

Residential Resource

The Monthly Newsletter of the National Association of Residential Property Managers

Disaster May Be in Store: What About Your Records?

by Cheryl Stubbendieck, CAE

Will It Happen To You?

One in nine businesses will experience a disaster in its lifetime. Forty-two percent of businesses affected won't be able to recover from the disaster because of records loss.

Those statistics are a compelling reason to shield oneself by storing important records off-site.

According to Donald Garrison of DATA Record Center management, "Many people assume that disasters happen to someone else — that they'll be among that eight out of nine companies that aren't affected. Or they assume disasters happen somewhere else — not here." Yet events across the nation indicate otherwise.

Disaster Has Many Faces

It may come in the form of fire, flood, broken water or sewer pipes, or even a disgruntled employee. All have potential to destroy the records organizations need to operate. Companies should plan ahead by developing a disaster control plan and by regularly transferring important records off-site.

Computer records should be backed up daily and the backup disks should be stored at another location. "It does no good to make duplicate records and then leave them in the office," Garrison points out.

Because of the importance of records, many insurance companies providing business coverage require their clients to have a disaster control plan which includes off-site storage. In addition, many people aren't aware that Securities and Exchange Commission rules hold that corporate officers can be held personally liable under federal law if the company's assets — including vital records — aren't protected. Penalties are up to a \$10,000 fine and five years in prison.

Needs and Options

A company's disaster control plan should include provisions for an alternate location to operate the business, emergency telephone requirements, and a contingency plan

for dealing with customers and suppliers, as well as regular backup and off-site storage of documents.

Professional storage centers store documents, computer materials, and industry-specific records such as X-rays for a variety of public and private organizations. Temperature and humidity are often controlled and security systems protect the stored records. Names of clients are confidential and only the centers' employees have access to the storage

vaults. However, clients may use conference rooms at the record center when working with stored documents.

Professional storage centers often go beyond mere storage by offering such services as retrieval and delivery of documents, fax delivery to another location at the client's

request, and destruction of documents on a planned schedule.

(Reprinted with permission from NSAE Newsletter, November 1993, Nebraska Society of Association Executives.)

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NARPM Calendar

Mar 16,17,18	Maintenance, Marketing & Operations Courses	Pensacola, FL
Apr 22	NARPM Board Mtg	San Antonio, TX
Apr 26	Operations Course	Seattle, WA
Apr 28	Marketing Course	Denver, CO
May 20	Maintenance Course	Prescott, AZ
May 20	Operations Course	San Jose, CA

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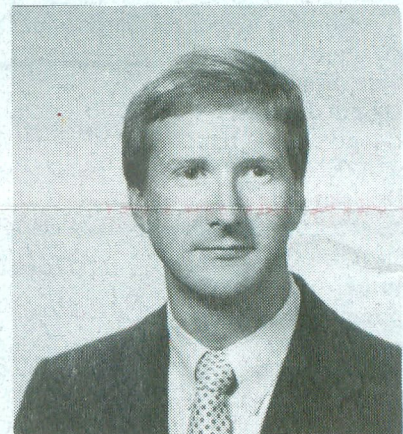
The Stepchild Grows Up

Josiah Meyer had worked in the multi-family management industry for 20 years when he began to notice the market niche of single-family and small multi-family property management. Having worked within the corporate structure of the multi-family industry, Joe was fascinated by the opportunity of starting a company that focused on management of single-family homes and small apartment properties. Four years ago, Joe founded Compass Property Services in Oakland, California. One year later, he joined NARPM where he met other professionals who were building vital, growing businesses in this market niche industry.

Joe recognized, like many other NARPM members, that there is a rapidly growing need for professional management to serve owners of single-family and small multi-family properties. Joe is right. What was described in the past as a "stepchild" of the real estate industry is now being revealed as a huge industry of its own with some very impressive statistics.

The 1990 US Census reports 33 million residential rental households in the nation. Of that 33 million, 29.4 million are properties with less than 50 units. In other words, 89% of all rental households in the US are properties that would be considered "small" residential properties. The startling fact is that, based on median monthly rent, this represents a \$157 billion annual industry.

NARPM members around the nation are working hard to communicate the message that this once seemingly obscure industry has a significant economic impact on every community. In a recent article titled, "Time to Recognize the Single-family Property Management Industry," Suzanne Reeder, Chair of the King County, Washington NARPM Chapter, explains how the local NARPM Chapters have taken an active role in a legislative work group that will be making



*Kit Garren
NARPM President*

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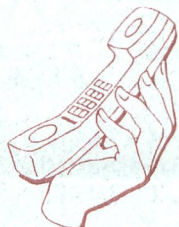
recommendations for changes in the current *Residential Landlord Tenant Act*. "Legislators have always assumed that the apartment industry represented our interests when residential landlord/tenant issues were decided," Reeder explained. "It's a matter of time, and now is the time," she says in describing the recognition of our industry.

The phenomenal growth of NARPM vividly illustrates that this previously unrecognized industry is taking on a life of its own. Professional managers are actively seeking resource information for their growing businesses and a platform for their common voice.

The role of NARPM is to provide the very best resource possible to the professional property manager serving this segment of the industry. Professionals like Joe Meyer and Suzanne Reeder, who have seen the opportunities available in this business, continue to seek ways to improve their client and customer services. NARPM stands firmly committed to providing the resource information and unified industry voice that Joe, Suzanne and all other NARPM members need to "**Profit Through Professionalism**" in this highly specialized field.



AREA CODE CHANGES THIS MONTH!



Because Arizona has outgrown the days when one area code could serve the entire state, changes are being made this month. Effective March 19, 1995, only the greater Phoenix area will retain area code 602. The rest of the state will become area code 520.

Why is this important to NARPM members? Because our headquarters is in Tucson, therefore, their area code will become 520. This, of course, has no bearing on the toll free number, but it does affect the fax line and the local phone line.

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THE PROFESSIONAL IMAGE

by Gaylan Kindschy

You probably remember a junior high school teacher who wasn't very organized and a bit scatter-minded. This was the teacher that you could "pull one over" on. Everything was misplaced and carelessly piled high around his/her desk. If you failed to do an assignment and it was brought to your attention later, you could swear that you turned it in and the teacher would be beside him/herself trying to find it. It worked both ways, though. Sometimes you turned in the assignment and it was truly lost.

On the other hand, you also remember a teacher that was so organized and strict that you wouldn't dream of trying to slip something past him/her. This same psychological effect can apply to property management. A potentially problematic tenant may be hesitant to continue with a screening process if the management or owner seems too strict and organized. The problem tenants are looking for a landlord that will "let things slide."

There are many things you can do to portray an organized, strict and professional image. Your office, apartment or home where potential tenants apply and have contact with you should be clean, organized, neat and have fresh air circulating through it. Your desk or table should be uncluttered and you should know exactly where to find any form or item. Your dress should be *businesslike* when contacting tenants. Always display a professional attitude. Operate your business "by the book." Present a pleasant demeanor or attitude. Keep your temper under control. Show that you care about your property and tenant issues, even if they are small. Keep good records of all incidents, actions, forms and transactions. Honor your business commitments. Be on time with appointments and business transactions. If you have repairs, habitability or code violations at your property, fix them.

Don't bend your rules. If you have serious problems with a tenant, don't accept the rent without noting the problem on the receipt and serving notices. If not, you may lose your right to serve notice for the violation. If someone else, not on the lease, tries to pay the rent, get an explanation. If you deposit the money, you may be legally accepting new tenants. If the tenant doesn't pay the rent by the due date, don't renegotiate endless compromises; address the issue immediately. If you follow the rules, the tenants will generally follow them also. Apply the rules fairly and equally to everyone.

Gaylan Kindschy is a Community Resource Officer for the Denver Police Department. He conducts property manager programs in communities that are targeted by drug dealers and gangs. He spent many years as a street officer working areas of high drug activity around rental properties.

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Surfing the Sneaker Net

By Steve Schuler



Many RPMSoftware users want to move their software and data from one computer to another. For example, you might want to take the information from your office computer to your home computer.

First, make sure both computers operate under the same version of DOS. At the C:\> prompt on each computer type **V E R** and press the **ENTER** key. The computer will respond with a message like "MS-DOS Version 5.0." If you are using DOS version 6.00 drop everything, run to the computer store, and get the upgrade to DOS version 6.22 disks. Also insist on getting the DOS 6.22 Supplemental Programs Disk (which makes backing up much easier). Instructions for installing DOS and the supplemental programs accompany these disks.

Next, make sure that both computers use the same size and capacity floppy disk drives. As an example, the office computer may have a high density, 3.5 inch, 1.44 megabyte floppy disk drive while the home computer may have a double density, 3.5 inch, 720 kilobyte floppy disk drive. If so, replace the *home* computer's double density drive with a high density drive.

Remember also to get blank, unformatted disks. Do not purchase pre-formatted disks. They may be unreliable.

Choosing the right floppy disks is also important. If you have high density drives, you will need to get high density disks. To be sure you are getting high density disks, somewhere on the package you will find the letters "DS HD" or "2S HD." Remember also to get blank, unformatted disks. ***Do not purchase pre-formatted disks. They may be unreliable.***

You must also check the 'health' of the hard drive of both the office computer and the home computer each time you move data from one to the other. This can be accomplished from both computers at the C:\> prompt by typing **C H K D S K Z F** and pressing the **ENTER** key. If you are **not** using DOS 6.0, and the program responds with a (Y/N): prompt, type **Y** and press the **ENTER** key.

Lastly, *always format your disks on the machine that you are going to restore to.* When moving data from your office computer to your home PC, format your disks on the home computer. Bring them to the office and backup the data you want from the office computer. Carry the disks back home and restore the information on the home computer. Any computer can reliably write to a disk formatted by another PC, but it can only reliably read a disk formatted by its own disk drive.

Steve Schuler is the Director of Software Development at Real Estate Software Co., Inc. He currently maintains the RPMSoftware programs and writes various computer related articles.

NARPM Hits Las Vegas!

by Melissa Prandi, RPM

It's no gamble to say that our Mid-Winter Meetings that were held in Las Vegas in January were a "*Huge Success!*" In addition to the regular committee meetings, the board of directors and committee heads tried something new... "round table discussions." These were a definite hit! Kind of like getting four sevens on the slot machine! Viva Las Vegas!

When this event was planned, we estimated there would be one facilitator per topic and about 20 to 30 people in each round table. We were pleasantly surprised to learn that we were wrong. Each round table topic had at least 50 to 60 people in it. Suddenly it was no longer a small round table, it was a large interactive "*Square Table.*" The facilitators did a great job with a crowded room, bursting with property managers and associates. Each facilitator had a unique style, and each topic was extremely interesting.

The first topic, *Office Structure* was facilitated by Robert Winger. Robert broke the room into four different groups by size of company and number of properties managed. Toward the end of the session he had one person from each group give a recap of their discussion.

That afternoon, Steve Urie and Kim Shirk facilitated a discussion on *Management Agreements*. One point of discussion was to make sure we get paid for the miscellaneous jobs we do. Always a big hit with everyone.

Following this discussion, Shirley Nelson facilitated the round table on *Employee Relations*. At one time or another, we all have had our problems with employees and we heard some of the creative ways to deal with them, both fairly and professionally.

On Friday, it was another full day of learning. John McVety held a learning session on *Problem Tenants*, and how to handle them. You can be sure there was a full room for this topic!

The next round table was held by Ray Scarabosio on the topic of *Computer Software*. There were a lot of great ideas exchanged on the different types of software we use to make the job just a little easier.

I facilitated the last round table on *Marketing Your Business*. A lot of fantastic ideas were shared. It was surprising to see how many people in the room have converted to 800 phone numbers. I spoke about how to get business from real estate agents, especially if you don't buy or sell. Everyone shared ideas on how to advertise effectively and where. Many use calendars, coaster, coffee mugs, pens and tablets. If you try it, be sure not to by cheap pens!

If you were unable to attend this event, that's okay. There is more to come in San Diego. More sharing, networking learning and motivation! Mark your calendars now for September 21-23, 1995 and plan to attend the Annual Convention and Trade Show in San Diego.

Hope to see all of you there! Until then, keep smiling, keep learning and stay positive!

Melissa Prandi is the owner of Prandi Property Management (formerly G&R Property Management), and is president of the Corte Madera Chamber of Commerce. Melissa served as the coordinator of the Marin/Sonoma CIF, one of NARPM's newest chapters.

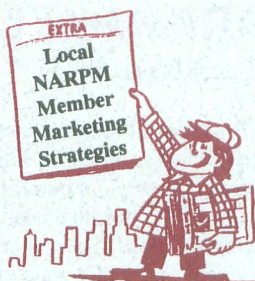
Marketing Tips

by Mark Kreditor, MPM

It is amazing for me to network with so many great NARPM marketing minds in my travels with this fabulous organization. New ideas to network your property management services are always a subject I find myself involved with. NARPM members are great marketers. Some wonderful sharing is taking place in markets all over the country when NARPM members co-op their advertising dollars together in the form of a chapter yellow page ad. The exposure and size of the ad is fantastic when grouped together with other members.

Please note the importance of always listing the individual's name as the member, not the company. NARPM is a professional association and membership belongs to the individual, and the individuals must be advertised as the members.

The NARPM logo is regulated for use by our association policies. Members may not create NARPM products unless the local NARPM chapter is mentioned in the design. National NARPM products must be approved by the Marketing Committee. The NARPM color is PMS 201 and most printers will be able to provide you with this NARPM maroon color.



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There are strict NARPM logo usage guidelines which can be provided from headquarters if you have any questions. Display our logo proudly, but do it properly. For those of you wanting to advertise your membership on your signs, we have acquired bright red NARPM stickers which can easily be placed on your yard signs. They are large and quite durable and sell for 75 cents each. Please place your order with headquarters today for all your yard signs.

NARPM is now on the Internet in the real estate web.

We have an active site and look forward to reaching many real estate professionals in the Internet interested in our organization. The service provider also will create a site

map of the country where members can advertise their services for less than \$1/month. More details on this are available through headquarters, and we look forward to many more developments for NARPM within the Internet. This is truly and exciting new product for all of us to use in promoting NARPM membership and our own business services. We have great plans for NARPM on the Internet and hope to expand this web to provide members the opportunity to advertise your for rent properties. Any member with a computer and a modem should someday soon be able to have easy access to the Internet and the NARPM real estate web site.

Mark H. Kreditor, MPM, is the Broker/President of Get There First Realty in Dallas, TX. His firm manages more than 500 rental properties and he serves as National Marketing Director for NARPM. Mark recently completed an extensive revision of the Office Operations Class which is now being taught nation-wide.

NARPM MEMBER PROFILE

Chapter Leaders

This is the first in a series of profiles of NARPM's local chapter leaders, and is designed to familiarize the membership with the leadership at a local level

NAME: Lee Weimar, President

CHAPTER: Phoenix, Arizona

YEARS OF EXPERIENCE: 12 years real estate, 7 years property management

NUMBER OF UNITS MANAGED: 200

BIGGEST ACCOMPLISHMENTS: Being elected president of our local chapter, and surviving for 7 years in the property management business.

BIGGEST MISTAKE: Going into this business with a partner who has now been gone for a year. We are now on our own.

BEST ADVICE: Check all references of tenants, including past landlords, employers, credit bureaus and personal. Also check out prospective owners to eliminate some problems in the future.

FAVORITE AND VALUABLE REAL ESTATE BOOK: Arizona Landlord's Deskbook by Carlton C. Casler.

Customer Service

by Brenda Feldman

Our market here in Boulder is finally coming down to reality. We are starting to see some vacancies and the rents are beginning to come down. Recently, I attended a luncheon where the topic was Customer Service and the importance of keeping our tenants, as well as ways in which to find new ones.

It seems that the type of units are not as important as the person helping the prospective tenant. If the tenant does not feel comfortable, or if he perceives the person helping him as rude or indifferent, then it will not matter that the unit is exactly what the tenant is looking for. He will not rent the property because of the type of service he anticipates he will receive once he has rented the property.

Remember:

- It costs six times more to attract a new customer than it does to keep an old one.
- A typical dissatisfied customer will tell 8 to 10 people about their problem.
- Seven of ten complaining customers will do business with you again if you resolve the complaint in their favor.
- If you resolve a complaint on the spot, 95% will do business again.
- Of those customers who leave, 68% do so because of an attitude of indifference by the company or a specific individual.

In summary, all those facts say:

CUSTOMER SATISFACTION EQUALS SUCCESS

Satisfied customers are the most important asset of any business. Our mission is to understand their needs and values as well as their fears and goals. We must learn to see through their eyes. If we serve customers with creativity, compassion and competence, the competition may catch on...but they will never catch up.

It takes months to find a customer...seconds to lose one. When we take care of our customers, we take care of ourselves.

Here is a simple but powerful rule: Always give people more than they expect to get. Quality service begins with quality thinking.

A customer is the most important visitor on our premises. He is not dependent on us — we are dependent on him. He is not an outsider in our business...he is part of it. We are not doing him a favor by serving him, he is doing a favor by giving us the opportunity to do so.

In all our business ventures we must have **TEAMWORK** to succeed. Teamwork is the ability to work together toward a common vision.

TEAMWORK

T - Together
E - Everyone
A - Achieves
M - More

Coming together is the beginning;
Keeping together is progress;
Working together is success.

The following are some important values:

Responsibility - Take full accountability for your actions and the results.

Honesty - It's always the best policy; tell the truth.

Purpose - Know what direction you are headed and why.

Confidence - Have faith in yourself and your ability to succeed.

Resourcefulness - Do the best with what you have to offer your customers.

Listening - Be interested in what your customers have to say, and never interrupt.

Learning - Continually feed your mind with new ideas from books, tapes and classes. Be a lifelong learner.

Going the Extra Mile - Do the little unexpected things for someone else that make the difference between average and excellence; also be persistent.

Excellent Service - All the above values acted upon consistently add up to excellent service for your customers.

Remember, without your tenants and owners you will not be in business long. And in these times, how they perceive your company and employees will make all the difference.

Brenda Feldman is President of Pennant Investment Company in Boulder, Colorado, which manages 250 single-family units and nine HOA's. Brenda serves on the NARPM Publications Committee and is working toward her RPM designation, hoping to receive it at the San Diego Convention.

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NARPM COMMITTEE'S MEET IN LAS VEGAS

As promised in the last issue of *Residential Resource*, following are reports from three of the NARPM committees that met in Las Vegas in January.

Membership Committee

by Teresa Recar, MPM and Betty Taisch, RPM

The Membership Committee had a very productive meeting. We had over 30 attendees and after three hours we left with a wealth of new ideas for continued growth. As of January, 1995 NARPM had a total of 647 members (83 of which were new) 17 affiliates, 18 chapters, and 5 CIFs.

We approved three new Chapters (Alameda/Contra Costa (CA), Austin (TX), and Tampa Bay (FL)! Regional Membership Coordinators Denny Snowdon, Connie Burton and Co-Chair Betty Taisch gave updates on area growth — WOW! we are really growing and feel confident that with continued member involvement we will easily reach our 1995 membership goal.

The Chapter Leadership Handbook was introduced and distributed to eager area leaders. Our attendance at the 1994 NAR Convention in Anaheim was an overwhelming success and we decided to attend NAR again in Atlanta in November, 1995.

The Chapter Excellence Awards will be coordinated by Connie Burton again this year. Thanks, Connie! Watch for details!

Much discussion was held about a computerized membership and referral network system. We will be working closely with the Marketing Committee to explore these avenues.

Chapters, please continue to send in your monthly reports so that we will know how to serve you better. If you are interested in starting a chapter in your area, give me a call and we will get you set up. Thanks to all our committee members; your time and effort are greatly appreciated.

Marketing Committee

by Mark Kreditor, MPM

Our meeting in Las Vegas had over 30 members attending. NARPM approved an Internet web site in the real estate section which will be effective March 1. Every

NARPM member will have the opportunity to be listed on the Internet with their management company for \$10/year through MarketNet Solutions of Dallas, Texas. Interested property owners using the Internet will have access to this member information while shopping for a property manager. NARPM will gain membership from licensed agents using this new information highway.

NARPM will begin a major national public relations campaign in order to gain national exposure about our organization. We have already been contacted by three journalists and have appeared in one news story on rent control. The committee finalized several new products including a new "What is NARPM?" page and another entitled, "Why Use A NARPM Property Manager?" Both products will be free and provided through the publications committee.

Our product line will be sold through the local chapter leaders and a sample package of our items will be packaged for this purpose. An at-cost pricing idea will be considered for these chapter packages. New NARPM sign stickers will soon be available for sale. We hope all members attach these stickers to their signs.


Publications Committee

by Connie Burton, RPM

At the January meeting of the Publications Committee, Steven Good was named the new Co-Chair of Publications. Steven is a real asset to the committee and I am looking forward to working with him this year.

Our primary focus this year will be enhancements to the *Residential Resource*, our monthly newsletter. A subcommittee is working on ideas for improving the format, increasing the size and enhancing the graphics of each issue.

The Leadership Handbook was also presented to each chapter president and CIF leader in attendance.

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Legislation and You

by Bruno Friia



The following legislation has been **ENACTED** or has just been **INTRODUCED**, and may have an impact on residential property management:

STATE LEGISLATION

California AB 3203

Enacted 9/21/94 - Prohibits the management of a mobilehome park from requiring repairs and improvements to the park space or property owned by the management, except for damage caused by the homeowner (mobilehome owner).

California AB 3566

Enacted 9/30/94 - A provision prohibits the management of a mobilehome park from charging a homeowner a fee or increasing the rent for certain penalties assessed by a court against the management for violating the Mobilehome Residency Law. This bill revises that provision to include money damages within the penalties covered. It also provides that a rental agreement entered into, renewed or modified on or after 1/1/95, that permits a fee or increase in rent that reflects the cost to management of these money damages shall be void.

Michigan SB 70

Enacted 10/18/94 - More clearly defines in the license law the role of a property manager and property management operating accounts. Clarifies this role so as not to leave open for interpretation what the duties of a property manager are.

California AB 15

Introduced 10/20/94 - Makes legislative findings relating to insurers and the provision of earthquake insurance and suspends for a limited time the requirement that earthquake insurance be offered. Also prohibits insurers from canceling or refusing to renew a residential property insurance policy solely because the insured has accepted the offer of earthquake coverage, as specified.

Michigan HB 5910

Introduced 10/20/94 - Allows the Department of Social Services to deduct a portion of a recipient's monthly grant for money owed to landlords for damages and back rent.

New Jersey AB 2229

Introduced 10/20/94 - Prohibits certain multiple dwelling evictions if the owner is in violation of health and safety requirements.

New Jersey SB 823

Introduced 3/10/94 - Requires the installation of window guards, at the request of a tenant, in multiple dwellings.

STATE REGULATIONS

Florida Department of Revenue: FAC 12A-1.061

Proposed 10/14/94 - Provides that property owners or agents who rent living quarters or sleeping or

housekeeping accommodations under written lease agreements for periods of greater than six months must be registered with the Department of Revenue.

New Mexico Real Estate Commission: NMREC Rule 15 Property Management

Adopted 10/3/94 - Defines property managers, specifies the activities included in property management, and discusses trust accounts.

Wisconsin Department of Industry, Labor and Human Relations ILHR 220 and 221 Fair Housing and Public Accommodations

Adopted 8/31/94 - Provides new rights and remedies for victims of unlawful discrimination in housing and establishes new procedures for administrative enforcement.

Bruno Friia is President of Lambros Real Estate in Missoula, Montana. He is a member of the Montana Board of Realty Regulation.

Convention Update

by Donna Brandsey, RPM

The Las Vegas Mid-Winter meetings are but a fond memory now — but what a time we had! The networking and sharing were tremendous. Were you there? Do you want another opportunity for more of the same? Did you miss this chance?

Mark your calendar for September 21-23, 1995 — you are San Diego bound! Or, if you prefer, mark your calendar for September 19, also. Prior to the Convention, NARPM is offering all three RPM classes on one day, September 19, in San Diego. This will give you a chance to take that one last class you need for your RPM designation — or to take your first or second class.

Wednesday, September 20, is a day to digest what you learned on Tuesday and to rest up for the jam-packed three days that follow. Also, on Wednesday many of the committees will meet to plan for the 1995-96 year. Do you

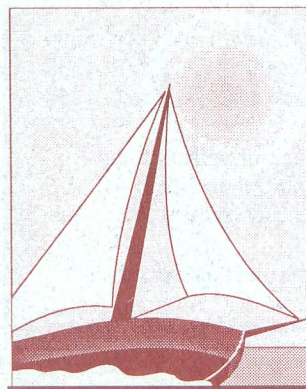
have some new ideas that will help NARPM grow and improve? Would you like to see how the Association plans and conducts business? Contact a committee chair or an officer (listed on page 2 of this publication) and ask about joining a committee or subcommittee.

On Thursday the Convention begins! Thursday, Friday and Saturday will be full of classes, fun, networking

and new ideas. More details next month!

If you have something special you would like us to add — like golfing on Sunday — please call and let me know — phone is 602-990-1833 and fax 602-990-1025.

San Diego here we come!



San Diego '95



Maintenance Tips

by John P. Curtis

RAIN, RAIN GO AWAY! That's every manager's wish when there's a leaky roof in one of his/her units. Roof leaks come in all shapes and sizes. Some leaks are easy to repair and others require complete roof replacement. The most common leaks are from blown off shingles and rusted sheet metal flashing. The quick fix is to use tar or mastic to attach new shingles or to fill the crack in the sheet metal. If the leak cannot be located, nailing a tarp over the area may suffice until the rain stops.

The secret to solving a roof problem is to use a reputable roofing contractor. The only one who really knows what is under the new roof is the roofer. Many owners order two or three bids for roof work and inevitably pick the lowest bid, which may not be the best. When comparing roof bids, be sure to check these items:

Roof material	Estimated life
Gauge of sheet metal	Painting of sheet metal
Roof felt weight	Dry-rot damage repair
Valleys weaved or valley metal used	

Educate your owner that the lowest bid is not always the best. The chart below compares new materials priced on a per square (100 square feet) basis, including parts and labor for installation.

Type of Roof	Useful Life	Cost/Square
Tar and Gravel	8 years	\$150
Torch On*	12 years	\$190
Composition Shingle	20-40 years**	\$90 - \$160
Wood Shakes***	20-30 years	\$200 - \$300
Tile (clay)	40-50 years	\$250 - \$350
Composite Tile****	50 years	\$200 - \$250

*Rubberized material won't crack or split like tar.

**Fiberglass cloth added to extend their life.

***Not allowed in many areas, may require fire retardant.

****Made of lighter material and just as durable.

Help your owners make the right choice, not just any choice! You'll still be managing the property once the new roof is on. So, eliminate your problems in the beginning.

John Curtis has been a real estate broker since 1982. Currently, he manages the Sacramento and Roseville properties for Sacramento Delta Property Management.

SPRING COURSES

Seattle, WA - Operations Course April 26, 1995 - 8:30 am - 4:30 pm

Location: The Doubletree Inn
205 Strander Blvd.
Seattle, WA 98188
Phone: 206-246-8220

Instructor: Mark Kreditor, MPM

Lunch: On Your Own

Local Contact: Molly Anderson - 206-861-7070

Denver, CO - Marketing Course April 28, 1995 - 8:30 am - 4:30 pm

Location: Stapleton Plaza Hotel
3333 Quebec Street
Denver, CO 80207
Phone: 303-321-3500

Instructor: Steve Urie, MPM

Lunch: On Your Own

Local Contact: Peter Meer, MPM - 303-322-1550
Denny Snowdon, MPM - 719-593-9990

San Jose, CA - Operations Course May 20, 1995 - 8:30 am - 4:30 pm

Location: Los Gatos Lodge
50 Saratoga Ave
Los Gatos, CA 95032
Phone: 408-354-3300

Lunch: On Your Own

Local Contact: Karen Anderson - 408-263-1963

Prescott, AZ - Maintenance Course May 20, 1995 - 8:30 am - 4:30 pm

Location: To be announced

Lunch: On Your Own

Local Contact: Patricia Bough - 602-834-6732

MORE RPM COURSE SERIES SCHEDULED FOR SPRING

COURSE OUTLINES

MAINTENANCE

- I. Introduction
- II. Maintenance/Construction Terminology
- III. Principles of Maintenance/Construction
- IV. New Account Maintenance
- V. Compensation: Fee or Free?
- VI. Maintenance Personnel/Service Company
- VII. Do's and Don'ts of Maintenance
- VIII. Typical Maintenance Problems/Solutions
- IX. Safety Do's and Don'ts
- X. Saving Money for the Owners/Making Money for the Manager
- XI. Economics of Renovation
- XII. Conclusion with Class Review

MARKETING

- I. Marketing Your Management Business
 - A. Developing your marketing plan
 - B. Building your image
 - C. Targeting your marketing efforts
 - D. Prospecting for new contracts
 - E. Owner presentations
 - F. Phone techniques
 - G. Closing and follow-up ideas
 - H. Marketing through good will
 - I. Related business opportunities
 - J. Sources of new business
 - K. Prospecting techniques
- II. Marketing Your Rental Properties
 - A. Finding tenants
 - B. Prospecting techniques
 - C. Marketing to existing tenants
 - D. Effectively handling inquiries
 - E. Showing properties
 - F. Handling objections

OPERATIONS

- I. Introduction
- II. Who We Are And What Jobs Are We Asked To Do
- III. Potential Services Provided By A Property Management Company
- IV. Organizational Structure Of The Firm
- V. Policy Creation & Procedure Education
- VI. Screening Your Clients
- VII. Resident Policies And Screening Evaluation
- VIII. The Rental Agreement
- IX. Preparation Of The Rental Unit
- X. Technology & Administrative Controls
- XI. Conceptual Management Goals
- XII. Accounting And Monetary Practices
- XIII. Insurance
- XIV. Employee Relations
- XV. Management Repair Of The Rental Unit
- XVI. Liability That All Managers Face

DATE	LOCATION	COURSE	INSTRUCTOR
4/26/95	Seattle, WA	Operations	Mark Kreditor
4/28/95	Denver, CO	Marketing	Steve Urie
5/20/95	San Jose, CA	Operations	Peggy Rapp
5/20/95	Prescott, AZ	Maintenance	Rocky Maxwell

See page 10 for details on each course location

Course Registration Spring 1995

- ☐ Please send RPM certification information.
- ☐ Please send membership information.

METHOD OF PAYMENT:

☐ Check (Payable to NARPM)

☐ Mastercard or VISA



Card # _____

Expiration date: _____

Payment due 30 days prior to course date,
subject to cancellation 15 days prior to course.

Mail registration to NARPM,
3900 E Timrod, Tucson, AZ 85711
or Fax to 602-322-6778.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

	Member	Re-Takes*	Non-member
<input type="checkbox"/> Maintenance (5/20/95) Prescott	\$195	\$100	\$250
<input type="checkbox"/> Marketing (4/28/95) Denver	\$195	\$100	\$250
Operations	\$195	\$100	\$250
<input type="checkbox"/> Seattle (4/26/95)			
<input type="checkbox"/> San Jose (5/20/95)			
Per course discount if paid 30 days in advance	-\$20		-\$20
Total enclosed	\$ _____	\$ _____	\$ _____

*Former students of these courses may wish to re-take a course to brush up on new material. There is no discount on the \$100 re-take fee.



Real Help

Questions and Answers
About Your Business

Questions for REAL HELP or comments regarding previous columns should be directed to Peter C. Meer, MPM, Editor, 1547 Gaylord St #303, Denver, CO 80206

- Q** For several years we've been managing a property that was built in the 40's. The owner of this duplex lives in town and has recently informed us of his intent to renovate each side as they become vacant because of his concern for asbestos and possibly lead-based paint. He wants to do the work himself while the other side is occupied. We are concerned about the liability of having him do the work — any suggestions for approaching this long-time client?
- A** Since asbestos is most dangerous when it is either deteriorating, or is disturbed from its encapsulated state with the fibers able to penetrate through walls, we would be hesitant to have the handy dandy owner take on this renovation. Citing the possible liability issues, you should try to persuade him to first have a survey of his property to assess the extent of asbestos and lead existence and carefully analyze the options of removal and encapsulation. Removal and encapsulation of lead and asbestos must be done with the greatest precaution and by someone who really knows how to handle the substances. Failing to do so could see you sitting in the court right next to the owner. This is a hot issue that is sweeping the country with more and more residents becoming aware of the risks involved in the presence of asbestos and lead. If the owner insists on going on with the project on his own, we'd seriously consider termination of management.
- Q** We've just decided to bring into our office our first licensed agent to help us with our increasing leasing needs. What specific training should we make sure we do before we turn this person loose as a representative of our company?
- A** Of primary importance is training in the Fair Housing Law and training for proper procedures in the showing and application process as required by your state and, of course, by your company. You should have printed materials regarding Fair Housing, either in pamphlet form procured from the district HUD office, NAR or spelled out in your own policy and procedures manual. There should be a clear understanding by the agent that any infraction of the Fair Housing Law is grounds for immediate termination of his/her services. They should be completely familiar with disclosure laws in your state. A clear understanding should be established as to what authority you are transferring to the agent in the making of critical decisions regarding the leasing process. The agent should be properly trained in handling difficult situations, personal safety, efficient time utilization and the specifics of handling questions regarding the make-ready or special requests by prospects. It is particularly important to monitor the agent's performance as they begin to deal with clients and prospects.



**National Association of
Residential Property Managers**

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