

**p7** Beware the Copyright  
Learn how copyright laws  
effect you.

**p12** Learn how to save homeowners  
thousands of dollars with simple  
air conditioning maintenance.

**p20** How Wide is Your Moat?  
How to keep a competitive  
advantage.

# RESIDENTIALResource



**BEWARE THE  
COPYRIGHT**

*are you in violation?  
find out on page 7*



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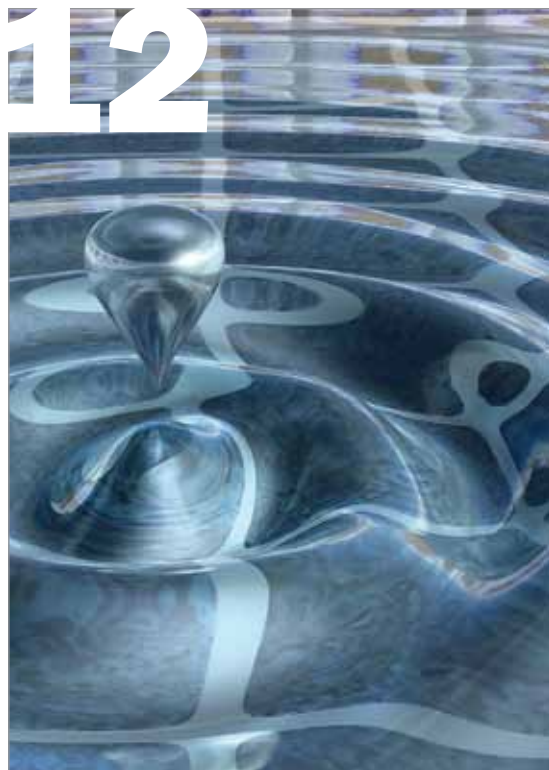
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## OFFICERS

### 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 e-mail 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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# PRESIDENT'S Message

## The Growth of NARPM®



This month I would like to talk about the growth of NARPM®. In late 2009, NARPM® set a goal to grow by 12% per year or 4,000 members by the year 2014. We should exceed this goal with ease.

To many, the growth of our membership is important as it tells us that we are doing something right. By providing great benefits and service, one should expect growth. Another reason for our growth is our understanding of the value of a new member. New members bring new ideas and fresh perspectives which are imperative to the long term success of our association. Lastly, there is power in numbers. Look at other associations within the real estate industry and how they are able to influence legislative issues and the perceptions of the public. The continued growth of NARPM® makes sense.

We all have heard the success stories of our members and how they credit NARPM® directly for their success and sometimes for their sanity. If NARPM® can make that kind of impact and there are tens of thousands of residential property managers across the country, then why are there only 3,500 members in our association and why do we lose a small percentage of members each year? Perhaps what makes NARPM® so great is that which keeps it small.

NARPM®'s culture is intimate. We have dear and life-long friends locally and all across the country. It's our intimate culture that makes NARPM® so great, but perhaps inadvertently making a small portion of our members feeling left out. With that said, we need to embrace our new members, mentor them, and show them the way, not just at the beginning of their membership, but throughout it. So please make it a point to welcome a new member and help them access the benefits of NARPM®. Walk these new members through joining the list serves. Explain how attending a regional or national convention will pay for itself in

a very short period of time. Introduce them to other members who have something to share that will help them become more professional and profitable. Remember, we are an intimate group. A new member is going to see this intimacy and if they aren't part of it, they're going to feel left out, or perhaps not welcome.

NARPM® members are usually happy to recommend our association to other property managers, but unfortunately not always. Sometimes NARPM® members don't want to recommend a certain property manager because they are worried about damaging NARPM®'s reputation; "they are not good enough to be a member of NARPM®." Maybe the property manager that they don't want to recommend is unethical or maybe they have taken some accounts from them and know they don't run their business the "NARPM®" way. It makes sense, we are proud members of NARPM® and we don't want anything or anyone to tarnish our reputation. I don't want NARPM® to grow for the sake of growing. Nor do we want to see the reputation of NARPM® injured, but if there was anyone who needed NARPM® more, it very well may be these people.

Let me provide a real life story. NARPM® received a formal complaint about a property manager who failed to account and failed to communicate to their owners. After formal investigation, the Professional Standards Committee recommended to the NARPM® Board of Directors to suspend this property manager's membership. The NARPM® BOD never had to make this ruling as the members brokerage took matters in their own hands and fired this property manager, who had since left the industry. That company hired a new property manager who immediately became a NARPM® member. They have turned the company 360 degrees around and that company is now a leader within their local market. It was NARPM®'s influence that caused all of the right things to happen. For a moment, NARPM®'s reputation was being questioned, but in the long term, NARPM® actually improved the professionalism and ethical standards for that company and that market. The point being is that for the long term mission of NARPM® to increase the professionalism and ethical practices of residential property managers, we need to promote NARPM® to all property managers, regardless of their current shortfalls. 🏠

**Tony A. Drost, MPM® RMP®**  
2011 NARPM® President



### **NARPM®'S FINEST** *by President Drost*

NARPM® is full of the finest property managers throughout the nation and even a few outside of our borders. I wanted to acknowledge NARPM®'s finest as I come across them in my travels.

Tracey Norris, RMP®, the 2011 Communications Committee Chair, and her committee members have done an awesome job this year. Tracey has implemented exactly what she was taught in our Committee Chair training session and created sub-chairs with

assigned tasks to be completed. Her sub-chairs are independently working hard on completing their tasks. One such task was the new NARPM® website. Thanks to Tracey's leadership and delegation, great things are happening. 🏠

# From the **DESK** of the *Executive Director*



Gail S. Phillips, CAE

Education is one of the strengths of NARPM®.

Whether it is a breakout at a convention, a designation course, or an e-chapter webinar, NARPM® is working to bring you outstanding educational opportunities.

We have finished the Regional Conventions and they were all a great success thanks to all of the volunteers. The partnership of the RVP's and the Convention Chairs made for a great team. Please be sure to thank the following members for all they did to orchestrate these events: Anne McCawley, MPM® RMP®, Southwest; Michelle Horneff-Cohen, MPM® RMP®, Pacific; Chuck Warren, RMP®, Eastern; Tina Hogan RMP®, South Central; and Louise Rock, Northwest. They all had great sub-chairs and support from all the chapters who appointed representatives to these committees so they could share in the profits. From everyone who attended one of these, events thank you for your outstanding leadership.

Education is one of the strengths of NARPM®. Whether it is a breakout session at a convention, a designation course, or an e-chapter webinar, NARPM® is working to bring you outstanding educational opportunities. Did you know that every year the NARPM® instructors get together and rewrite designation courses to bring them up to date? Thanks to the leadership of Vickie Gaskill, MPM® RMP®, Instructor subcommittee chair, the quality of NARPM® designation courses have improved dramatically. NARPM® has courses that are relevant and up to date. We offer them online for those of you who would like to get your designation but can't get out of the office; there is no excuse for not working on enhancing your knowledge of NARPM®. Check them out on NARPM®.org under the Education tab. If you have any questions about designation please contact the NARPM® Manager of Education, Cher Leadbeater. She is the person with all the answers so talk to her about what you would like to accomplish and she will help you, cleadbeater@NARPM.org.

The Communications Committee has worked diligently on the redesigned NARPM.org site. Thanks to all of the committee volunteers for taking the time to work on getting the site up and running, especially to Tracey Norris, RMP® and Michelle Brassard, RMP® who spearheaded this project. The website is easier to navigate and you can use the same log in for members only and to update your profile under internet member services. You still have to log in twice since Internet Member Services is a secure site that you can register for events and pay dues, but you use the same log in information. You may ask, what's next? The redesign of the Chapter Websites is underway so they will have the same look and feel as the national site. They should be launched soon. These are exciting changes that came about from your feedback on what you felt the website needed to help you find documents.

Every month I have the privilege of writing this article and I would like to hear from you. I try to touch on items that you are involved with so I would like to know if there is something you would like for me to discuss. I would be delighted to receive some suggestions on future articles so please send me a note at [executivedirector@NARPM.org](mailto:executivedirector@NARPM.org).

Have a great month and I hope to hear from you soon!

**Gail S. Phillips, CAE**  
NARPM® Executive Director



# Are you in violation? Beware the Copyright.

Have you ever spent the money to hire a professional photographer to shoot those "glamour" shots of your new listing, worked it like crazy, had your listing expire, and watched the Owner re-list with another property manager? Then, to add salt to your wounded ego, the new agent uses your photos in his new MLS listing!

Ever had a customized floor plan drawn for an Owner, lost the listing, and had your special plan show up as part of the new agent's marketing materials?

them only for the duration of your listing. That would be a typical understanding. But, for you to pass them along to another agent, or for you to publish them in any way after your listing expires, could be a situation that the photographer- the creator- did not intend to happen, at least not without additional compensation and permission. Other times, your photographer may fully intend to hand you the photos and the full rights to them, giving you, in essence, the ownership of them, as though you were the "creator."

You should clearly understand what you are paying



**Michael Mulvena** has been a REALTOR® for over 20 years, and owns NW Tucson Rentals.com. He serves on the TAR Board of Directors, is the Chair of the AAR Grievance Committee, and is also a certified NAR instructor of the Code of Ethics.

## Be very careful what you choose to grab off the Internet, and reproduce—you could easily find yourself violating someone's copyright.

These are only two of the ways that licensees can find themselves violating today's copyright laws.

Things have changed, folks, so pay attention! It used to be that one could "create" something, like a sketch, photograph, drawing, painting, poem, novel, etc., and had to jump through hoops to protect that creation by publishing it and registering it in order to earn the right to the protection of an owner's/creator's copyright. Not so, anymore. In fact, the copyright laws changed way back in 1989. Since then, a creator simply has to "create," and having done so, owns the rights to his or her "creation".

With the advent of the Internet, there has been the thought that "if it is out there on the Internet, then it is public domain, and can be freely used." THIS COULD NOT BE FURTHER FROM THE TRUTH! Be very careful what you choose to grab off the Internet, and reproduce—you could easily find yourself violating someone's copyright.

In the above example, if you hire a photographer to shoot your new listing, you should not assume that you have purchased those photographs and the rights to them. Your photographer may have taken the photos and merely given you the permission to use

for, and, as always is recommended, get it in writing. And, if you were the second agent, and took it upon yourself to just use the prior agent's photos, you definitely don't have the rights to copy and could be setting yourself up for a serious financial hit.

Our Tucson Association of REALTORS® MLS, currently adds a special watermark to all submitted photos. You will note the "TAR/MLS" watermark in the bottom right corner of the photos. This is for the specific purpose of identifying the MLS' ownership rights to these photos, and helps TAR/MLS defend those rights in the case of an unauthorized use. This permission is granted to the Listing Agent, and the MLS, by the Owner in our new Listing Agreement contract form (for the SALE of a property), Lines 238-241: SELLER MATERIALS: If Seller provides Listing Broker any photographs, floor plans, art work, plot plan, drawings, or any other items created by or for "Seller Materials", Seller, having the authority to do so, hereby grants Listing Broker and MLS a non-exclusive right and license to all intellectual property rights thereto including the copyright to use and defend Seller Materials in any manner and for any reason.

Most Property Management Agreements do NOT

**Continued on page 25 "Copyright"**

## Equipping Your Office p3



**Michael Mino** is President and CEO of PropertyBoss Solutions. He became a landlord in 1977 when he purchased his first rental unit. A serial entrepreneur, he has started a number of software technology firms. For more information about Michael or PropertyBoss Solutions, visit [propertyboss.com](http://propertyboss.com) or call Michael at 864.297.7661 x26.

Connectivity is the key to an efficient office. It wasn't that long ago when the only way to transfer data from one computer to another was by loading the data from the first computer on a floppy disk, walking to the second computer and copying from the diskette ... we called it SneakerNet. Today SneakerNet has been replaced by a number of much more powerful and efficient alternatives, although the thumb drive has replaced the floppy disk and extended its life.

There are two parts of connectivity – the network (e.g. the sneaker clad human) that provides the bridge between two systems and the software protocols (e.g. loading/copying the diskette) that perform the required translations.

### Wired LAN to WAN Connections

As the saying goes, "no man is an island," and lack of connectivity to the Internet would bring most businesses to a halt. From the perspective of your office, the Internet is the Wide Area Network (WAN). The computers and peripherals in your office are connected via a Local Area Network (LAN) which is tied to the Internet WAN by utilizing the services of an Internet Service Provider (ISP). There are a number of methods used by these companies to join your LAN to the Internet WAN. Here are the common wired options:

- Digital Subscriber Line (DSL) - the data signal piggybacks on an analog copper phone line; data throughput ranges from 256 Kbps to 10 Mbps limited by the distance between your office and the central office (CO) or local switch; offered by your local telephone company.
- Cable Modem – data flows through a coaxial cable; the Data Over Cable Service Interface Specification (DOCSIS) throughput is 38 Mbps download and 9 Mbps upload (our local provider, Charter, is pushing 75 Mbps); this bandwidth is shared with other subscribers so their activity will reduce your effective bandwidth; there are also security implications to sharing a network.
- Leased line (T-1 or DS1) - dedicated (not shared) high-performance circuit with 24 channels of 64 Kbps; each channel can be allocated to voice or data; with all data channels the data rate is 1.5

Mbps; data lines are symmetric, meaning that their upload and download data rates are the same; service providers allow purchase of less channels, known as fractional T-1.

- Fiber-To-The-Premises (FTTP) - an optical cable transports the data; AT&T U-verse service can deliver 24 Mbps download and 3 Mbps upload. Integrated Service Digital Network (ISDN) – superseded by DSL, this service uses a phone line to deliver two 64 Kbps channels (compared with the T-1s 24 channels); main application is video conferencing.
- Dial-up – a transient connection using a modem to transport data over an existing phone line; maximum 56 Kbps under ideal conditions.

With the exception of the T-1, the upstream data flow (you to the Internet) is typically significantly slower than the downstream (from the Internet to you) rate. This becomes an issue when you upload a large size file. Since most of the time we are downloading web pages and documents, more bandwidth is allocated to the downstream data flow.

### The Wireless Option – how many Gs?

The cell phone network has evolved from its origins of providing voice communications to offer data services. They have marketed these advancements through the "G technology" lingo with a new generation appearing every ten years. Let's trace this history using the time required to download a three-minute MP3 encoded song (5MB; 10% overhead) as a relative speed measure:

- 0G (zero generation, 1946) - analog pre cellular VHF radio system linked to the public switched telephone network
- 1G (first generation, 1981) - analog cellular
- 2G (second generation, 1992) - digital/PCS; 9.6 Kbps (76 minutes song download)
- 3G (third generation, 2001) - spread spectrum transmission; multimedia smartphones and computers; 384 kbps (two minute song download) to 2 Mbps (21 second song download).
- 4G (fourth generation, 2011) - IP packet-switched; 100 Mbps (one second song download).
- 5G (fifth generation, 2020) – under development.

Continued on page 9 "Tech"



## Continued from page 8 "Tech"

The data rates stated previously are for mobile users with significantly higher rates available for stationary users. This connectivity option is evolving as more than a mobile (in the field) approach as data rates increase and costs fall.

### Living on the Edge

At the interface between your LAN and WAN is an edge device, typically a boundary router. In a small office environment a single unit can perform the switching, routing, and firewall functions that controls the access between your office network (LAN) and the Internet (WAN). This device is often the least expensive (\$100), but most important element of your network as it controls security, quality of service, accessibility, and distribution. The DSL or cable modem functionality is often included.

A router forwards data packets across computer networks using an internal routing table to determine which packets go where and when. This simple design can result in the following benefits:

- Switching – each computer, printer, scanner, etc. on your local network is connected to your router which relays their data between them.
- Firewall – access to specific ports and websites can be restricted, which limits what your people can access; access from outside your office is similarly limited; the rules can be very complex restricting or allowing only certain IP addresses.
- Quality of service (QoS) – When a series of voice packets arrive at the same time, data packets from a large download, is it first come first served or does one have priority over the other? The rules can pick favorites and make sure your conversation is not interrupted.
- Masquerading – You can make devices on your LAN disappear or look like something else by translating packets according to rules in the routing table. The geeks call this NATing (Network Address Translation).

### The local network

As with the WAN connection, there are both wired and wireless approaches to connecting your office devices. The most reliable method is to provide wired network connections wherever you anticipate computer equipment. Although category 5 (CAT-5) cable rated for 100 Mbps is plenty fast from most office

environments, category 5e (CAT-5e, 350 Mbps) or category 6 (CAT-6, 550/1000 Mbps) is recommended since the incremental cable cost (versus the labor) is generally small.

Interference and metal walls can wreak havoc with wireless networks, but improved technology and lower costs make this an attractive approach particularly in a transitory environment.

Some of the wireless protocols in use today:

- Wireless Fidelity (Wi-Fi) – connect computers and peripherals at ranges up to 300 feet built on IEEE 802.11 standards: 802.11g (54 Mbps) and 802.11n (300 Mbps).
- Bluetooth – short range audio and data transmission with three power levels providing ranges of 3 feet, 30 feet, and 300 feet at data rates of 700 Kbps (version 1.2) and 2.1 Mbps (version 2.0).
- Wireless USB – replace interconnecting cables with data rates of 480 Mbps (10 feet) and 110 Mbps (30 feet).

### Dynamic or Static Address?

One of the considerations in selecting how your office is connected to the Internet is whether your connection is assigned a permanent (static) or a different (dynamic) IP address each time your link is established. Most ISPs will provide a static address as part of the service or for a small monthly charge.

As security requirements are increased, you will most likely be asked by your screening or electronic payments vendor to provide them with a static IP address. They will associate this address with your account and not accept any network traffic unless it originates from this specific address. This presents some challenges with mobile devices which will be discussed in a future article.

### In Closing

The arrival of faster and cost-effective wireless network options is very enabling for the mobile nature of the property management business. The traditional barriers (reliability, security, etc.) that gave cabled solutions the edge are being broken down. Meanwhile, hybrid solutions like SneakerNet live on ☺.



**When outfitting your office, your computers and peripherals are just the start of the many technologies to consider.**

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Shawn in Boca Raton, FL

\*Based on data from comScore Media Metrix.

# CHAPTER Spotlight

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

## Woodbury, MN



**Lynn Sedlack, RMP®** is the current and founding President of the Minnesota NARPM® Chapter and the President/Broker of 33rd Company, Inc. She co-owns 33rd Company, Inc with her husband Tom and they currently manage over 350 homes. She has been active on the Communications Committee beginning October 2009 and was the Educational Chair of the Eastern Regional Conference in 2011. Lynn has been a member of NARPM® since 2006. Prior to starting 33rd Company, Inc., Lynn was previously a Family Nurse Practitioner.

Our Minnesota Chapter is airborne, and not a moment too soon. Our State has recently seen the addition of rental home listings on the MNAR MLS system that promises to change the way we do business. In June of 2010, the NorthStar MLS system implemented a change to the Multiple Listing Service to add rental listings in response to “their” members’ requests. The Minnesota Association of REALTORS® responded by creating several new contract forms including a Lease, and exclusive rights to represent both Landlords and Tenants, as well as holding educational seminars this past fall to discuss the use of the new forms. This change has effectively opened the doors for REALTORS® to offer a “leasing service” consisting of a REALTOR® bringing a landlord and tenant together to facilitate a lease, leaving the landlord to do all the screening and management.

While after 6 months there are barely 200 total active listings for single family homes, it was clear that many REALTORS® want to get into the “leasing” business to help pay their bills. What was not included in the MNAR offering was any type of Property Management Agreements, or related Service contracts, or training for REALTORS® in anything other than facilitating getting a lease agreement signed by both parties. In fact when the MNAR released the rental listing service, and lease contracts, they very specifically told their association REALTOR® members that the purpose of the leasing agreements was to find a tenant for the landlord, get the contract signed, get the commission, and be “done” with the transaction. The owner was responsible for screening, taking rental payments, doing move-ins and move-outs, depositing the security deposits and in short, doing all of the work and taking all of the risk.


The fact that the MNAR could suggest that path for their members indicated that they were not likely aware of the implications it could have for agents and their clients. Encouraging their members by facilitating their participation in leasing activities without actual experience, and without offering a screening service was of course a concern for our Minnesota chapter NARPM® companies. Our member companies were not consulted during the creation of this new service. The participating property owners are relying on their “REALTOR®” to provide a service that steers them down an implied successful path. “How hard can leasing be?” seems to be the mantra of many REAL-

TORS® looking for extra income.

In a State of 18,000+ REALTORS®, with likely only 100+ residential property management companies, we see the issue as either having 18,000 competitors, or potentially 18,000 collaborators. As such, our first order of business was to gain visibility with the local MNAR directors and establish a relationship to offer them the experience and knowledge that REALTORS® are lacking. This past fall the MNAR Director of Professional Standards attended a Chapter meeting with two NARPM® RVP’s (Regional Vice Presidents) in attendance (James Tungsvik and Andy Propst). The meeting was an eye opener for MNAR as they were not aware NARPM® existed or how many properties our group collectively managed. We agreed that a follow up meeting would be helpful in developing a relationship with the changes occurring in our state.

We sat down with the Vice President and Director of Professional Standards of MNAR to let them know the huge risks that their members are putting on their untrained and unknowledgeable owners. We helped them to see that in a few short years such practices will lead many owners to litigation, or repairing damaged homes from unscreened tenants and in effect diminishing the ability for the representing REALTOR® to participate in any kind of sale in the aftermath. Most likely these same REALTORS® will be blamed for providing a “bad tenant,” and will lose the future listing anyway.

Our goal in Minnesota is to offer two paths for agents: 1. Referring to a NARPM® property management company would allow their client to have a professional in property management provide them the services necessary. 2. To provide an affiliation for Agents and Brokerage companies committed to becoming good property management companies (and members of NARPM®) through education. It is also our goal to educate non-committed agents what they “don’t know,” and how it can in fact, hurt them and their clients.

While there are no decisive steps at this time we are encouraged by the opportunity we have had to address our concerns and have a voice with MNAR and its members. Establishing a property management committee within MNAR to address issues specific to property management will hopefully allow a path for the NARPM® affiliation we desire. 



**Alexander Yoder** is Director of Residential Property Management and Assistant Commercial Property Manager for Dorman Real Estate Services, Inc. in Colorado Springs. He has over six years of experience at a past firm where he served initially as Maintenance Manager and then as Leasing Manager for over 250 properties. Mr. Yoder is an active member of both NARPM® (serving as the Programs Chair) and IREM®. He is currently working towards his CPM® designation.

## Maintenance and the Big Picture

# The Ripple Effect

There is no rebutting the importance of maintenance in the world of property management; its immeasurable impact is undeniable. Most managers understand its importance, but reminders of the “ripple effect” that it creates are never too frequent.

Great property managers, who reflect a positive picture on the validity and importance of our profession, want their properties to be well cared for. If something is damaged (cosmetically or functionally), they want it to be fixed. The lessons of their experience have told them that having a high standard in

able amount of time, Jim is not happy. Jim had to give his kids baths in water heated off the stove, and was unable to use the toilet and shower for 24 hours. Jim loses a level of care for the home, just maintaining the minimum to get by until his contract expires. Instead of renewing, Jim decides to vacate because he has a “bad taste in his mouth” and he can’t believe that someone would be so unresponsive. Because Jim is vacating, the property manager has to communicate with the owner that the home is going vacant, complete a move-out condition report, compare previous

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**Understand that as a property manager, your choices ripple, affecting every other area of your business. Try putting on someone else’s hat every once in a while, consider the implications from multiple angles and don’t ever forget the importance of maintenance.**

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maintenance is the only way to get and keep good tenants, which of course directly affects the quality of service and the peace of mind that the owner receives. Let’s face it, maintenance controls at least 80% of our work day. We do property condition reports, move-in/move-out pictures and perhaps video, drive-by visits and renewal visits. We have after hours answering services and staff on-call, maintenance logs and vendor sign-up forms; maintenance, maintenance, maintenance.

Our day-to-day is like a pond during a heavy rain, every drop that hits the water creates a ripple, and every point of impact is hit by ripples which were created by other drops and from every direction. Let me provide a couple examples of this.

1. Jim the tenant has a water heater that suddenly starts leaking and stops working at 7:00 PM on a Sunday night. Frank the property manager doesn’t fix the problem until 7:00 PM the following day. Although this response may be considered by Frank (and his social group of property managers), a reason-

reports for deposit account, coordinate maintenance, advertise the property, show the property, find a new tenant, do a new lease, and do another move-in condition report. What could have been settled in a matter of minutes, has become days worth of work, not to mention the owners’ financial losses.

This example is not an exaggeration. This kind of thing happens more often than most of us would like to admit. Now, there may be a few reasons that Frank didn’t respond sooner. Frank might have not received the message. He might have assumed it wasn’t that great of an emergency, because after all, the tenant does have heat and water. He might have unreliable contractors. He might have a very particular home owner who demands the use of their own plumber who happens to be the owner’s cousin Vinney. Unfortunately for Frank, every single one of these reasons is nothing more than a poor excuse that could have been avoided.

2. Pat the owner doesn’t want to spend \$1,000

**Continued on page 21 "Maintenance"**

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# LEGISLATIVE Scoop

KEEPING OUR MEMBERS CURRENT ON THE NEWEST INDUSTRY LAWS AND POLICIES NATIONWIDE.

## Days on the Hill Part II



**Aaron Bosshardt** has been in property management for over 15 years. His company, Bosshardt Property Management, LLC, employs 23 people to manage 500 single-family homes, 6,000 doors in association management, and over 1,000,000 square feet of office, medical, and retail space. Bosshardt currently serves Florida markets in Gainesville, Ocala, and Venice. Aaron has been a member of NARPM® for close to 10 years, and anticipates being awarded his CPM® designation through the Institute of Real Estate Management (IREM®) in May.

**The NARPM® staff and volunteer members have been hard at work educating and lobbying the U.S. Congress and Senate on our behalf.**

In Part I I talked about meeting with our state legislators, in Part II I will discuss meeting with your United States Legislators. A small group of NARPM® members recently went to Capitol Hill with members from IREM and CCIM. I was joined by NARPM® Legislative Chair Deb Newell, President Tony Drost and Past President Vickie Gaskill.

Meeting with your federal legislator seems much more intimidating than meeting with your local or state representatives. One thing is for sure: your face time with your representative will be brief, so preparation is crucial. You will more than likely meet with staff. As we discussed last time, that shouldn't bother you—staff is paid to help the representative. Make sure you know the appropriate titles and principal functions. Here is a quick rundown of the most common:

- **Chief of Staff (COS)** reports directly to the member of Congress.
- **Legislative Director (LD)** monitors legislative schedules and makes recommendations.
- **Legislative Assistant (LA)** covers specific areas. In the house they will likely cover multiple areas as staffs are smaller. This is why they need you to be their expert in property management.
- **Secretary/Scheduler/Administrative Assistant** whatever you want to call this person, this is the person that gets you in the door. I was very nice to all of them in DC; they got me appointments I wasn't supposed to be able to get.

Usually you are going to be asking a member of Congress to do one of three things:

1. **Legislate**
2. **Regulate**
3. **Communicate**

Asking a member of Congress to support or propose a new bill means you basically want them to change a law. Getting support is hard, but not as hard when you are asking for support of an existing bill. Congress also can regulate. They can instruct an agency like the Treasury to give guidance to financial institutions on what they should do. Sometimes you will ask your legislator to write a letter to that effect. The other thing you can ask is for Congress to open hearings on an issue you think is not getting the attention it deserves.

In reality, you don't have to go to Washington to get involved, especially when it comes to meeting with your congressmen. Go to their websites. Most congressmen have regularly scheduled open houses. If not, scheduling an appointment at one of their home offices isn't difficult at all. These type of meetings might help you develop a rapport that would be invaluable when you do travel to DC and ask for a meeting. And remember your congressmen's staff might actually come to rely on you as their expert in all matters related to property management.

You can keep track of bills and legislation at the Library of Congress' website. It's named after Thomas Jefferson and is available at [www.thomas.gov](http://www.thomas.gov). You can also keep track of your legislators via social media. Most if not all of our elected officials have Twitter and Facebook accounts.

The most important thing you can do is simply to follow up. Nobody gives much credibility to someone that calls once or twice then disappears. Make sure to make a sustained effort or else your efforts will be wasted. A quick review of rules to follow whether you are at home or on the Hill:

- **Be on time and be flexible.** I have gotten face time by checking in early in the day and letting the staff know what other times I'm available in case some time magically opens for the legislator.
- **Be prepared and know the issue well.** Come prepared but don't give an answer if you are unsure. If you get stumped, be honest and admit it and promise to get the information expeditiously. Don't wing it. They will understand and respect that.
- **Be diplomatic.** Be reasonable about what you want and how it relates to the district that your legislator represents. Make the tie in for them in case they don't understand.
- **Always be responsive to their questions and inquiries.** Remember to listen. If they don't ask any questions that probably means you didn't do a good enough job explaining why they should be interested in what you are saying!

And again remember to follow up. Don't make this a one-issue, one-time deal. Make a commitment to be known and involved for the sake of you customers, clients, your business and our profession. NARPM® members aren't born better, we have to work at it! 🏠



# A worthwhile investment or... **Just Blowing Hot Air?**

What is the single most expensive item in your rental property that at some point will need to be replaced? Hot water tank? Nope. Roof? Nope. Main sewer line? Not even close. The air conditioning system is, by far, the most expensive replacement item in your rental property. The average cost for even a builder's model system today is around \$4,500.00.

Perhaps the first question should be "why" should you spend your owner's money on cleaning and servicing the air conditioning systems? I'm going to explain why you should, and then you can be the judge as to whether or not I'm just blowing hot air.

"So what" you say? Why should you as a property manager care if the air conditioner in your rental property has to run longer than it should, or not last as long as it should? Because it will directly affect the two groups of people who are most important to you, the property manager: your owners and your tenants!

Let's start with the tenant. You want to keep your property rented, your owner wants to keep the property rented, and the tenant loves the house and wants to stay. But what if, in addition to the rent, the tenant has to pay an excessively high utility bill? There's nothing like a \$300.00+ electric bill to drive a



**Sam Coulter** is President of Sam Coulter Service, Inc. has been in the HVAC business for the past 18 years. An affiliate member of the Central AR chapter of NARPM, Sam specializes in solving the varied HVAC challenges faced by professional property managers. Sam and his beautiful wife Lisa have 4 wonderful children.

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**There's nothing like a \$300.00+ electric bill to drive a tenant to look for a new home, right? How often have you had a tenant call and complain about high utility bills? How often do you lose a good tenant over high utility bills?**

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An air conditioner converts electricity into a mechanical force that drives a compressor that compresses Freon gas into a liquid. That liquid is then pumped inside to the indoor evaporator coil where it evaporates back into a gas as air is circulated across the coil. Heat is then absorbed by this process and returned to the condenser outside. The condenser coil is then responsible for shedding the heat that is absorbed in the home.

Dirt is the enemy of both of these coils. Over time, the indoor evaporator coil can become clogged. This dramatically reduces airflow, making the system work harder and longer to cool the home. The same is true with the outdoor condenser coil. This coil becomes dirty from the dust in the air, grass clippings, dog hair, etc. Both of these coils are absolutely essential to the process of efficiently cooling a home, and if either or both of these coils are dirty, airflow will be reduced; therefore, performance will suffer greatly, and the life expectancy of the system will be reduced dramatically.

tenant to look for a new home, right? How often have you had a tenant call and complain about high utility bills? How often do you lose a good tenant over high utility bills? What if you do not even know you are losing tenants for this reason? How much more attractive would your property be if you could ensure the tenant affordable utility costs?

But let's look at the more important issue...what is this going to cost your owner if the units are NOT properly maintained?

Air conditioning systems don't last forever—the average life expectancy is 15-20 years. It's just a matter of time before they all will have to be replaced. So here is where the argument for regular maintenance really makes dollars and "cents."

Let's assume we have two identical properties with new systems installed at the same time. We will assume that a new system will cost \$4,500.00 and also assume the system will last 15 years. One property manager decides to have the unit serviced every

**Continued on page 25 "Hot Air"**



## Beneath the Surface Value of a Membership



**Randy Halsne** has over 30 years of experience in construction and development. Today, he serves as president and CEO of Edmond Premier Real Estate Services, LLC, based in Edmond, Oklahoma. His son, Nat, is the group's broker/agent. Their company uses DIY Real Estate Solutions Web-based software.

**Now the fruits of the National Conference are transforming our business. I know they told me to only run with 3-5 new ideas this year, but I was so excited, I came away with 17 great ideas.**

I have been a NARPM® member for over 5 years, but until last October I have been utilizing just a small portion of what NARPM® has to offer. My eyes were opened when I went to the conference in Seattle this year, and I am just now starting to get involved with the e-chapter, getting my RMP® designation and communicating with my fellow NARPM® members.

For all of you new members, you may not realize how much NARPM® has to offer you to aid in building your business effectively. In hindsight, I wish I would have started my training 5 years ago when I joined NARPM®. I have missed out on so much by not going to the conferences (both National and Regional). Yeah, sure, I belonged to the list serve program for business owners and was able to bounce a lot of ideas off of other property managers, but that was about it.

There is so much more beneath the surface of a NARPM® membership. Going to the classes at the conference for the first time was incredibly helpful. Experiencing firsthand what instructors who had been successfully leading large property management companies for years had to offer was inspiring. These people are so modest about their accomplishments and achievements and how much they have grown their companies, I was blown away. What was really interesting is that they are still improving, changing and tweaking their businesses to make them better for their employees, partners and customers, and sharing that knowledge and experience with others.

Now the fruits of the National Conference are transforming our business. I know they told me to only run with 3-5 new ideas this year, but I was so excited, I came away with 17 great ideas that we are halfway through implementing since I have returned! Going to the classes, I have made new contacts; friends whom I can call on the phone and ask detailed questions. I've met new vendors that I'm already doing business with. I also have a fabulous new coach who is helping me earn my RMP® status in time for the convention in Dallas.

I have worked in the construction business for 35 years. The competitiveness with other companies, even other employees was so strong that we would never have divulged information, because it would have affected our livelihood and income. But with NARPM® everyone is willing to share information, techniques, ways to do business—and remember, we're talking about successful business owners with years of experience who want to help YOU! I'm still trying to get my head around the idea. WOW!

Since I live in a city that doesn't have a local chapter, the e-chapter has taken its place, with loads of information and ways to contact to other NARPM® members and affiliates.

I am really looking forward to going to Little Rock, AR for my first regional conference, especially the opportunity to personally meet my e-contacts, and to discover more great colleagues and friends.

When I was getting ready to purchase a new software program, I was able to call 15-20 companies larger than my own and ask them what was good/bad about the software they have tried and are using, taking my own mini survey. When I was ready to launch our new property management marketing strategies to get new owners, I talked to 6-8 companies that have developed their businesses quickly over the last few years, and received awesome ideas. We are hoping to add 5-10 properties a month using the strategies I've been given. Using the resources that NARPM® has to offer and allowing me to network has been more than helpful in making our business better.

If you want to grow your business and you want to be top in your market, use every NARPM® resource! Go to your chapter meetings, regional meetings and the national convention. By meeting the people in NARPM®, you'll be rubbing elbows with the top of the industry in residential property management. Don't wait like I did - hope to see you in Dallas! 📍

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# REGIONAL Communications

CONNECTING THE EXPANDING NARPM® MEMBERSHIP ONE REGION AT A TIME.



**Andrew Propst, MPM® RMP® CPM®** Andy has been managing properties for over 15 years for three different property management companies. Andy was lucky enough to marry Shonda Hessing Propst in 1999. Before working at Park Place Property Management he was the manager of Heritage Property Management in Portland, Oregon. After Managing in Oregon for ten years they adopted their first child Samuel Propst in 2008. Soon after they welcomed Sam into their life they moved to Boise, Idaho to be closer to family. Andy has been the General Manager of Park Place Property Management for 30 months. Andy is an accredited member in NARPM® and IREM®. He is also a licensed REALTOR® in the State of Idaho and a licensed property manager in the State of Oregon.

## The RVP Bulletin

As I write this RVP report I am sitting on a plane headed for Virginia Beach for the 2011 Eastern Regional Conference. I am overly excited to be attending this event, not because of the awesome classes or breakout sessions; I am excited to see people I know and love. I am so grateful for one simple word in the NARPM® Mission Statement – “networking.” Being blessed to network with property managers who strive to be their best everyday is NARPM®’s greatest asset for me. Unfortunately, when

The second agenda item is “Kudos!” This gives everyone in the office time to thank their fellow team members for assisting with a project, helping them out of a bind, or just recognizing a job well done. The kudos portion of the meeting helps everyone to feel appreciated for their hard work and gives team members a feeling of importance.

Third on our agenda is the recitation of our company statements. Reciting our Motto, Mission, Vision, and Value Statements helps all of our employees,

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### I am so grateful for one simple word in the NARPM® Mission Statement – “networking.”

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I have attended NAR or IREM® conferences in the past, I may see an amazing keynote speaker or learn a new way to calculate IRR, but I don’t get these warm and fuzzy feelings of love and networking. Yes I am looking forward to this conference because I really love to see and network with my fellow NARPM® members!

Everyone knows NARPM® has this special secret of giving and sharing (I guess it is not a secret if everyone knows about it). Sometimes it seems that the most successful people in our organization are those who give the most. In this spirit of giving and sharing I would like to share a few things that have been instrumental to the success of my company.

Every morning at 8:15 my staff and I spend about 15 minutes together to motivate one another during our morning staff meeting. We cover five agenda items every morning without fail. The first is the “Quote of the Day.” This is chosen by whomever is on the schedule to run the meeting. After the meeting they are responsible for posting the quote on our community cork board. The “Quote of the Day” really helps us kick off the day and the meeting on a positive note.

including me, memorize the important message our company tries to convey every day. These statements lose their value unless each member of your organization knows and understands them.

The fourth item on our agenda is “Items, Issues, and Help.” We go around the room and each staff member including myself will communicate if they are having any issues, have items they need to bring up, or if they need any help on anything that day. This gives every employee a chance to be heard, and it gives everyone an opportunity to help someone that day. This also helps all of our departments (accounting, management, and maintenance), to communicate with one another so the ball does not get dropped.

The last item on our daily agenda is the “Lesson.” Whoever is conducting the meeting that day is assigned a chapter from a book of my choosing and they summarize and present the principles out of the book. This really helps our employees, and me, to not just become better employees, but better people. If you teach your employees every day to be better people they will in turn become better employees.

**Continued on page 19 “RVP Bulletin”**

**Northwest:** Tom Guyer, MPM® RMP®

Alaska, Washington, Oregon, Idaho, Montana, Wyoming.

**Pacific:** Richard Vierra, RMP®

California, Nevada, Hawaii.

**Southwest:** Carolyn Rogers, MPM® RMP®

Utah, Arizona, Colorado, New Mexico.

**North Central:** Andrew Propst, MPM® RMP® CPM®

North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Wisconsin, Illinois, Michigan, Indiana.

**Northeast:** Andrew Propst, MPM® RMP® CPM®

Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, Delaware, Maryland, Washington DC, Ohio, West Virginia.

**South Central:** Stephen Foster, MPM® RMP® CCIM®

Kansas, Oklahoma, Texas, Missouri, Arkansas, Louisiana.

**Southeast:** John R. Bradford, III, RMP®

Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi.



2011

**Continued from page 18 "RVP Bulletin"**

We read more than one book a month together, and everyone looks forward to learning every morning. Just last week we finished reading *The Go Giver*, by Bob Burg and David Mann. This book tells the story of a gentleman who struggles to get ahead in life and in business. Luckily he meets a wonderful mentor who teaches him the secret to success. You can tell by the title of the book that the secret to success is giving and, I couldn't agree more. The more I help, support, and give to my staff the harder they work. The more I volunteer my time to NARPM® the more I learn and get back from the organization. It is important for all NARPM® members to remember what makes this organization so special; the people and their willingness to share and give to one another. An exceptional example of giving is reflected daily on NARPM®'s List Serve. Here people can share their thoughts and advice for free with people who are looking for answers.

I have one other idea I would like to share with you that has helped me be successful in this business: my daily checklist. Every day, to ensure I am maximizing my time at work and being as proactive as possible, I fill out my daily checklist and answer a few simple questions. I would like to share the questions I answer every morning when I walk in and right before I leave at night.

1. **What are my goals for today?** Typically I work my daily goals to accomplish a long term goal, but writing my goals down every day really keeps me focused on the important things and keeps me in proactive mode.

2. **What will I do for someone else today?** Again the secret to success is giving and this question takes you out of the me-me-me mindset and puts you in the giving mode. It took some time for me to find ways to help people everyday and now I see opportunities present themselves all the time and I am happy to oblige.

3. **What has someone else done for me that I am grateful for?** This gives me an opportunity to count my daily blessings and to publicly thank employees the next morning during "Kudos." Since I have been writing down all of the blessings that others provide on my behalf I haven't had a bad day. It is so amazing what this

exercise alone has done for me. It's too good to keep to myself and I want to share it with you because I don't want you to have any more bad days. At the end of the day I answer three simple follow up questions to keep me think about my goals and improving daily. They are: 1. How did I do with my goals? 2. What did I improve on today? 3. What am I happy about right now? When I answer these questions at the end of the day it helps me reflect back on all the things I accomplished that made me happy. Don't feel like you need to do this exactly the way I do, but I find having some sort of personal accountability everyday really helps you get a lot done and you will sleep like a baby at night.

I am so grateful for my opportunity to serve with my fellow board members and our wonderful president in 2011 and 2012. I encourage every one of our fabulous members to get involved in the local and national leadership and give of yourself to the calling and see how wonderfully blessed both you and your company will be. May every NARPM® member continue to give and share with one another so this organization can continue to support and improve the businesses and lives of its' members. 🏠



# Keeping the Competitive Advantage How Wide is Your Moat?



**Kerrick Hutchison** is constantly looking for ways to widen the moat at Property Professionals, Inc. in New Braunfels, TX where he is currently a Property Manager. He serves on NARPM's Communications Committee where he is the Vice-Chair of the Residential Resource subcommittee and serves as Vice-Chair for the Speaker & Events Committee in the San Antonio Metropolitan Area Chapter. He is currently working towards his RMP® and writing his first book titled 'Margin of Safety: Understanding Residential Real Estate Investments and Management.'

Recently I celebrated my one-year anniversary of being a property manager and will be coming up on my one-year anniversary of becoming a member of NARPM®. I cannot give enough thanks to NARPM® and all of its members who have helped me grow as a property manager. It is because of NARPM's continuous volunteerism and its members' devotion that help members such as myself grow and strive to become better people and better property managers.

I have been educated and questioned constructively by fellow members about a variety of different subjects relating to laws, management, and business development. I am a firm believer that you have to give to receive. Therefore, after all the giving other NARPM® members have done for me, it is my turn to give back.

In the Middle Ages, Kings and Nobles would build castles to protect their territory against invasions. In addition to ultra-thick walls and high towers, most castles would also include deep and dangerous moats that surrounded the castle as an additional deterrent to prevent an effortless invasion from envious outsiders. A deep and wide moat makes it difficult for outsiders to penetrate the Gibraltar-like fortress. I would like for you think of your business as the castle and think about the moat around it. Discourse:

tage, because it is what builds a long enduring business. Besides having a niche in a particular market, it is also important to develop other qualities that can help widen your moat. These are:

1. High barriers of entry – offer a service and product that is difficult and expensive for others to replicate.
2. Pricing Advantage – having the ability to offer lower costs to your clients (than competitors), but still achieve a high operating margin. As long as this structure achieves a profit and is durable for the long-term, it will simply be indestructible.
3. Product Differentiation – not only does having a variety of products and services to offer help you as a business owner make more money – it opens the door for more clients who want to benefit from these extra services. I consider "Product Differentiation" a synonym with "Knowledge Differentiation." We all are in NARPM® to learn and educate ourselves more on the industry and keep up to date on the variety of changes. You invest your time in education and by doing so set yourself apart from the competition who do not educate themselves about this ever evolving industry. Additional products and extensive knowledge are viable

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**A deep and wide moat makes it difficult to penetrate the Gibraltar-like fortress. I would like for you think of your business as the castle and think about the moat around it.**

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I credit the underlying metaphor of this article to Warren Buffet's "moat" metaphor.

We are constantly working on the business, i.e. managing properties, leasing properties, scheduling maintenance, etc., but when was the last time you measured your company's durable competitive advantage?

It is important to identify your competitive advantage,

because it is what builds a long enduring business.

4. Education – what sets NARPM® members apart is our plethora of knowledge of the ever changing industry! In Texas, I see multitudes of REALTORS® get in the property management business because they see it as easy fixed income. What

**Continued on page 21 "Moat"**

### Continued from page 12 "Maintenance"

to replace carpeting on the main level of the house. The carpet has a few select stains and the home has a slight pet urine odor. After a 60 day vacancy, and about 50 showings, Frank the property manager finds a tenant who will accept the home in its present condition. The tenant's qualifications are "iffy," but Pat the owner is frustrated with how long the home is taking to rent so Pat gives Frank the ok to accept the tenant and to do a Lease. The tenant never pays rent on time and ends up being evicted after eight months of occupancy. Pat the owner suffers lost rents during and after the eviction process, not to mention the costs of the eviction itself. Pat then has to spend \$5,000 replacing all carpet, repainting the house and resolving a handful of other damages.

Once again, this example is not an exaggeration. In an effort to save \$1,000 (which was an inevitable cost at some point) Pat cost herself close to \$10,000. The big picture wasn't considered. The ripple effect was ignored for immediate savings. One of the great challenges of the 'owner / property manager relationship,' which seems to show its face frequently, is that our owners may not realize that what they want may not be what's best for them. I've seen this happen mostly with property owners who are tight on cash, and/or who have a 'strong sense of principle.' You can always tell if they have a strong sense of principle when they make decisions which clearly hurt them more than anyone else, because "it's the principle of the matter." It's difficult to disagree with the person writing your pay check, but allowing them to hurt themselves because of their inexperience or emotional approach to resolution, ultimately means that you as the property manager have failed. If all you do is say "yes", it is your clients who suffer. Long story short: understand that as a property manager, your choices ripple, affecting every other area of your business. Try putting on someone else's hat every once in a while, consider the implications from multiple angles and don't ever forget the importance of maintenance. 🏠



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### Continued from page 20 "Moat"

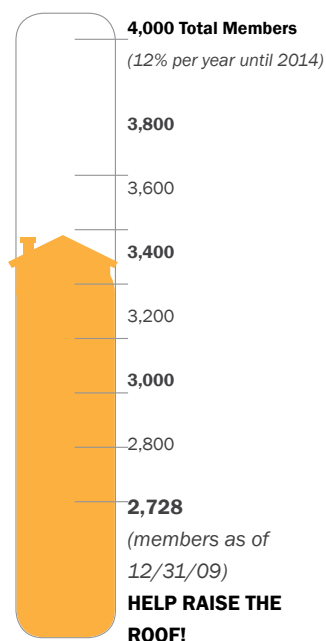
they lack is the education, industry knowledge and relationships with other NARPM® members that will help keep them in the business.

5. Culture – along with education, culture is another valuable intangible asset. Culture brings with it the 'right' people with the desire, ambition and passion to succeed in property management (both employees and clients). Your culture is another moat-widener that is almost impossible for others to replicate.
6. Managers (Leaders) – this quality is what sustains the business and helps widen the moat. It is because these leaders educate themselves and develop new products and services that help make the moat a deep and dangerous place for outsiders. It is important to have honest and ambitious people be the leaders, for they will drive the company towards success and the ultimate goal: widening the moat.

In conclusion, the castle gets its strength from all of the above qualities. It is important to continuously grow these qualities as it will strengthen your castle (business) and widen your moat (competitive advantage). To correlate with President Drost's 2011 NARPM® theme, ask yourself this question: How can I better Serve my clients and Protect my business? 🏠

# MEMBERSHIP Growth

A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM APRIL 11 - APRIL 25.



## PROFESSIONAL MEMBERS

Cindy Kinsley  
KRS Holdings, Inc.  
Richmond, VA  
804-282-1877

Tina Simmons  
Kris Weaver Real Estate Team  
Virginia Beach, VA  
757-340-5555

M. Eugene Sides  
Southern Pines Realty & Management Company, Inc  
Jacksonville, FL  
904-349-1302

James Kitchens  
All County Sterling Property Management  
Lake Mary, FL  
407-674-5601

Bryan Miles  
Gold Key  
Birmingham, AL  
205-588-1698

Robert Dorsey  
University Prime Realty  
Ft. Worth, TX  
817-922-8828

Tena Dutenhoeffer  
Denver Realty & Rentals  
Westminster, CO  
303-452-5853

Esther S. Jackson-Stowell  
EKOT Properties, Inc  
Holladay, UT  
801-449-0551

Ron Cedillo  
Home Buyers Realty  
Tracy, CA  
209-834-2680

Roman Tichy  
Burlington, MA  
415-240-1691

Sarah Coffey  
Zenith Realty  
Jacksonville, FL  
904-215-0676

Debbie Burkhardt  
Coldwell Banker Premier Proper  
St. Augustine, FL  
904-471-5000

David Burrell  
Federated Management Group  
Jacksonville, FL  
904-730-8060

Debra L. Frost  
Teel & Waters Real Estate  
Crestview, FL  
850-682-6156

Veronica Figueroa  
Avalon Town Center Realty, LLC  
Orlando, FL  
407-281-1053

Tom Mutchler  
Rainbow Property Management  
Billings, MT  
406-248-9028

Margo R. Mitchell  
Summit Property Management  
Missoula, MT  
406-549-3929

Kristine Powers  
Integrity Property Management  
Inc  
Kalispell, MT  
406-755-6336

Lauren Hundman  
Owl Management  
Chicago, IL  
773-819-0446

Earl Glascock  
All County Colorado Springs  
Property Management  
Colorado Springs, CO  
719-445-7172

Derek Oswald  
Premier Rental Properties, LLC  
Rexburg, ID  
208-356-4883

Tom Tanner  
Premier Rental Properties, LLC  
Rexburg, ID  
208-356-4883

Ron Jaques  
Rentmaster  
Rexburg, ID  
208-656-9205

Melanie D. Adrian  
A & G Rental Management, LLC  
Portland, OR  
503-241-0676

Scott Zakarian  
Full House Property Management, LLC  
Eugene, OR  
541-357-7138

Cherie Haven  
MacPherson's Property Management CRMC®  
Bellevue, WA  
425-747-5900

Robert K. Bliss  
Harry Norman Realtors  
Peachtree City, GA  
678-427-8378

Jarrod Cook  
Real Property Management  
Houston, TX  
713-481-1850

Cameron Riegel  
Action 1 Property Management  
Pleasanton, CA  
925-884-3844

## SUPPORT STAFF

Matthew Whitaker  
Gold Key  
Birmingham, AL  
205-588-1698

Jessye Smith  
Premiere Home Sales & Leasing  
Edmond, OK  
405-844-4110

## AFFILIATE MEMBERS

Rachel Kessinger  
Rubbish Works  
San Jose, CA  
408-600-0864

Kimberly Smith  
Avenue West Global Franchise  
Denver, CO  
303-825-7625

Linda Huguelet  
Unitrin Direct Preferred Insurance  
Chattanooga, TN  
423-296-7534

L. Paul Smith  
Utah Apartment Association  
Murray, UT  
801-487-5619

Continued on page 25 "Membership"

## NARPM® Affiliate Members

### **BUSINESS PRODUCTS AND SERVICES**

JGS Insurance  
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Health Advocate Inc.  
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Peachtree Business Products  
Cbeyond, Inc.  
Starker Services, Inc.  
Coastal Reconstruction Group  
Heather Grimes R.E. School  
All County Franchise Corp  
Preferred Property Managers, LLC  
CORT  
Defender Direct  
IronStone Bank  
Southwest Recovery Services  
First American RMS  
East Coast Public Adjuster TX  
Mobile Insurance Agency  
CoSign My Lease  
AZUMA Leasing  
Centex House Leveling  
TenantAccess, Inc.  
Regal Restoration and Remodeling  
QCI - Structural Solutions  
Venturi Clean  
World Connections Travel Inc.  
Michael S Marolt CPA PC  
OPTIONS  
Social Eyes Marketing  
Property Management Inc.  
Renters Legal Liability  
Merchants Information Solutions  
Mutual of Omaha Bank  
Hart and Associates  
Cook & Company Ltd  
Nu-Set Lock  
Meternet  
PayLease, Inc.  
Oracle Financial Services  
WeCosign, Inc.  
Carrington Property Services  
Scent Tek  
American Draperies & Blinds  
Servpro of Campbell  
LandlordSource  
The InfoTech Group LLC  
Supra  
DocuSign Inc.

### **INTERNET TOOLS/MARKETING**

All Property Management  
AmericanRentals.biz  
Apartmentratings  
BG Wilson, LLC  
DocuSign, Inc.  
Epic River, LLC  
FindaPropertyManager.com  
FreeRentalSite.com  
Grand Terra, LLC  
HERO PM  
HomeTownRent.com  
Hotpads.com  
Kwikrents.com  
Landlord Solutions  
Manage My Property  
MOVE, Inc.  
MySection8.com  
Net Vendor, LLC  
PlaceKey  
Pointwide.com  
Property Bridge, LLC  
Property Management Profile, LLC  
Property Management Quotes  
Property Management Search, Inc.  
Propertyware, Inc.  
Providence Mgmt & Investments  
RealRentals.com  
Rent.com

Rent2Buy America, LLC  
Rental Ads  
Rental Source  
Rentalhunt.com  
Rentals.com  
Rentbits Homes  
RentMLS.com  
Runzheimer International Ltd.  
WalkThruInspections.com

### **LEGAL SERVICES**

Pre-Paid Legal Services, Inc and GoSmallBizz.com  
Law Ofcs of Heist, Weisse & Davis, PA  
Provizer & Phillips PC  
Boltz Law  
Privacy Solutions, Inc.

### **MAINTENANCE**

Archipelago Services LLC  
Orkin, Inc.  
MSN Construction and Management Corporation  
Earth's Best Natural Pest Mgmt  
Empire Today LLC  
Crime Clean of Texas, Inc.  
Mr. Rekey Locksmith Services  
Mr. Rekey Locksmith Services  
Western Mold Pro, Inc.  
RR Roofing  
Delta Mechanical Inc.  
A-ROCK Property Preservation  
Artistic Solutions Landscaping  
Able Restoration  
DMC Construction  
Propertyware, Inc.  
The Siding Specialists, Inc.  
Belfor Property Restoration  
Alpha Pest Control Inc.  
Sherwin-Williams Company

### **SOFTWARE**

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PROMAS Landlord Software Center  
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RentingSmart  
Property Genie  
Rent Manager  
Property Management Inc.  
HERO PM  
AppFolio, Inc.  
Yardi Systems  
Propertyware, Inc.  
RentJuice  
TRexGlobal.com  
MYOWNREALESTATE.COM  
Rentec Direct LLC

### **TENANT SCREENING**

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Microbilt  
StarPoint Screening  
Credit Investigators, INC  
Background Info USA  
Beacon Background Screening Services, LLC  
Tenant Approve  
SARMA  
Tenant Screening USA  
Trans Union Rental Screening Solutions  
Reliable Background Screening  
Rapid Credit Reports  
Clear Screening  
Contemporary Information Corp.  
National Tenant Network, Inc.  
Alliance 2020  
MOCO, Inc.  
E-Renter USA  
ACRAnet  
MocoInc-The Information Source

## 2011 Designation Candidates

(since 2010 convention)

### **RMP® CANDIDACY**

Laurel Anderson  
Karen Birdy  
Russell Birdy  
Jason Bostick  
Celine Cantwell  
Anika Dixon  
Dennis Dodson  
Verna Eguire  
Joel Elliott  
Benjamin Farham  
David Haas  
Randy Halsne  
Porsche Harvey  
Claudia Host  
Elizabeth P. Ishimitsu  
George James  
Jorgette Krsulic  
Cheryl Y. Kunimoto  
Stephen Lankford  
Donna Lasater  
Melissa Lofton  
Diane Marr  
Charlene Minor  
Todd Monohon  
Amy Newell  
Brandi Oshiro  
Benjamin Parham  
Pam Penor  
Craig Richey  
Matthew Ridings  
Daniel Riley  
Melissa Riqueres  
Kevin Rose  
Tressa Rossi  
Steve Schultz  
Camille Sebring  
Carrie Swafford  
Robert Thomas  
Sandra Thomas  
James Turner  
Timothy Wehner  
Billy Williamson

### **MPM® CANDIDACY**

Riza Bell, RMP®  
Gregg Birdy, RMP®  
Hoppy Cantwell, RMP®  
Christina Hogan, RMP®  
Amy Karns, RMP®  
Deborah Newell-Wagley, RMP®  
Janelle Nord, RMP®  
Mike Norris RMP®  
Troy Rappold, RMP®  
Lynn Sedlack, RMP®  
Shana Smith, RMP®  
Marc Witmer, RMP®

### **CSS® CANDIDACY**

Tammy Allen  
Theresa Ballew  
Rebecca Cruz  
Jana Drudy  
M. Patty Gonzalez  
Sara Levens

### **CRMC® CANDIDACY**

Jackson Group Prop.  
Mgmt.  
Birdy Properties, LLC.  
Rollingwood Management, Inc.  
Park Place Property  
Mgmt.

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1. Contact NARPM® National for Membership Application brochures. Upon request, National can mail the application directly to the prospective member.
2. The 12-month period to obtain five new members starts the day the first application is processed.
3. When the fifth application is received, an award certificate and a recognition certificate will be issued and dated. A \$200 NARPM® credit will also be issued.



**APRIL 11, 2011 - APRIL 25, 2011**

## 2011 AMBASSADORS

Dawn Crawford, MPM® RMP®	Judy Rose
Theo Montgomery	Brian Birdy, MPM® RMP®
Molly Anderson, RMP®	Chantal Bachar
Traci Lewis Vancamp, RMP®	Cherie Ruchty
Jayci Grana, MPM® RMP®	Paul Arrington

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Sarah Coffey  
Tena Dutenhoeffer  
Cindy Kinsley  
Margo R. Mitchell

## **REFERRING MEMBER**

Robbie Tarter  
Peter Meer  
Kyle Stephenson  
Aaron Gingerelli

## Continued from page 7 "Copyright"

include this type of verbiage in the boilerplate copy of the form. You might consider adding similar language into your management agreements if you are utilizing photos or plans provided by the property Owner.

And again on the last page, Lines 265- 273:

ACCEPTANCE BY LISTING BROKER: By signing below the Authorized Signor acknowledges authority to sign this Agreement and accepts from Seller (and Listing Agent if applicable) an irrevocable assignment of the copyright and other intellectual property rights in Seller Materials, including the right to protect and enforce the ownership rights therein.

The Authorized Signor reserves a non-exclusive right to utilize Seller Materials in the promotion and marketing of the Premises. If and when the Premises is listed in the MLS, the Authorized Signor irrevocably assigns an undivided interest in such rights to MLS. By publication of a listing of the Premises, MLS accepts an irrevocable coownership of said property rights during the Term and/or Extended Term of this Agreement. Each party shall have an independent right to enforce and defend the property rights each has acquired in the Seller (Listing Agents') Materials.

These statements from our sales Listing Agreement emphasize the importance of the "creator's" rights to the ownership of his copyrighted materials, and each of our responsibilities to respect those rights, guard them, and defend them. This is equally important in our Property Management Agreements.

To sum it all up: "Be the creator, or make very sure you have the written permission to use!" □

## Continued from page 22 "Membership"


### JUNIOR MEMBERS

John Hamilton  
AS Management Services, LLC  
Dallas, TX  
214-750-1709


Jared Hasley  
Rental Property Professionals  
Plumas Lake, CA  
530-844-2590

Nicholas L. Terrell  
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## Continued from page 15 "Hot Air"

year at an annual maintenance cost of \$100.00 per year. So that's a total cost of \$6,000.00 over 15 years.

The other property manager chooses NOT to service the system regularly so we have a system that will last roughly ten years instead of 15 (since it has to work harder and run longer) and will probably require at least two or three expensive repairs during that time. Now just ten years later, factoring in the cost of inflation, we have to spend \$5,500.00 on a new system (or more) ten years into our projected timeline, plus we have spent perhaps \$1,000.00 in repairs over that same ten years, bringing the grand total to \$11,000.00 in just ten years!

And if the second property manager AGAIN makes the decision to forgo regular service, we are now five years into the life expectancy of our "new" \$5,500.00 system, vs. only \$6,600.00 spent for the system that WAS regularly maintained when we reach the 15 year mark. And remember, for 15 years the first property manager enjoyed happy tenants with the low utility bills while the second property manager has tenants who have paid higher utility bills than was necessary!

The above is just an example - it is hard to predict how long a system will last. But it is not hard to predict that dirty coils and lack of maintenance will very quickly shorten the life of a heating and cooling system. I can guarantee you it will cost a lot more to cool your tenant's home and it will cost your owner a lot more in the long run.

So property managers—am I blowing hot air or is that your tenant on the phone? 📞

# DESIGNATION Classes

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6/14/2011	San Jose, CA	Office Operation	Betty Fletcher, MPM®, RMP®
6/23/2011	Colorado Springs, Co	Office Operation	Dave Holt, MPM®
7/21/2011	Atlanta, GA	Habitability Standards	Kit Garren, MPM®
8/22/2011	Denver, CO	Office Operations	Betty Fletcher, MPM®, RMP®
8/23/2011	Denver, CO	Ethics	Betty Fletcher, MPM®, RMP®
8/23/2011	Nashville, TN	Risk Management Essentials	Kit Garren, MPM®
8/24/2011	Nashville, TN	Risk Management Advanced	Kit Garren, MPM®

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- 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)

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

## ③hour Ethics

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

\*to receive the early registration price, payment must be postmarked, faxed or e-mailed 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 \_\_\_\_\_  
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 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
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_____	_____	\$ _____
_____	_____	\$ _____
Total		\$ _____

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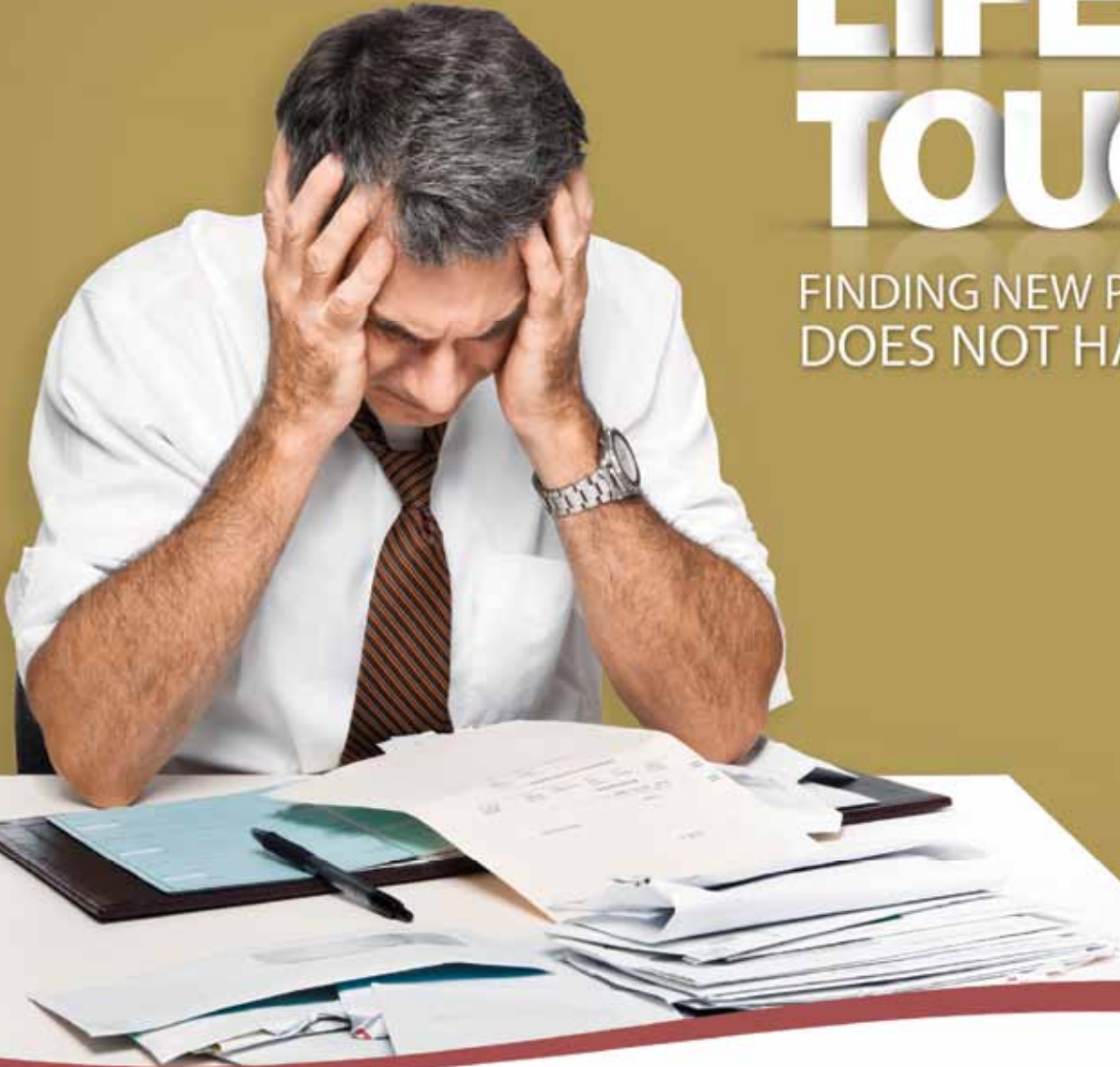
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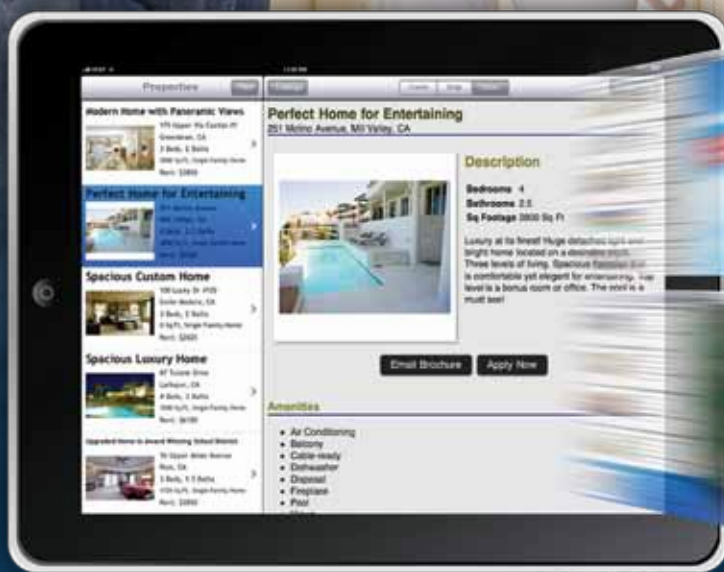


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