

**p12**

We have been charged with safekeeping information and data.

**p18**

Why you should have a 24/7 call center for your property management business.

**p19**

Whose responsibility is fire hydrant inspection and maintenance?

# RESIDENTIALResource



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



So you think  
it's not your  
responsibility.  
**Think Again!**

pg 19

What Do the Most Successful  
NARPM Property Managers  
Have in Common?

# The Answer is Propertyware.



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# IN THIS ISSUE Oct/Nov 2011

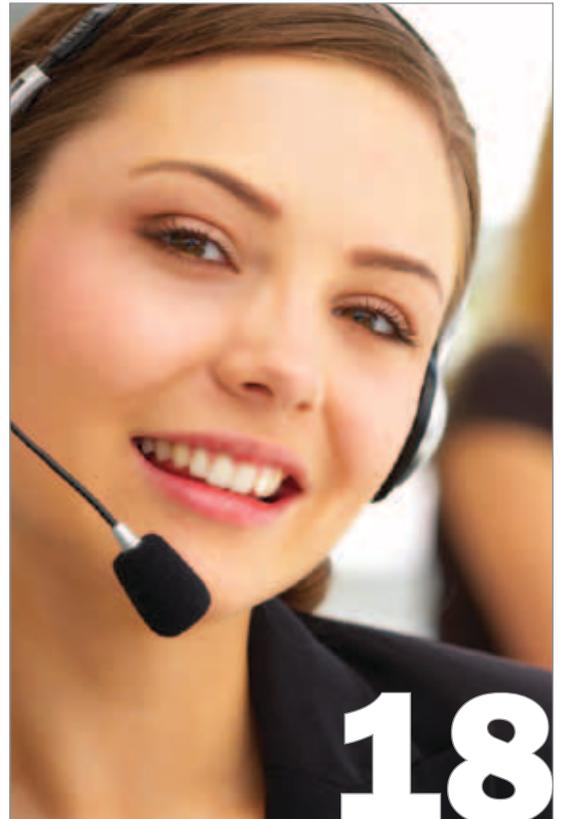
*The mission of the National Association of Residential Property Managers is to support professional and ethical practices of rental home management through networking, education and designation.*

## FEATURE ARTICLES

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Elaine Saigusa, RMP® candidate, reiterates the importance of having information security in place to protect our information and data collection systems from unauthorized use.

**p18** **A Vital Role in Property Management: The Call Center**  
Sudesh Nambiar explains the benefits of having a customer call center in order to answer questions from prospects and tenants.

**p19** **It May Be Your Responsibility: Fire Hydrant Maintenance**  
Walter Cooper, a division sales manager of AMERICAN Flow Control, speaks about how to determine the jurisdiction and ownership of fire hydrants on your property.



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### NARPM® DUES BILLING GOING ELECTRONIC IN OCTOBER



In an effort to "Go Green" and help do our share to save the environment, NARPM® will begin Electronic Dues billing in October. If you would still like to have your bill mailed to you please go to [www.narpm.org/members/services/member-info.htm](http://www.narpm.org/members/services/member-info.htm) (you must be logged in to members only), log into the ecommerce platform and update your personal information. Once there, click on preferred billing method and choose mail, or call NARPM® at 800-782-3452.

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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.

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# PRESIDENT'S Message

“The most organized offices with the least stressed property managers were offices that had members who were greatly involved with our association.”



**WITHIN THE PAST FEW YEARS**, property managers across the nation have seen the rental market improve. In 2011, we saw it explode. In most areas of the country the demand to rent is high and continuing to increase. With home values still considerably down from the 2005/2006 boom, more homeowners are choosing to become landlords instead of selling. As a result, most of us are seeing incredibly low vacancies and increased rents. Business is good and the demand to learn how to do it better has never been higher. Regardless if you have 50 or 2,000 properties; if you just started or have been in the business for years; or if you want to grow or stay as is, NARPM® has proven to be the key to success.

In the last decade, I visited over 30 cities with NARPM® chapters and toured over 100 of our member's offices. The most organized offices with the least stressed property managers were offices that had members who were greatly involved with our association. They clearly were very successful and portrayed a very professional image. What was the difference? These property managers found NARPM® to be indispensable in their business. They credited it all to NARPM®. These members either had or were working

on their designations. Attending the National Convention each year was a high priority and was budgeted accordingly. They were either current or past local and/or national leaders of NARPM®. It was their involvement with NARPM® that got them in touch with the right people. Their exposure to the many affiliates and members taught them how to become more efficient and profitable. It was NARPM® that made them more professional and ethical.

Perhaps you have no desire to grow. Past National President Steve Urie, MPM® RMP®, is one of NARPM®'s founders and has no desire to increase the number of homes he manages. Instead, he is focused on increasing the profitability of his current property portfolio. Yet, he is still greatly involved with our association and he attends NARPM® events to improve the business he has. NARPM® is indispensable in his life.

Regional Vice President Andrew Propst, MPM® RMP® CPM®, wants to grow his business and he is doing so. Because of his constant involvement with NARPM® he has grown his business without sacrificing service. In fact, his company's service has improved with the growth, as well as his profitability. Andy finds NARPM® to be indispensable.

And lastly, maybe you are approaching

a time in your life to close one chapter and open another. Susan Albern, MPM® RMP®, and her husband Don, sold their property management company in 2010 and credit their ability to more than double their profit-to-earnings ratio and retire at the age of 47 to NARPM®'s education and unparalleled networking. “Tips for marketing, valuable services and sources of income, and ways to work more efficiently, all from NARPM®, made a huge difference,” Susan says. Further, she says, “The greatest benefit was working on committees and in leadership roles where I visited member offices and spent more time with colleagues. Just being a member has benefits, but truly the relationships that came with a high level of participation in NARPM® made an even more significant impact on the success of our business.”

I encourage all of our members to get involved. Give it a shot, you might just find that the more you get involved, the better your business becomes.

Thank you!

**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.

This month at the National Convention,

President-Elect Jayci Grana MPM® RMP®, will be sworn in as our 2012 National President. Shortly after joining NARPM®, Jayci saw the value of participation. She immediately got involved with her local chapter and worked her way to Chapter President. Nationally, Jayci has sat on a number of committees, as well as served as a valued

member of the NARPM® Board of Directors, as a Regional Vice-President, National Treasurer, and President-Elect. Jayci is an excellent property manager and without doubt she'll be a great President for our organization. Please join me in congratulating her and offering your support.

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



Gail S. Phillips, CAE

One huge milestone will be getting every professional member trained on the NARPM® code of ethics by the end of the year.

Excitement is in the air because October is NARPM® Convention time! As you are aware we are going to the fun city of Dallas, Texas where things are always bigger. So, with that in mind, President Drost expects this to be the biggest convention in NARPM® history. Are you planning on being part of the record-setting event? For details on the fun events that are being planned go to [www.narpm.org/conferences/annual-convention-trade-show](http://www.narpm.org/conferences/annual-convention-trade-show). Also, don't forget that the second annual past presidents golf tournament will be held prior to the opening of the convention. Even if you are not a golfer, come out and support the worthy charity. More details can be found at [www.narpm.org/conferences/annual-convention-trade-show/special-events.htm](http://www.narpm.org/conferences/annual-convention-trade-show/special-events.htm).

In the past few years, NARPM® has set many milestones and this year is no different. One huge milestone will be getting every professional member trained on the NARPM® code of ethics by the end of the year. There are classes being held around the country and at the national convention. NARPM® also offers an online class that you can sign up for through [www.narpm.org/education/online.htm](http://www.narpm.org/education/online.htm). This requirement is set for ALL professional members of NARPM® so please make sure you complete the class by December 31, 2011.

Another milestone for NARPM® is that the 2012 dues billing will be performed electronically. If you do not want your invoice sent via email please let us know immediately by sending a message to [info@narpm.org](mailto:info@narpm.org). Payments can be made electronically through NARPM.org so watch for these invoices later this month. Remember if you pay by January 2, 2012, you get a \$50 discount on your dues.

Also this year, the NARPM® Strategic Plan was

rewritten, along with the Mission and Vision statements of NARPM®. The mission was shortened to read: "NARPM® is the professional, educational, and ethical leader for the residential property management industry." The Vision statement, which represents what NARPM® wants to be in the future, was approved as: "NARPM® aspires to be integral in the advocacy and recognition of the residential property management profession." The Long Range Planning Committee, under the leadership of Andrea Caldwell, MPM® RMP®, spent two and a half intense days rewriting this entire plan to make it more fluid and easy to adjust as the market changes. The committee looked at the survey results and did an outstanding job on the new plan. This was a fantastic group to work with and they stayed on task until the job was accomplished. You can check out the new strategic plan by going to [www.narpm.org/about/strategic-planning.htm](http://www.narpm.org/about/strategic-planning.htm) and downloading the 2012 document.

As we start to wrap up 2011 there are still items pending that the directors will address at their meeting during the convention. If you are in Dallas on Monday stop by their meeting for a visit. This is a busy time for NARPM® and you will hear some of the exciting new ventures for the organization at the convention, along with having fun and a great deal of networking time. I look forward to seeing you in Dallas and if you ever have any questions please email me, [executivedirector@narpm.org](mailto:executivedirector@narpm.org).

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

# DON'T TAKE OUR WORD FOR IT

See why NARPM leaders love using AppFolio's online property management software.



P = Past President L = Leader E = Educator

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**“...helped us sign a new client with 100 units.”**

*Ray Scarabosio, Jackson Group Property Management (CA)*

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*Mike Chamberlain, Chamberlain Property Management (CA)*

**“It’s so easy even I can use it.”**

*Robert Winger, Whisler Land Company (CA)*

**“...the future in property management software.”**

*Tim Savin, McGrath Real Estate Services (VA)*

**“...allows us to significantly grow our portfolio.”**

*Jennifer Newton, Walters Home Management (CA)*

**“...a ‘life-changer’ for my company.”**

*Melissa Shearer, Specialized Property Management (TX)*

**“My staff loves AppFolio. I don't know how we functioned without it.”**

*Robert M. Locke, Crown Realty & Management (GA)*

**“...support is the best I have ever seen!”**

*Tom Cowan, RE/MAX Center (GA)*

**“I am more than impressed with their response time and service.”**

*Michelle McLinden, Real Estate Management Group (MT)*



**Jennifer Brown** is a marketing enthusiast for PropertyBoss Solutions, an industry leading provider of property management software, and she recently became a landlord. For more information on PropertyBoss Solutions, visit [www.propertyboss.com](http://www.propertyboss.com) or call Jennifer at 864.297.7661 x25.

## *Social Media's Impact on SEO*

It's been a year since our Technology Matters writers discussed Search Engine Optimization (SEO) with *Residential Resource* readers, and a lot has changed since then. Most notably, the correlation between social media signals and your company's website ranking in the eyes of Google and other search engines.

So, here's a recap for you and a few new things to consider when embarking on your own SEO campaign.

### **THE BASICS OF OPTIMIZATION**

We've all heard that SEO can have a higher Return on Investment than other media, including direct mail and email campaigns, print, online or broadcast media buys. But why? Because more people now use search engines to determine when and from whom they're going to buy (or rent) the products, services and even homes they want.

According to JupiterResearch, 68% of search engine users choose websites within the first page of search engine results. That means if your company is on the second page, or "below the fold," you may not get noticed when the next prospect is looking for a three-bedroom, two-car garage in Spokane, Schenectady, or Springfield, USA.

The experts at SEOMoz define SEO as "the active practice of optimizing a website by improving internal and external factors in order to increase the traffic the site receives from search engines."

For one, this means SEO is an ongoing effort. And two, it means the mentions of your company outside of your site are as important as the SEO work you do within your site, like the basics of keyword placement and keyword density to improve your search rankings. This is where social media signals can help.

### **INCREASING YOUR INTERNET CLOUT**

In August 2011, the New York Times reported internet users spend a quarter of their time online browsing social media. So, not being socially active on the web is no longer an option for most companies. Not just because "everybody else is doing it,"

but because your competition is.

TechCrunch recently reported on a survey of small business owners that revealed only 12% considered social media "a must" for their business, while 50% considered "word-of-mouth recommendations" their best marketing tool. If you don't think using social media will increase your web presence and the number of prospects who find you, remember this: social media is the new word-of-mouth.

Prospective renters are using Facebook and Twitter and other social sharing sites to search for the perfect place to live as much, or more often, as they are using Google and other search engines.

And when their friend recommends your company, or a listing on your company website, that recommendation means much more to the prospect than a random "Page One" listing on a Google search.

Hence, the search engine machine's inevitable consideration of "likes," "fans" and "followers" when compiling pages for each query sought. Every mention of your company and your url in "WWW Land" improves your rankings, period.

Simply stuffing your name, url and keywords isn't enough anymore, because search engines are now rating positive mentions much more. This is partly in an effort to protect the web consumer, but also an effort to improve their reputation as a provider of quality information – not just more junk sites.

Facebook, Twitter, LinkedIn and the others know this, and have made it much, much easier in recent years for businesses large and small to create pages, and control the content on their pages, thereby expanding their online presence beyond a company website. Which means if you don't have a social presence on the web yet, you need to get one. And if you have one, but aren't yet using it to the full potential, you should start!

### **DEVELOPING A PRESENCE**

First, set up a company account on Facebook, Twitter and LinkedIn and any others you want to pursue. Get some fans and followers there, then



grab those sites' social media icons to add to your own site. (Most sites make it effortless to do this, but if you need help, visit [addthis.com](http://addthis.com) or [sharethis.com](http://sharethis.com) to get the icons you need to make your site appear socially active).

Chances are, there's someone in your office or in your inner-circle who is already a social media butterfly and would love taking on the responsibility of tweeting weekly (or daily) for your business, plus posting photos of properties and other interesting information on Facebook or LinkedIn.

Another thing some property management companies may want to consider is placing ads on social media sites targeted to users in their area. Facebook has added a number of friendlier ad options recently, including Page Like, Page Post and Page Post Like "sponsored stories." Facebook also offers standard marketplace ads and makes it easy for businesses to engage in this type of advertising.

On LinkedIn message boards, some property managers have recently debated the influence of sites like Yelp and other social rating sites. Most are in agreement that there is no suave way to respond to a "bad" review on one of these sites. But there are ways to encourage positive reviews, such as simply asking for them and/or offering a small incentive or gift to those who post peachy reviews. Make sure to review any gift giving policies of the provider.

Being active in online professional groups, such as NARPM's LinkedIn group, is another great way to increase your social media presence and gather new ideas and content for your other social media outlets.

#### FINDING QUALITY CONTENT

Using social media to promote special events and promotions within an apartment community may be easier than finding quality content to post as a residential/third-party property management company. Here's a brief list of topics any residential property manager can use to get started on the path to SEO success.

- New listings (with photos) especially in sought-after areas.
- Interviews with and profiles of satisfied residents. You'd be surprised how many people love being

asked their opinion or to share their story.

- Links from articles on your blog (if you have one) and links from other related blogs with content specific to your area and the interests of people who live there. Don't underestimate the power of blogging for your company's SEO rankings. It's huge!
- Top ten lists and Frequently Asked Questions (FAQ) blurbs.
- Helpful tips and even quotes of the day.

It's important to remember to use your business' social media pages as professional tools, and also to have fun with them. Share them with your friends, family and colleagues. The more they share it with others, the better.

You're not going to break anything. Just remember to be professional, and not too used-car-salesman in tone, and you can't go wrong.

#### IN CLOSING

Here are a few resources to help you on the path to SEO success. An expanded list is available at [propertyboss.com/narpm](http://propertyboss.com/narpm).

#### BOOKS

- *The Art of SEO* by Eric Enge, Stephan Spencer, Rand Fishkin and Jessie Stricchiola (ISBN 0596518862)
- *The Truth About Search Engine Optimization* by Rebecca Lieb (ISBN 0789738317)
- *Search Engine Optimization Secrets* by Danny Dover (ISBN 0470554185)

#### GUIDES

- SEO ranking factors study: [seomoz.org/article/search-ranking-factors](http://seomoz.org/article/search-ranking-factors)
- SEO Book: [youtube.com/user/seobook](http://youtube.com/user/seobook)
- Beginners Guide: [seomoz.org/beginners-guide-to-seo](http://seomoz.org/beginners-guide-to-seo)

#### TOOLS

- GinzaMetrics ([ginzametrics.com](http://ginzametrics.com))
- Google Analytics ([google.com/analytics](http://google.com/analytics))
- Social Media Icons ([addthis.com](http://addthis.com) and [sharethis.com](http://sharethis.com)) 

**Scan this QR code for easy access to the links at bottom left, plus more info on Search Engine Optimization. Not using QR Codes yet? The next installment of Technology Matters will address using QR codes to market your properties.**



# LEGISLATIVE Scoop

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



**Claire Schwartz, REALTOR®, GRI** is Broker/Owner of Claire Schwartz & Associates, LLC, managing approximately 200 properties with a total of over 25 years business experience in Virginia, Pennsylvania, Washington DC, Maryland, and now Florida. An advocate for professionalism through education, Claire serves as 2011 Legislative Chair for the Orlando/Central Florida Chapter of NARPM® and also serves as a member of the Property Management Sub-Committee of the Orlando Regional REALTOR® Association (ORRA). Claire is a RMP® candidate and expects to receive her designation in Dallas at the National Convention.

**Many have fought proudly to be here and came not to be Republicans or Democrats but for the opportunity to be an AMERICAN.**

## What Our Fathers Taught Us

### A PERSONAL COMMENTARY

I recently read a memoir written by a historian and Holocaust survivor. As I read further, I found that it echoed the story of my father and his family. The author was exactly the same age as my father, now 88, when they escaped Nazi Germany in 1939 and sailed to freedom aboard the *Iberia*. Both families had originally booked passage on the *S.S. St. Louis* and narrowly escaped the deadly fate of that ship just two weeks later. Their path to freedom was lengthy and fraught with obstacles, but eventually they found their freedom on American soil.

We often take our freedom and what the past has taught us for granted. Let us not forget that we are fortunate to be citizens of the greatest democracy in the world. We have set the high standard which others seek and we remain the envy of others around the world.

As I look at our current times, with economics aside

responsibility to be a part of the solution to any problem confronting our government.

Why is any of this important to you? As property managers, we are mired in a sea of regulation. In the State of Florida, as in most states, we are required to be a Licensed Real Estate Broker or a Licensed Agent working for a Broker; however, there are several states that require little or no regulation. In my opinion, there are some things that do require regulation and property management is one of them.

The economy has changed the face of property management and we have seen many sales agents jump into the property management arena. I welcome them, subject to regulations. I strongly believe that an agent or broker who holds a real estate license is not automatically qualified to offer property management services. There is a huge amount of knowledge and law that is fundamental to property management that is not essential in sales. Property Management is an

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**Whether you believe in regulation or not, what is important is that you are involved.**

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and independent of partisan politics, I am outraged by the childish behavior recently demonstrated by our legislators. If we accounted for the time and money spent drawing lines in our Congressional sandbox, we could likely fund the national debt. As President Woodrow Wilson stated, "A man who thinks of himself as belonging to a particular national group in America has not yet become an American..."

This partisanship is not the way our Founding Fathers intended for our Nation to function. James Madison, the fourth President of the United States, was widely regarded as the "Father of the Constitution." We also believe that Madison, under pseudonym, authored one of the most influential publications, *Federalist No. 10*. This publication conveyed clearly that our Founding Fathers did **not** intend for the United States to be a partisan government.

Along with the privilege of being an American, comes responsibility. We all have the right and the

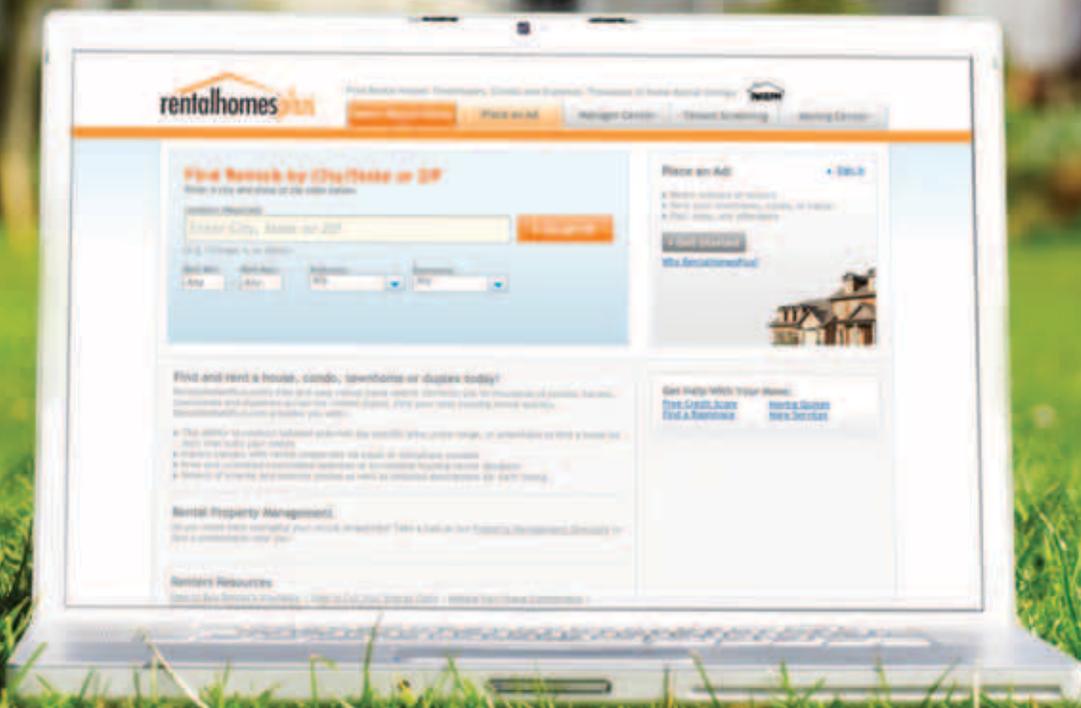
arena that should require further regulation or at least documented education.

Whether you believe in regulation or not, what is important is that you are involved. As NARPM® members, it is our responsibility to reach out and offer educational opportunities and to brand NARPM® as the badge of professionalism to the public and to our legislators. This will force them to recognize us when we bring property management issues to the forefront. We have a voice and we live in a society that gives us permission to use it.

Following in the footsteps of my father's family, as well as the many others who sought freedom and the opportunity to have a voice, we need to voice our concerns to legislators to set aside politics and get down to the business of what is important to us as a Nation. Many have fought proudly to be here and came not to be partisan, but came for the opportunity to be an AMERICAN. 🇺🇸

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Bringing Renters Home



**Elaine Saigusa, RMP®** candidate, is Principal Broker and Property Manager of Ainalani Realty, LLC in Hawaii. She has been a member of NARPM since 2008 and is currently the Speaker Chairperson for the Oahu Chapter. She graduated from the University of Hawaii at Manoa with a degree in Education and has over 12-years of property management experience.

# Who Is Trying To Steal From Us? Privacy Issue Concerns

At last year's National Convention in Seattle, one of the workshop speakers was Darity Wesley, CEO, Chief Privacy Guru and Senior Attorney of Privacy Solutions who spoke on Cyber Security. The topic was so timely and relevant that our incoming Oahu Chapter President, Laurene Young said, "We need to bring her to Hawaii, she's so good!" With the assistance of Marsha Shimizu at the Hawaii Association of Realtors, the class was approved for 3 CE credits. Our chapter charged a fee for the class to help offset the cost. We offered the class to all real estate agents and there were over 100 attendees! NARPM® members received a discount.

Darity spoke on *Legal, Privacy and Information Security Issues for The New Technological World of Business*. She stressed that as property managers, we and our staff, often collect, use, maintain and are privy to personal information from applicants, tenants, owners and vendors. It is imperative that we have information security in place by using technical tools and policies to protect our information systems from unauthorized use. Unauthorized use includes "...access, alteration, theft and physical damage."

The primary reason for privacy and information security is because of career computer criminals whose goal is to secretly steal from us. Often we find out about it after the damage has been done. Identity theft and consumer fraud on the internet are crimes that have impacted many of us in Hawaii and nationally. The widespread use of social media for personal information is also another avenue that computer criminals use to steal from us. Computer system breaches and viruses are nothing new. We need to have adequate virus protection, spyware and adware detection, removal software, authentication and encryption, firewalls and intrusion detection systems in place. Policy and procedures manuals should include policies on internet use, third party access, email, and social media. Thus it behooves us to protect our information or data that we have been charged with for safekeeping and at the same time

minimize the liability to our businesses.

Darity also spoke about the Privacy Protection Laws on the federal and state levels. On the federal level, the Gramm-Leach-Bliley Act, known as the Financial Modernization Act of 1999, regulates the privacy of financial information and the Health Insurance Portability and Accountability Act (HIPAA) regulates the privacy of medical information.

Pending federal legislation includes the Commercial Privacy Bill of Rights introduced in April 2011 which would establish rights to protect every American when it comes to the collection, use and dissemination of their personally identifiable information. In February 2011 the BEST PRACTICES Act (Building Effective Strategies To Promote Responsibility Accountability Choice Transparency Innovation Consumer Expectations & Safeguards) was introduced. This act would establish rules and regulations for privacy minimums to help consumers protect their personal information when they engage in online, Internet-based commerce and entertainment.

At the state level, ten states have added a Right to Privacy language to their State Constitutions. These states include Alaska, Arizona, California, Florida, Hawaii, Illinois, Louisiana, Montana, South Carolina and Washington. Note: Hawaii's Right To Privacy was added in 1978 at our State Constitutional Convention.

California was the first state to enact a Security Breach Law in 2002. This law "requires any state agency, person or business that owns or licenses computerized personal information to disclose any breach of a resident's personal information." Since then 46 other states and the District of Columbia, Puerto Rico



**Continued next page**

and the Virgin Islands have enacted similar laws.

Darity also provided the wording to use on our websites. The following is taken from her class material:

#### IMPORTANT: WEBSITE DISCLAIMERS

- About how you are or are not affiliated with other websites for which you provide links on your site:  
*"We are not responsible for the availability of any other site to which this site links. We do not take responsibility for the contents, advertising, products, privacy policies or other material made available through any other site nor do we endorse other sites. Please direct your concerns to that site's webmaster or appropriate contact."*
- About the fact that information provided on your website is not intended for legal or professional advice or liability:  
*"The materials available at this website are for informational purpose only and not for the purpose of legal or professional advice. The opinions expressed at or on this website are the opinions of the individual author and may not reflect the opinions of the firm or any individual agent or broker within the firm. The information available on this website may not reflect all real estate activity in the market."  
"No Warranty. This website is provided "as is" without representations or warranties of any kind, express or implied. Please contact me for further discussion."*

In conclusion, this is a brief overview of the insight Darity provided relative to the issues and concerns which many property managers, their staff and other keepers of computerized information should be cognizant. The Q&A that followed was very stimulating and an education in itself. One member commented that he learned more from this class than from any other CE class he had ever taken. These are important issues that need to be part of every real estate professional's education.

*Disclosure: Please note that the information for this article was taken from Darity Wesley's 16-page class handout and from the author's class notes.* 

#### Hear Ye! Hear Ye!

In accordance with NARPM® guidelines for approval of the Certified Residential Management Company (CRMC®) designation, notice is hereby posted that Lynn Sedlack, MPM® RMP®, with 33rd Company, Inc., has applied for the CRMC® designation.

If anyone knows of any reason why this company should not be eligible, please contact NARPM® National by phone at 800-782-3452 or by e-mail at [info@narpm.org](mailto:info@narpm.org). Objections must be received by October 16, 2011.

# What's Wrong with this Picture?



[www.PMAdvantages.com](http://www.PMAdvantages.com)



# CHAPTER Spotlight

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



**George W. Trombley** was born and raised in Massachusetts. He joined the Air Force right out of high school, and worked as Aircraft Crew Chief until retirement. Originally licensed in September 1991 in Nevada, he worked exclusively as a property manager until founding his own company in 1994 that managed single-family homes, small commercial office buildings, and brokered sales transaction for property management clients. George has been a REALTOR® since 1991, and joined NARPM® in 2003. He is currently a RMP® candidate, and serves as education coordinator for the Southern Nevada Chapter of NARPM®.

## Southern Nevada

The local chapter in Southern Nevada is doing well; actually, we are doing really well when you consider that we have 11,000+ REALTORS® in our local Board of REALTORS® that provides a terrific MLS to list our inventory with which to compete. Our chapter only has six general meetings each year because we are all so busy handling the best rental market in the country.

All the news about foreclosure and doom and gloom has created opportunities for property managers. The majority of homes bought at auction are being bought by investors who are fixing them up and turning them over to property managers to get the maximum return. The cap rate they realize is consistently above 10%. The foreclosed upon homeowners make excellent tenants and, when screening them, the only problem on their credit is the foreclosure. Many of them were victims of predatory lenders and can easily handle the lease payments the market demands. Previous homeowners seem to take better care of the property which is also a plus for the investor. Talk about a perfect storm!

In order to be relevant, our general meetings provide our members with news they can use. The requirement for speaker selection is based upon the value of the information to be presented and how the property managers will benefit from it. The Metropolitan Police Department (Metro) provides frequent speakers for our meetings. Crime is a problem in every city, but Las Vegas seems to be a major attraction for con men. The efforts of our chapter and Metro fraud detail have provided information to chapter members on a large money order washing scheme that could have cost us thousands of dollars.

In June, our Chapter President personally sponsored a Crime Free Housing event and brought the International "Crime Free" President, Tim Zehring, to Las Vegas to provide us with an 8-hour course on making properties we manage crime free. When Metro learned that Mr. Zehring would be in town to teach the class they asked if they could have a few of their community oriented police officers sit in on our class. Apparently the Crime Free training is a requirement for the community oriented police officer. Budget cuts in the local

police budget did not allow them to bring Mr. Zehring to town until funds were available. Our classroom simply was not big enough for this so Metro invited all of us to use the training room at the Police Academy. We trained with 31 officers and learned so much. I encourage you all to check with local law enforcement and see if they offer this training. Mr. Zehring was at the Southwest Regional Conference and also went to Colorado and provided the training there.

In May, Attorney Regina McConnell from the Family Law Center provided us with new strategies on collecting money owed by past tenants. Attorney Justin Watkins of Atkinson and Watkins, LLC, who was also a speaker at the Pacific Regional Conference, spoke to our group. He enjoyed the property managers so much that he has agreed to be our chapter counsel in exchange for an affiliate membership. He offered all the chapter members his phone numbers should they have questions. Free of charge, the calls must be limited to 10 minutes and related to property management or contracts.

Our general meetings are being sponsored by our affiliates and this practice was started by Sandra Thomas, our Past President. Our meetings are held at the Palace Station Grand Ballroom and the room used is provided for free. We only pay for the refreshments. Each of these meetings has a sponsor who must be an affiliate of the chapter. The meeting sponsor is given 10-15 minutes to tell us about his or her company. We seem to get as many affiliate members as we get professional members at our meetings so it is a win-win situation all around. We also are fortunate to have many sponsors interested in participating in our meetings because they all know property managers are a potential source of business. Attending NARPM® meetings in Las Vegas is an excellent time to meet 30-40 property managers in one place. We have tables set up for the affiliates to place their marketing materials. The speaker at our September meeting was the Judge Advocate General (JAG) from nearby Nellis Air Force base. He provided us with the do's and don'ts of the Servicemembers Civil Relief Act, formerly the Soldier and Sailor Civil Relief Act of 1947. 

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Shawn in Boca Raton, FL

\*Based on data from comScore Media Metrix.

# REGIONAL Communications

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



**Richard Vierra, RMP®** is the Principal Broker and Director of Property Management of Hawaii Reserves, Inc. in Laie, HI. Richard received a Bachelors Degree in Business Management and a Masters Degree in Business Administration prior to receiving his real estate license and broker's license. He has served on the Long Range Planning Committee for a year, and is one of the founding members of the Oahu Chapter and a former Chapter Treasurer and President. He is also a member of the Building Owners & Manager Association (BOMA) and the International Council of Shopping Centers (ICSC). Richard is currently serving as a NARPM® Regional Vice President for the Pacific Region.

## The RVP Bulletin

The slow clicks on the keyboard punctuate the still night. Alone at the office reaching to find purpose to an article, an average speaker and a marginal writer listens to old entertainment clips on YouTube, absorbing the musical sounds and glittering sights of Grammy Awards present and Grammy Awards past. The subject of residential property management is on his mind, as the office air conditioning automatically shuts off. It is midnight.

A young Beyonce and an age-defying Tina Turner belt out harmonies of the timeless Proud Mary while big-haired backup dancers sing and gyrate in black leather pants and stiletto heels. Eminem raps, points and bounces to the rhythm of Sir Elton John's masterful piano playing. Three young, stylish and scantily dressed divas take turns at the classic Lady Marmalade before turning the stage, and the song's final reprise, over to the immortal and flamboyantly-gowned, Patti Labelle. The subject of residential property man-

agement has purpose. The clicks on the keyboard increase in speed as sounds blend and thoughts mesh. The minutes tick by.

As the slow clicks continue on the keyboard, the YouTube clips also continue. A graying, but still bushy-haired Art Garfunkel joins Paul Simon and his guitar on stage and together they sing The Sound of Silence in near a cappella perfection. Pink glides through the Grammy's hazy stage singing, and in a few sultry moves, slips out of her loose satin gown revealing a flesh-toned leotard; then is rhythmically entwined in flowing white fabric as she is transported to the ceiling while spinning and belting out a moving love ballad. And then there is the late, great Michael Jackson alone on the stage pleading the slow melodious introspective commentary of the world around him in Man in the Mirror. YouTube is a wonderful thing. Residential property management becomes clear. Time flies.

No doubt, our lives and our professions, like the Grammy entertainment clips, are a blend of old and new. Generations of singers built the blocks upon which the stars of today stand. And tributes to their music, their lives, their ambitions and dreams are well played out on theatre stages across the world. Equally, history often dictates the present and predicts the future. Whether it is events, politics, economics, romance, health, business, families, or our business, lessons learned are knowledge gained.

Residential property management in and of itself is not new. The Landlord in generations past was the "lord of the land" he owned. The word Tenant is derived from Latin and then Old French, meaning "holder," (not owner, nor lord of the land). Residential property management has brought, and continues to bring both together in a manageable business relationship. In our lifetime, a man has walked on the moon; the atom was split; the Boston Red Sox have

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**Build on the past and look forward to a bright future by doing the right thing, at the right time, for the right reason.**

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won the World Series (and the Chicago Cubs sadly have yet to do so); television has gone from black and white, two-minutes-to-warm-up, red hot tubes, to huge, instant-on cool, LED flat screens; and cell phones have gone from two-piece, wired shoe boxed size units with 2-foot antennas, to wireless earphones that are barely visible. Today, however, the Internet, e-commerce, fiber optics and technology move the residential property manager faster than ever before. Where once a fifteen-cent stamp took a lease several days to go from one town to another, the click of a mouse button now sends a scanned signature on a twenty-page lease document in a fraction of a second to the other side of the globe. What then needed an 8x10 storage room, now can fit in a portable, lighter-sized zip drive.

Yet despite the evolution of the world around us,

**Continued on page 20**

**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



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**Sudesh Nambiar** is currently Head of Leasing for Green Emirates Properties, subsidiary of First Gulf Bank located in Abu Dhabi, the capital city of United Arab Emirates. He has 9 years of leasing & property management experience. His current portfolio size is of 6.4 million square feet (4,500 units) comprised of residential buildings, villa compounds, office buildings and mix-use developments. He is responsible for all aspects of leasing, operations, and management activities.

# A Vital Role In Property Management The Call Center

In this modern and competitive world it is essential to have an operating model that blends processes and technology. A call center can play a vital role in the property management business by giving round the clock answering services to prospects and tenants, whether it's for booking an appointment to view an apartment, taking messages or dispatching for maintenance emergencies.

Communication is key to any business and therefore it's essential to have a 24/7 call center for property management entities that maintain mid to large size portfolios. This communication tool helps to capture questions, concerns and requirements from prospects, existing tenants and landlords. The call center also gives a professional appearance to the company, showing its importance to their tenants. The system helps to establish an effective and integrated relationship between the property manager and tenants and will also enhance the operations' efficiency. A call center makes it easier to handle customer interactions while giving more control over the resources.

Customer service is an important aspect in the property management business. Prospects, tenants and

call center agents should be well trained. Agents should understand industry needs and should effectively respond to clients' concerns in the most professional and respectful manner possible. Agents must provide prospects and tenants with the absolute best services possible, along with a solid commitment to resolve their issues promptly. A well trained call center agent must have the listening skills and be polite and caring when answering clients' queries. They should help the clients to best of their ability and if they can't then they should explain the reason for why they cannot assist the clients.

## **BENEFITS OF HAVING A CUSTOMER CALL CENTER**

- Instant answers to questions and personal contact with leasing agents.
- Immediate access to a property staff member who can address their issues and concerns.
- The ability to communicate with leasing agents even when they are at work, in a meeting or other situation when they are unable to answer to a call themselves.
- Retention of tenants.
- Maintain high volume occupancy.

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## **A call center plays a vital role in the property management business by providing round the clock answering services.**

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homeowners regularly contact the property management company for several reasons. There are times they cannot reach the property manager directly. Maybe the property manager is out of his office or he may be in a meeting or on a site inspection and therefore can't answer the call. This is where a call center would play a vital role. People expect respect when they call. They want an answer to their questions, they don't want to be passed around and they don't want to wait around for calls to be answered. Clients expect a quick response so it's extremely important to provide a response right away. People expect a professional yet personal touch with the person they speak to, therefore

It has become imperative to have a customer relationship management system. The records of every question and concern pertaining to leasing and property and facilities management has to be documented and appropriate actions must be taken in a timely and efficient manner.

There is a common saying "Customer is king." This phrase will never change because the customer is the deciding factor and therefore should be provided with elite service.

All in all, a call center should be a vital part of your property management business. 🏠



# It May Be Your Responsibility Fire Hydrant Maintenance

Asset management is the topic of much water-cooler talk these days, but what is it exactly and why is it important to you as a property manager? When municipalities talk about public asset management they are referring to maintaining the city's infrastructure – such as roads, water supply and communications systems – to ensure service to residents. The aim of asset management is to maintain and extend the life of valued assets, in turn reducing the cost to the city and its residents.

One asset that tops the list is fire hydrants. Fire hydrants are an essential tool in a city's arsenal to fight fire, and ensuring hydrants are in ready condition is of utmost importance. An improperly functioning or non-functioning hydrant can cost the fire department precious minutes in saving lives and property.

While many assume the city or the fire department is responsible for maintenance of hydrants, many hydrants located on private property are actually the responsibility of the property owner/manager. In other situations, municipalities and property owners may share responsibility for maintenance of hydrants. The best way to determine the jurisdiction and ownership of hydrants on your property is to contact local authorities.

If this responsibility falls to you as a property owner/manager, you'll want to be sure the hydrants on your property are inspected and properly maintained. You'll also want to be aware of any alerts issued and any necessary repairs that need to be made. An example of this is a recent industry recall of hydrants using a particular grease containing an additive found to be corrosive. The additive, over time, could make affected hydrants inoperable. Identify the manufacturer and model number of hydrants on your property, then contact the manufacturer to determine if the hydrants might be affected. If so, the manufacturer should provide the needed materials and labor to make the repair.

## OPERATION, INSPECTION AND MAINTENANCE

Follow the general inspection and installation guidelines outlined in the *American Water Works Association (AWWA) Manual M17 for Installation, Field Testing, and Maintenance of Fire Hydrants*. This manual is available for purchase from AWWA ([www.awwa.org](http://www.awwa.org) or 800-926-7337), and hydrant manufacturers typically will have guidelines available online for models they manufacture.

Obtain the AWWA and/or manufacturer's manual for your hydrants and follow the guidelines closely, keeping the following points in mind.

## OPERATION

A thrust bearing hydrant requires minimum torque to operate. It is possible to damage the hydrant by forcing it open or closed beyond the stopping point. If the hydrant doesn't turn easily, the addition of a recommended food grade lubricant may be necessary. Open fully to help prevent erosion of backfill around the drains and to help prevent small debris from being trapped in the hydrant seat. After use, close completely.

Also note, it's very important that the hydrant is not under pressure when removing the cap. Opening it under pressure can result in the cap blowing off and causing serious injury.

## INSPECTION AND MAINTENANCE

It's recommended that hydrants be inspected and maintenance performed twice a year and after each use, especially in cold weather, for proper operation and drainage.

Again, follow the guidelines closely in conducting an external inspection of paint, caps, chains, etc.; checking traffic type hydrants for damage to the breakaway feature; looking for leakage around the gaskets, caps, O-rings and drains; verifying that the hydrant drains properly; and fully opening, flushing, then shutting off the hydrant.



**Walter Cooper** is division sales manager of AMERICAN Flow Control, headquartered in Birmingham, Ala. He joined AMERICAN in 1982 and was assigned to the Orland Sales Office. In 1991, he moved to Birmingham as assistant division sales manager. The Florida native is a graduate of the University of Arkansas, Little Rock. He is a member of the American Water Works Association and the AMERICAN Leadership Association. He and his wife, Lynne, have three granddaughters and two grandsons.

Continued on page 20

**Continued from page 16 “RVP”**

residential property management is still steeped in the principles of innovation, growth and progress and is still based on simple needs – imagination, necessity, communication and desire. Residential property management has and continues to evolve, but the foundation still remains the same: Service, details, ethics, and knowledge.

NARPM is a reminder of that foundation. Whether it is born at the National level, the regional level, the state level, in your chapter, in your office or in your relationships with your co-workers, owners, tenants, friends, or families, the principles of service, details, ethics and knowledge dwells in each of us. And while those principles are constant, each of us manifests them differently in our daily professional and personal lives.

Be of service to one another - be it your co-worker, your owner, your tenant, your friends or your family. Be attentive to details - whether it is in remembering names, completing documents properly, or listening before talking. Be ethical - do the right thing when

no one is watching. Be knowledgeable - in not only becoming a better residential property manager, but becoming a better person, spouse, parent, child, or friend. One hundred years from now when each of us is a memory and a story to the coming generations, NARPM® will still be evolving, getting better, getting larger, and getting stronger.

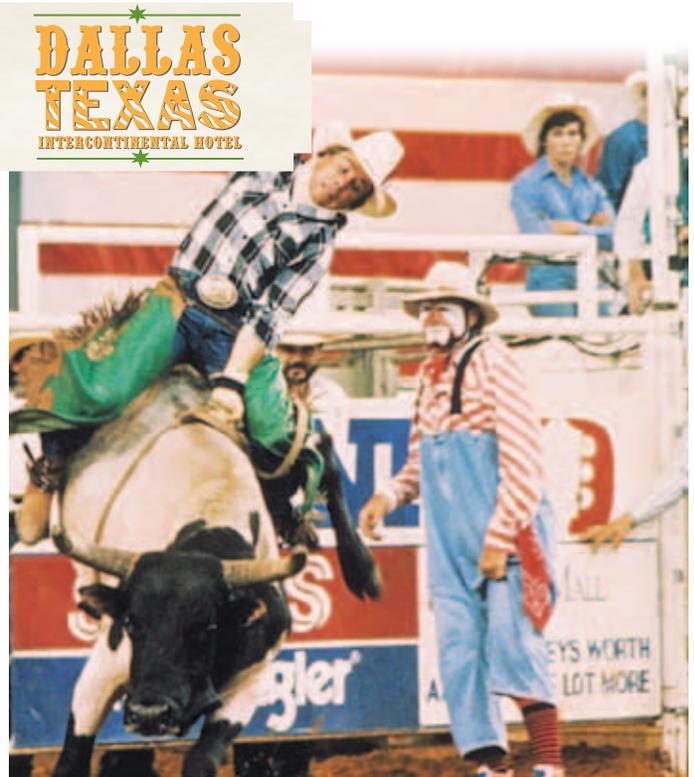
The clicks on the keyboard are slow now. The Grammy entertainment clips of Patti Labelle and three divas, Sir Elton John and Eminem, Tina Turner and Beyonce play on; each of the senior passing to the junior some history, some value, some principle, play on. Surely residential property management is a lesson in old and new as well, evolution and progress, roots and branches; a connection of principles and the practice of service, details, ethics and knowledge, being passed from one to another.

May we as NARPM® members, build on the past and look forward to a bright future in doing the right thing, at the right time, for the right reason. 🏠

**OCTOBER  
19-21**

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**Continued from page 19 “Hydrants”**

As part of routine maintenance, remove all nozzle caps, clean rust or corrosion from threads of nozzles and caps, and replace cap gaskets if necessary. Apply a light coat of grease to the nozzle threads before replacing the cap. Note: use a recommended food grade grease. Since the housing is sealed with O-rings, it is not normally necessary to add grease to other areas of the hydrant.

A little time each year spent inspecting and maintaining your property’s fire hydrants is a smart investment. In addition to extending the hydrant’s life and lowering cost, it will ensure your property and residents can rely on the operation of this invaluable fire protection tool. 🏠

The past presidents of NARPM® invite you to join them at their annual Golf Tournament to benefit a local charity of their choice. This year's event will take place on October 18, 2011.

# Fore!

## SPONSORSHIPS

*Thank you to our golf tournament sponsor for their support!*



## DONATIONS

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Help us help Vogel Alcove with a suggested donation of \$100 or a \$\_\_\_\_\_ donation of your choosing.

## GOLFERS

**Help us reach our goal** of 100 golfers to participate in this exciting first-year event! Don't be shy—all skill levels are welcome. Just come on out to the green for a great time with your fellow NARPM® members and support this year's charity, Creative Living Options.

**Current golfer count:** As of August 25, 2011.

# 27



NARPM® 23RD ANNUAL CONVENTION PAST PRESIDENTS' GOLF TOURNAMENT  
BROOKHAVEN COUNTRY CLUB, 3333 GOLFING GREEN DR., DALLAS, TX

In the interest of networking and fellowship, the tournament director will place all players on a team based on their ability.

### EVENT REGISTRATION Deadline is September 10, 2011

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 Security Code \_\_\_\_\_ Cardholder \_\_\_\_\_  
 Signature \_\_\_\_\_  
I authorize NARPM® to charge my credit card.

Send registrations to play golf by mail to NARPM®, 638 Independence Parkway, Suite 100, Chesapeake, VA 23320; by fax 866-466-2776; or by email [info@narpm.org](mailto:info@narpm.org).

## THIS YEAR'S CHARITY

Each year, the NARPM® Past Presidents' Golf Tournament will benefit a charity of the Tournament Chair's choice.



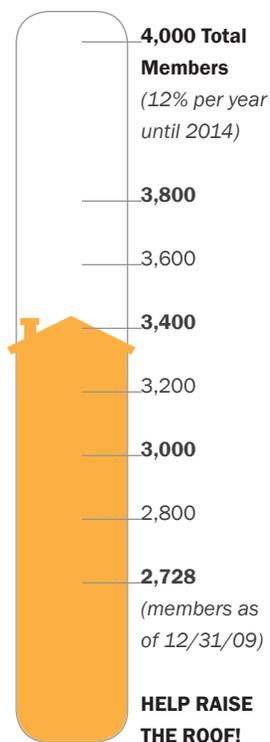
Since 1987, Vogel Alcove has provided amazing services to the homeless of Dallas. 24% of Dallas' homeless are children. Vogel Alcove provides these children with food, clothing, education, sensitivity curriculum, medical and dental care and a host of other services without charge. In addition, Vogel Alcove and their staff provide screening for developmental delays, play therapy, and speech occupational and physical therapy. Parenting programs are also available covering the challenges of surviving depression, anxiety issues, and parenting matters. Many of their services are provided in Spanish. Several families in our community have been touched by Vogel Alcove. It is an honor to tell this story and raise awareness and support for the Alcove through this year's Past President's golf tournament. I'm very proud to see so many property managers help support the ongoing fight from homelessness.



National Association of Residential Property Managers

# MEMBERSHIP Growth

A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM JULY 25 - AUGUST 23 2011.



Kent Forsythe  
Superior Real Estate  
Services, LLC  
Riverside, CA  
877-308-7368

Mark E. Fry  
Jacksonville Property  
Management Pros.com  
Jacksonville, FL  
904-520-4283

Daniel A. Gallien  
Rent 1 Management, Inc.  
West Palm Beach, FL  
561-383-9300

Cortney Gill  
GSG Property Management  
San Antonio, TX  
210-930-4440

Brian Gray  
Lime Key, Inc.  
Decatur, GA  
404-243-0243

Debra Hawkinson  
John L. Scott Real Estate-  
Greenlake  
Seattle, WA  
206-524-2135

Keri Jones  
Pend Orielle Properties  
Newport, WA  
509-671-7106

Tracey Judah  
Dove Property Management  
Vancouver, WA  
360-448-2851

Daniel Kattan  
Property Management  
Advisors, LLC  
Miami, FL  
305-770-4440

Deysma Kettering  
Moving Forward Realty, Inc.  
Orlando, FL  
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Joel Kurosaki  
Residential Resource, Inc.  
Kaneohe, HI  
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Cynthia R. Lopez  
DenverRental.com  
Greenwood Village, CO  
303-682-3900

Jason A. Pesterfield  
AHI Properties  
Pelham, AL  
205-682-9106

David A. Puskaric Jr.  
Parkline Management, LLC  
Naples, FL  
239-321-5302

Jack E. Robinson  
Shadow Ridge Properties, LLC  
Naples, FL  
239-352-2313

Joe Scaperotta  
Scaperotta Property  
Management  
Panama City Beach, FL  
850-215-4733

Edward Scrutchfield  
KC Rental Properties, LLC  
Blue Springs, MO  
816-229-2424

Kathleen M. Teare  
Atlanta Partners Property  
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Lawrenceville, GA  
678-597-5888

Gary G. Walker  
Walker Realty, Inc.  
Aurora, CO  
303-731-5696

Anita White  
Josephine County Property  
Management  
Grants Pass, OR  
541-951-4902

Stephanie P. Williams  
Valentine Sales and Management  
Phoenix, AZ  
602-866-0150

Brian D. Woolard  
Chaplin Williams Rental, Inc.  
Amelia Island, FL  
904-261-0604

Regan Young, RA  
Lui & Young Realty, Inc.  
Honolulu, HI  
808-941-4016

Shawn Ziglari  
Choice Property Management  
& Services, LLC  
Vienna, VA  
703-760-8909

Joe Zylka  
Zylka Properties  
Dallas, TX  
214-476-1215

## AFFILIATE MEMBERS

National Real Estate  
Education, LLC  
Andrew Liles  
Roswell, GA  
678-360-0141

Spherexx.com  
Becca Wilson  
Tulsa, OK  
866-491-7500

## SUPPORT STAFF

Wes Culver  
Property Management Services  
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574-534-7368

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McCreary Realty  
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Marietta, GA  
770-427-5711

Darryl Riegsecker  
Property Management Services  
Goshen, IN  
574-534-7368

## PROFESSIONAL MEMBERS

Carmen B. Barnes  
Executive Asset Management  
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678-522-0491

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Barron's Management  
Group, Inc.  
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Gary E. Brach, PRM  
Julian Properties, Inc.  
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Carroll Realty Property Mgmt.  
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850-872-7473

Stephanie Christensen  
Crown Realty & Mgmt CRMC®  
Roswell, GA  
770-998-9300

## NARPM® Affiliate Members

### **BUSINESS PRODUCTS AND SERVICES**

ACN BC Communication  
All County Franchise Corp  
American Draperies & Blinds  
Avenue West Global Franchise  
AZUMA Leasing  
Burns Pest Elimination  
Carrington Property Services  
Cbeyond, Inc.  
Centex House Leveling  
Coastal Reconstruction Group  
Cook & Company Ltd  
CORT  
CoSign My Lease  
Defender Direct  
DocuSign Inc.  
East Coast Public Adjuster TX  
First American RMS  
Greeley Tent & Awning Company  
Hart and Associates  
Health Advocate Inc.  
Heather Grimes R.E. School  
IronStone Bank  
JGS Insurance  
Johnson Agency  
LandlordSource  
Merchants Information Solutions  
Meternet  
Mobile Insurance Agency  
Mutual of Omaha Bank  
NCSPLUS, Inc.  
New Empire Group  
Nu-Set Lock  
OPTIONS  
Oracle Financial Services  
PayLease, Inc.  
Peachtree Business Products  
Preferred Property Managers, LLC  
Property Management Inc.  
PropertyManagementPros.com  
QCI - Structural Solutions  
Regal Restoration and Remodeling  
Renters Legal Liability  
Resolve Partners, LLC  
Scent Tek  
Servpro of Campbell  
Social Eyes Marketing  
Southwest Recovery Services  
Starker Services, Inc.  
Supra  
TenantAccess, Inc.  
The InfoTech Group LLC  
United Refrigeration  
Unitrin Direct Preferred Insurance  
Utah Apartment Association  
Venturi Clean  
WeCosign, Inc.  
World Connections Travel Inc.

### **INTERNET TOOLS/MARKETING**

All Property Management  
Apartmentratings  
Business Rating and Reviews  
DocuSign Inc.  
FreeRentalSite.com  
Grand Terra LLC  
HERO PM  
HomeTownRent.com  
Hotpads.com  
Landlord Solutions  
Manage My Property  
MMM Limited  
MOVE Inc.  
MYOWNREALESTATE.COM  
Planet Synergy, Inc.  
Pointwide.com  
Property Management Inc.  
Property Management Profile, LLC  
Property Rentals On The Net INC.  
Propertyware, Inc.  
Providence Mgmt & Investments  
RealRentals.com  
Rent.com  
Rent2Buy America, LLC  
Rental Ads  
Rental Source  
Rentalhunt.com  
Rentals.com  
Rentbits Homes

Rentfeeder Inc  
Runzheimer International Ltd.  
Spherexx.com  
WalkThruInspections.com  
Xpress-pay.com  
Zillow, Inc

### **LEGAL SERVICES**

Boltz Law  
Judith B. Wolk LLC, Attorney  
Law Ofcs of Heist, Weisse & Davis, PA  
Law Office of Daniela Pavone  
Pre-Paid Legal Services, Inc and GoSmallBizz.com  
Privacy Solutions, Inc.  
Provizer & Phillips PC

### **MAINTENANCE**

Able Restoration  
Alpha Pest Control Inc.  
Archipelago Services LLC  
A-ROCK Property Preservation  
Artistic Solutions Landscaping  
Belfor Property Restoration  
Crime Clean of Texas, Inc.  
Delta Mechanical Inc.  
DMC Construction  
Earth's Best Natural Pest Mgmt  
Empire Today LLC  
Extreme Landscape & Management  
Greeley Tent & Awning Company  
KYS Construction, LLC  
MFS Supply  
Mr. Rekey Locksmith Services  
MSN Construction and Management Corporation  
Orkin, Inc.  
Propertyware, Inc.  
RR Roofing  
Service Master Cleaning & Rest  
Sherwin-Williams Company  
Spartan Plumbing  
The Siding Specialists, Inc.  
Western Mold Pro, Inc.

### **SOFTWARE**

AppFolio, Inc.  
BuildingLink.com, LLC  
Buildium  
HERO PM  
Hoamanagement.com Inc.  
MYOWNREALESTATE.COM  
National Real Estate Education, LLC  
Planet Synergy, Inc.  
PROMAS Landlord Software Center  
Property Genie  
Property Management Inc.  
PropertyBoss Solutions, LLC  
Propertyware, Inc.  
Rent Manager  
Rentec Direct LLC  
RentJuice  
TRexGlobal.com  
Yardi Systems

### **TENANT SCREENING**

ACRAnet  
ACUTRAQ  
Alliance 2020  
Background Info USA  
Beacon Background Screening Services, LLC  
Clear Screening  
Contemporary Information Corp.  
CoreLogic SafeRent  
Credit Investigators, INC  
E-Renter USA  
LexisNexis Resident Screening  
Microbilt  
MOCO, Inc.  
Mocolnc-The Information Source  
National Tenant Network, Inc.  
Rapid Credit Reports  
Reliable Background Screening  
Resolve Partners, LLC  
SARMA  
StarPoint Screening  
Tenant Approve  
Tenant Screening USA  
Trans Union Rental Screening Solutions  
TVS Tenant Verification Service, Inc

## 2011 Designation Candidates

(since 2010 convention)

### **RMP® CANDIDACY**

Laurel Anderson  
Susan M. Bielser  
Karen Birdy  
Russell Birdy  
Jason Bostick  
Celine Cantwell  
Lisa Coulter  
Anika Dixon  
Dennis Dodson  
Verna Eguires  
Joel Elliott  
Jennifer Ellis  
Benjamin Farham  
David Haas  
Randy Halsne  
Leesa Harper-Rispoli  
Porsche Harvey  
Colleen Hooper  
Claudia Host  
Elizabeth P. Ishimitsu  
George James  
Jonas Judd  
G. F. Kempself  
Jorgette Krsulic  
Cheryl Y. Kunitomo  
Stephen Lankford  
Donna Lasater  
Melissa Lofton  
Alexander Machado  
Kevin Mackessy  
Jordan Maddocks  
Diane Marr  
G. Wayne Marinik, Jr  
Robert Massey, Jr  
Kimberly Meredith-Hampton

Charlene Minor  
Todd Monohon  
Amy Newell  
Brandi Oshiro  
Benjamin Parham  
Pam Penick  
Dana Possick  
Craig Richey  
Matthew Ridings  
Daniel Riley  
Melissa Riqueres  
Kevin Rose  
Tressa Rossi  
Elaine Saigusa  
Steve Schultz

Camille Sebring  
Jaime Sepulveda  
Tiffany Taylor Sleater  
Cyndy Starr  
Margaret Steacy  
Carrie Swafford  
Robert Thomas  
Sandra Thomas  
James Turner  
Timothy Wehner  
Billy Williamson  
Ronald A. Wills  
Alexander Yoder

### **MPM® CANDIDACY**

Riza Bell, RMP®  
Gregg Birdy, RMP®  
Hoppie Cantwell, RMP®  
Barney Christiansen, RMP®  
Merilee Christiansen, RMP®  
Brenda Davila, RMP®  
Greg Doering, RMP®  
Christina Hogan, RMP®  
Amy Karns, RMP®  
Shannon McLaughlin, RMP®  
Deborah Newell-Wagley, RMP®  
Janelle Nord, RMP®  
Mike Norris, RMP®  
Troy Rappold, RMP®  
Adriana Fruht Rodriguez, 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.  
Liberty Management, Inc  
Keller Williams Home Locators  
33rd Company, Inc.

**Start down the road to designation today!**

For more information, visit [narpm.org/search/search-affiliates.html](http://narpm.org/search/search-affiliates.html).

# AMBASSADOR Program

EARN REWARDS AND ACHIEVE AMBASSADOR STATUS FOR REFERRING NEW NARPM® MEMBERS.

Who better to spread the word of the benefits of NARPM® than its members? To achieve Ambassador status, you must refer five new members in one year. You will then receive an award certificate and a \$200 NARPM® credit that can be used toward your annual dues, upcoming events, education classes, and more! You can earn multiple award certificates in a 12-month period, so be sure you continue referring new members even after you have achieved Ambassador status.

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.

## 2011 AMBASSADORS

Dawn Crawford, MPM® RMP®	Cherie Ruchty
Theo Montgomery	Paul Arrington
Molly Anderson, RMP®	Sally Ankers, RMP®
Traci Lewis Vancamp, RMP®	Mary Rinaldi, MPM® RMP®
Jayci Grana, MPM® RMP®	Lynda Ghaedi
Judy Rose	Jennifer Herman
Brian Birdy, MPM® RMP®	Robert Locke, MPM® RMP®
Chantal Bachar	Kevin Martin, RMP®

## JULY 25 - AUGUST 23, 2011

### NEW MEMBER

Stephanie P. Williams  
Darryl Riegsecker  
Wes Culver  
Mark E. Fry  
Joe Zylka  
Joel Kurosake  
Gary E. Brach  
Kathleen M. Teare  
Laura "Bess" McCreary  
Lani Samer  
Brim Gray  
Regan Young

### REFERRING MEMBER

Dan Valentine  
Val Culver  
Val Culver  
Greg Babbitt  
Mark Kreditor  
Mary Beth Denis  
Gene Bennett  
Mike Nelson  
Michael McCreary, RMP®  
Laurene Young  
Robert Locke  
Laurene Young

What Would **YOU** Do with \$200 NARPM® Dollars? Dues? Education Classes? Convention?

Bring new members to NARPM® and receive \$200 in credits!

Did you know that for every 5 new members you recruit into NARPM® you will receive \$200 credit that can be used towards your dues or any other fees you pay to NARPM®? Yes, it's that easy. Just put your name in the referred by section of the application and watch your credits add up.

Here are some ideas to help you recruit new members:

- Send an email to your network.
- Share the benefits of membership with your peers.
- Add a link to your emails with a membership application attached that lists you as the referred by party.
- Hand out membership applications to your colleagues.
- Post tweets and other announcements on your social media channels promoting NARPM® membership.

All information you need can be found at <http://www.narpm.org/join/> or you can just scan the QR code at right with your smartphone or tablet using a QR code reader app.

For more information contact [info@narpm.org](mailto:info@narpm.org) or call NARPM® at 800-782-3452



HOW CAN 5=200?  National Association of Residential Property Managers

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# Property Management Solutions

## The Professional Landlord PROMAS Landmaster Since 1989

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Owner statements online  
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Tenant payments online  
Letters using Microsoft Word  
Print MICR encoded deposit slips  
Integrated credit checking  
**ROCK SOLID ACCOUNTING**

## Owner & Tenant portals PROMAS Central

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PDF Owner statements  
PDF Tenant statements  
Owner/Tenant activity  
Documents  
Backup to Internet

*NARPM Affiliate since 1995*

## The Landlord Inspector™

### Streamline Your Inspections

- \*Move-in, Move-out, Survey*
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- \*Maintain inspection history*
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# DESIGNATION Classes

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**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
10/17/2011	Dallas, TX	Operating a Maintenance Co. Essentials	Sylvia Hill , MPM® RPM®
10/17/2011	Dallas, TX	Owner/Client Essentials	Fred Thompson, MPM® RPM®
10/17/2011	Dallas, TX	Habitability	Darryl Kazen, MPM® RPM®
10/18/2011	Dallas, TX	Operating a Maintenance Co. Advanced	Sylvia Hill , MPM® RPM®
10/18/2011	Dallas, TX	Owner/Client Advanced	Fred Thompson, MPM® RPM®
10/18/2011	Dallas, TX	Ethics	Darryl Kazen, MPM® RPM®
11/17/2011	Tucson, AZ	Ethics	Ray Scarabosio, MPM® RPM®
11/18/2011	Tucson, AZ	Risk Management Advanced	Ray Scarabosio, MPM® RPM®

**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)

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

## ⓑhour 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®.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

E-mail \_\_\_\_\_

**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 \$ \_\_\_\_\_

Visa  
  MasterCard  
  Discover  
  American Express

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

Signature \_\_\_\_\_

I authorize NARPM® to charge my credit card.

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