ _____

**Method of Payment**

I have enclosed a check for \$ \_\_\_\_\_ Check # \_\_\_\_\_

Please charge my credit card in the amount of \$ \_\_\_\_\_

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Name of Cardholder \_\_\_\_\_

Signature \_\_\_\_\_

I authorize NARPM® to charge my credit card.

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# NARPM® 2016 Annual Convention and Trade Show

*Save the date...*

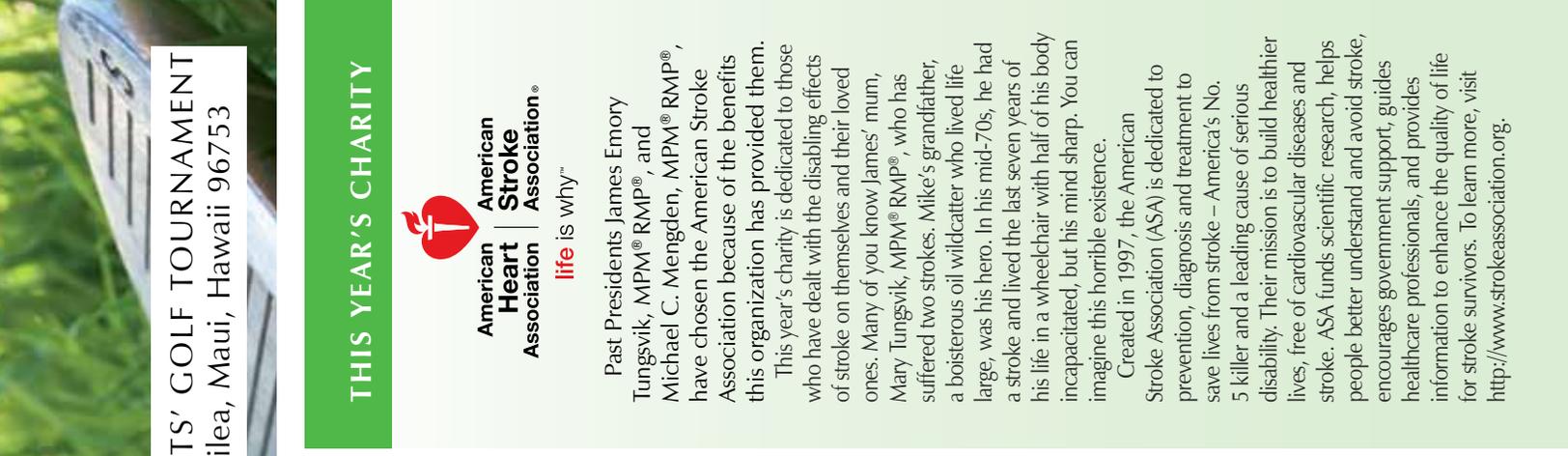
October 19 - 21, 2016

The Grand Wailea – A Waldorf Astoria Resort  
On the island of Maui, Hawaii

Education classes begin October 17.  
Pre-Convention activities begin October 18.

Online registration is  
now open at  
[www.narpmconvention.com/  
register](http://www.narpmconvention.com/register)





**NARPM® 28TH ANNUAL CONVENTION PAST PRESIDENTS' GOLF TOURNAMENT**  
 Wailea Gold Golf Course | 100 Wailea Golf Club Drive | Wailea, Maui, Hawaii 96753

**THIS YEAR'S CHARITY**



Past Presidents James Emory Tungvik, MPM® RMP®, and Michael C. Mengden, MPM® RMP®, have chosen the American Stroke Association because of the benefits this organization has provided them. This year's charity is dedicated to those who have dealt with the disabling effects of stroke on themselves and their loved ones. Many of you know James' mum, Mary Tungvik, MPM® RMP®, who has suffered two strokes. Mike's grandfather, a boisterous oil wildcatter who lived life large, was his hero. In his mid-70s, he had a stroke and lived the last seven years of his life in a wheelchair with half of his body incapacitated, but his mind sharp. You can imagine this horrible existence.

Created in 1997, the American Stroke Association (ASA) is dedicated to prevention, diagnosis and treatment to save lives from stroke – America's No. 5 killer and a leading cause of serious disability. Their mission is to build healthier lives, free of cardiovascular diseases and stroke. ASA funds scientific research, helps people better understand and avoid stroke, encourages government support, guides healthcare professionals, and provides information to enhance the quality of life for stroke survivors. To learn more, visit <http://www.strokeassociation.org>.

**SPONSOR/GOLFER CONTRACT**

Deadline is September 14, 2016

Company \_\_\_\_\_  
 Name \_\_\_\_\_  
 Email of Pre-Tournament Contact \_\_\_\_\_  
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 Phone \_\_\_\_\_ FAX \_\_\_\_\_

**NOT A GOLFER? \$75 per non-golfer**

- Lunch Party

**SPONSOR/GOLFER LEVEL HANDICAP**

- A) 0-10    B) 11-18    C) 19-28    D) 29+

**SPONSOR COST**    *Select level at left (Note: Only Event Sponsor includes continental breakfast, round of golf, lunch, and Party for team of 4.)*

- GOLFER COST**    \$150 per golfer (Includes continental breakfast, round of golf, lunch, and Party.)

**SPONSOR/GOLFER PAYMENT**

- Club rentals available at \$60 per golfer. \_\_\_\_\_ sets needed.
  - Male -or-  Female     Right-handed -or-  Left-handed
  - Check# \_\_\_\_\_ enclosed for \$ \_\_\_\_\_
- for **Sponsorship/Donations** payable to **The Hampton Roads Foundation** and for **Golfer/Party Attendance** registration payable to **NARPM®**.

- Please charge \$ \_\_\_\_\_ to my    VISA    MC    AMEX    Discover.

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 Signature \_\_\_\_\_

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**PAYMENT/CANCELLATION CLAUSE**

All **Sponsorships/Donations** paid by check or money order must be made payable to **"The Hampton Roads Foundation."** All **Golfer Registrations/Party Attendance** paid by check or money order must be made payable to **"NARPM®."** Payment is due by September 14, 2016 and is non-refundable. Send forms to NARPM®, 638 Independence Parkway, Suite 100, Chesapeake, VA 23320, or by fax to 866-466-2776 or by email to [info@narpm.org](mailto:info@narpm.org).



The Past Presidents of NARPM® invite you to join them at their annual Golf Tournament to benefit the charity of their choice. This year's event will take place on October 18, 2016. **Please check the appropriate level below if you are interested in Sponsoring.**

**SPONSORSHIPS**

- Event Sponsors**    **\$5,000**  
 (Unlimited) Logo placement on all golf outing printing, email blasts and at national events; logo will be placed on all golf outing advertisements in the *Residential Resource* and on Annual Convention web page; sponsor will be recognized at the event during meal function, along with signage at the event, banner at registration table; 4 golfers included.
- Ball Sponsor**    **\$2,500**  
 (Limited to 1) We provide a sleeve of balls to all golfers that is customized with your logo.
- Tee Sponsor**    **\$2,000**  
 (Limited to 1) We provide a bag of tees to all golfers that is customized with your logo.
- Driver Level**    **\$2,000**  
 (Unlimited) Recognized on promotional materials, event pages in brochure, and at tournament; logo/link on Convention special events webpage; logo/link on e-mails; 2 golfers included.
- Drink Cart Sponsors**    **\$1,500**  
 (Unlimited) Recognized at drink cart.
- Lunch Sponsors**    **\$1,000**  
 (Unlimited) Recognized on promotional materials, Convention special events webpage, event pages in brochure, and at lunch.
- Wood Level**    **\$1,000**  
 (Unlimited) Recognized on promotional materials, Convention special events webpage, event pages in brochure, and at tournament.
- Iron Level**    **\$500**  
 (Unlimited) Recognized on promotional materials, Convention special events webpage, and at tournament.
- Chapter Hole Sponsors**    **\$500**  
 (Limited to 18) Sign provided at hole. Sponsor can also provide drinks/food/giveaways.
- Hole Sponsors**    **\$500**  
 (Limited to 36 - 2 per hole) Recognized on promotional materials, Convention special events webpage, and at tournament. You are responsible for decorating and theming your hole.
- Sand Wedge Level**    **\$250**  
 (Unlimited) Recognized at tournament.



**Marie L. Swanson,** CRMB Candidate, is part of the support staff at First Rate Property Management, Inc., CRMC® in Boise, Idaho. She began working for First Rate Property Management in 2004, and has worked in every department over the last 11 years, including leasing and maintenance. She is now the Accounting Team Leader. Marie has served on the Southwest Idaho Chapter as the Chapter Secretary since 2012 and has been a NARPM® Member since 2009. Marie enjoys volunteering and spending time with her 10-year-old daughter, Melanie, doing various activities.

**Set expectations upfront with tenants and disclose any move-out fees within the rental agreement.**

# Consistent, Fair, and Compliant Security Deposit Return

Is it safe to say that many tenants expect and even feel entitled to a full return of their security deposit, regardless of how well they took care of the property? As professional property managers, we must be consistent, fair, and above all, compliant in the disposition of the tenant's security deposit. Below are some helpful tips to help guide you in this process.

- **Know your local and State laws.** Laws differ State to State and sometimes city to city. I recommend that you review your applicable State and local laws and create a checklist to be compliant. What some States allow, others specifically do not. Know your laws.
- **What can be deducted?** Generally, any unpaid rent, unpaid tenant utilities, or contingencies specified within the rental agreement; such as carpet cleaning may be deducted. Repairs of well-documented tenant-caused damages are usually allowed. Examples of tenant-caused damages are: cigarette burns, excessive damage to walls, clogged plumbing, or pet damage, to name a few. Lastly, most States allow property managers to deduct tenant owed fees, such as non-sufficient funds (NSF) fees and late fees.
- **What cannot be deducted?** Typical items and/or repairs that would fall under the conditions of normal wear and tear cannot be deducted from the tenant's security deposit. For example: Minor nicks in the baseboards or walls, black spots on mirrors (de-silver), minor dust on blinds, mineral deposits on sinks and/or toilets, etc.
- **When does the deposit need to be released?** You must be aware of your State law and be sure that you comply with the statutes. Some States allow as many as 60 days, while others allow as little as 14 days. Please visit the following URL for a Security Deposit Return Time State by State List ([https://www.thelpa.com/free/security\\_return\\_by\\_state.pdf](https://www.thelpa.com/free/security_return_by_state.pdf)). You need to know your statutory deadlines and comply, as most States allow for treble damages (a term that indicates that a statute permits a court to triple the amount of the actual/compensatory damages to be awarded to a prevailing plaintiff) for failing to meet the deadline. Lastly, deposit dispositions that are less than the tenant's full security deposit require a detailed itemization of any deductions.

Below are some helpful tips which will help you make sure that you are not missing anything when you

are ready to release the tenant's security deposit.

- **How do you make sure that you release the tenants deposit on time?** Most property management software has reminders as a feature. If not, most email programs such as Google docs and Outlook have task features and reminders. Regardless of the system you use, it is recommended to schedule the deposit disposition some time before it is actually due, to give you extra time if needed.
- **Review. Review. Review.** Review and compare the move-in and move-out inspection reports and photos. Review any notes on the tenant account and the rental agreement. By reviewing all of this documentation, you can determine very quickly for which items the tenant will be charged, if anything. You will also eliminate any of those pesky tenant disputes by having well-written documentation and photos.
- **Do you have checklist in place?** A checklist is a wonderful way to ensure that you have covered all of your bases and have not missed anything. Having a checklist in place is also another way to get started on all the steps that are needed prior to disposition of the deposit. Below are a few examples of what you may want on your checklist.
  - **Check for open work orders.** If there are any pending or open work orders that may be considered tenant related damages, you may need to contact your vendor to be sure that the work is completed and to send the invoice or in some cases you may need to estimate that cost until the invoice has been received.
  - **Lost rent and credits due.** Is the tenant responsible for any lost rent? Or does the tenant have any credits due?
  - **Utilities.** Did the tenant shut off the utilities prior to surrendering the property? Quickly check for any tenant utilities during the time of their tenancy.
  - **Review charges and close out.** A detailed review of the charges on the tenants account is a must. Once you have reviewed and cross referenced everything, you are ready to release the deposit and close the tenant out. Be sure that you disperse the deposit accordingly and be sure to include a copy of the detailed itemized list of

**Continued on page 32 "Deposit"**



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### Continued from page 6 “Score”

People do grow up and change.

But, what if you have a person with the greatest credit, the landlord verifies they’ve been an outstanding renter for the last two years and has had the perfect job for the last six years, and just last month was arrested and charged with possession of marijuana?

Is this a crime that will affect the safety and wellbeing of the neighborhood of the rental you’re managing? What if you have the same person that was charged with dealing drugs, domestic violence or disturbing the peace? You certainly would not want to take them into consideration!

We cannot always be perfect in choosing our potential renters. There are people with the greatest credit, a superb verification of residency, great stability in their job, but things will happen in people’s lives, such as the death of a family member, a terrible accident, or diagnosis of an illness, etc. It’s really about taking the time, consideration and patience of looking at the whole picture, not just the score! 🏠

### Continued from page 21 “Service”

so hopefully you won’t have this happen again in the near future. Does that take care of the problem for now? Great! The other thing I’m going to do is email a link to our Tenant Portal to you. We have a 24-hour maintenance service plan there for you and that should minimize some frustration in the future.”



#### SINCERELY THANK, AND INVITE THEM TO CALL OR EMAIL AGAIN

You can sincerely thank your customer because they gave you the opportunity to solve a problem, become a hero, and turn a frustrated person into a raving fan. Otherwise, they could have just bashed you on Yelp. If they need anything in the future, they’ll get in touch with you, so inviting them to do so costs you nothing but keeps the friendly atmosphere going.

“Hey, Tammy, thank you for letting me know about the problem and giving me the opportunity to take care of things for you. Please let me know if you have further problems in the future, and I’ll do all I can to make things right. Once again, I’m really sorry for the rough start to your day. I hope it gets better. Your lease? Of course, I would love to have you around for another year. Let me set that process in motion by running rental comps and getting in touch with the owner to confirm their plans for the next year. I’ll be back in touch soon, hopefully with good news.”

The 6-Step Approach also works with email messages and letters, minus the “Ask” step, and it’s a great format for recapping phone conversations.

#### SPECIAL SITUATIONS

If you can’t calm the customer down:

- Never say, “Calm down.” That is always an escalator. Instead, try quieting your voice which keeps you calm and works much better.
- Still thank them and say, “I’m sorry” and let them know that you need a bit of time to look into things. Let them know that you will get back to them soon, and follow up.
- Try playing good cop, bad cop. If there is a clear personality conflict, try empowering someone else in your office to listen to this person and see what they can do, even if it isn’t typically their job. Keep in mind who can negotiate and who can’t, but anyone can listen and take notes.
- Don’t take abuse. Remember the brief hold button, and if they continue to attack or spew hatred or obscenities, let them know

### Continued from page 8 “Safety”

Off-the-wall weapons are only limited to your imagination.

Having a good preparedness kit is a must. Flashlights, batteries, water, paper towels, broom, umbrellas, heavy duty work shoes, rain gear, and hand sanitizer are just a few suggestions. Think of what you might run into and be prepared.

In conclusion, be prepared, always be aware, be confident, and if you see something unusual, dangerous or illegal, say something to the authorities. The life you might save could be your own. 🏠

### Continued from page 28 “Deposit”

deductions with their check if they are receiving one.

In summary, it is best practice to know your State and local laws to be sure that you and your company comply. Document move-ins and move-outs. Set expectations upfront with tenants and disclose any move-out fees within the rental agreement. And lastly, have a good checklist in place, so that you don’t miss anything. 🏠

that you intend to resolve their problem, that you need to disconnect the call so you can work on it, and that you will be back in touch via email soon.

If the customer continues to dispute after you have corrected the problem, try some of the suggestions below:

#### RESOLUTION TEAM

Ask them to mail or email the details of the issue, any evidence they have to present, and a suggested resolution to you within 5 days, and let them know that you will present their case to a resolution team. Assure them that you will respond to them within 7 days of receiving their letter or email. Your resolution team can be made up of a few other property managers that you know, a group formed in your office, your attorney’s hotline, or the NARPM® Discussion Board. Present both sides to your group and ask them to evaluate the situation fairly, let you know if or where you might be wrong, and to help you come up with a resolution. This should take less than 15 minutes via email or a group phone call. Get back to the customer, in writing, give them honest and professional feedback from the team and present the resolution, even if it is, “I’m very sorry, but there is nothing more I can do.”

#### A TOKEN

Offer a token, such as a small gift card to a local restaurant or a coffee shop. Where security deposits are involved, a minor monetary concession could go a long way, even if you are 100% right. I used to ask my children when they were arguing a point ad nauseam, “Do you want to be right, or do you want to be friends?” Sometimes a token is all it takes to end the conflict and leave your customer feeling a bit better about things.

#### UTILIZE THE BBB

Your local BBB has a system for dealing with complaints, and it is often better to have a customer complain to the BBB than to spread their hatred throughout the internet or take things out on your client’s asset. The BBB offers mediation and arbitration services free of charge if you are an accredited member.

It’s always good to remember that in the age of Yelp, customers are more than happy to share their negative experience with the world, but courteous treatment will make a customer a walking advertisement. Now go be a NARPM® Star and create some raving fans! 🏠

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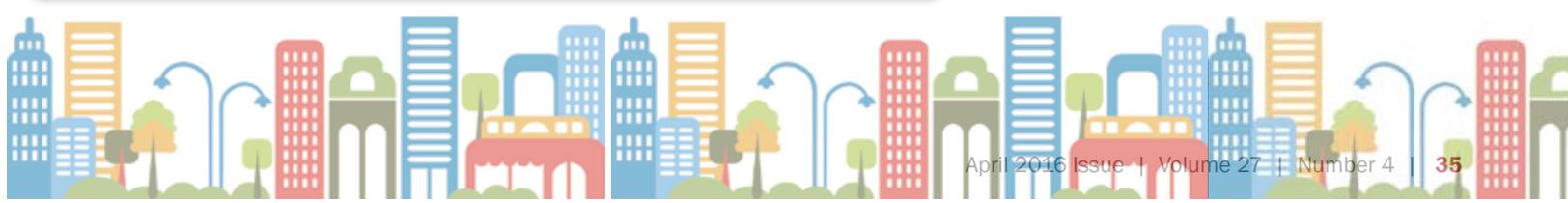
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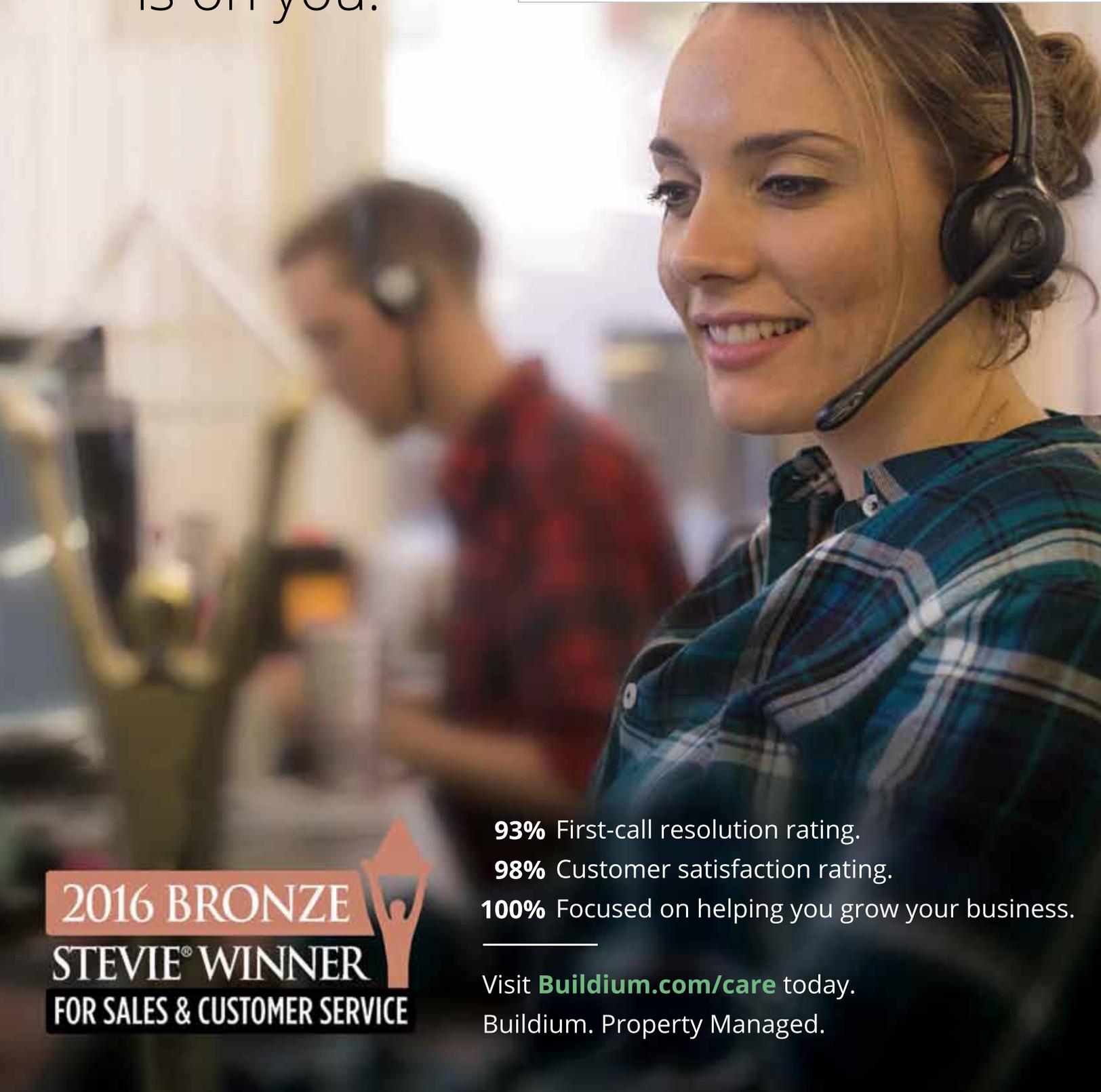
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