

p9 Learn how your rentals can pay for your kids' college education.

p12 Up to 72 percent of renters start their search for a home online. Can they easily find your properties?

p22 Money isn't the only price you may pay for online rental listings.

RESIDENTIAL Resource

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



Get Out of Jail Free

At May's Northwest Regional Conference. Pictured Here, Clockwise: Marc Banner,

MPM® RMP®, Chris Hermanski, MPM® RMP®, and Robert Winger, MPM® RMP®.

DISCOVER KALIA'I

at the 20th Annual Convention & Trade Show



Join us in the tropical garden paradise of **KAUAI, LIHUE, HAWAII** for great networking and educational opportunities at the 20th Annual Convention and Trade Show. Visit WWW.NARPM.ORG for all the event details.

IN THIS ISSUE July 2008

FEATURE ARTICLES

p9 Discovering Property Manager Tax & Interest Loopholes

Find out why depreciation expenses can be one of your greatest tax deductions and how you can send your kids to college for free.

p12 Marketing in the Internet Age

Studies show that most renters begin their search for a home online. Are you listed where they can find your properties, and view the most user-friendly information on them?

p15 The New Age of the Born Again Renter

With the housing market on the decline, many homeowners have found themselves back in rental properties due to foreclosures. These “born again” renters needn’t feel so ashamed to rent, and here’s why.

p16 Virtual Outsourcing: Navigating the Globe for World-Class Resources

In this third installment, we are shown where to find those virtual assistants (VAs) and learn some of the benefits that VA directories provide.

p17 Don’t Wait to Order Your Own NARPMOPOLY Game

Check out what the Northwest Regional Conference developed for their event, and find out how you can get one even if you didn’t attend.

p20 Get Out of Jail Free in Boise

Read all about why Northwest Regional Conference attendees found themselves behind bars—you’ll wish you had been right beside them!

p22 Free Internet Advertising Isn’t Really Free

Rental listing service websites are a great tool in general, but sometimes they cost more than you thought when Internet users copy your listings and alter the information.

p23 West Coast Leadership Training Recap

If you missed this year’s west coast session, you are behind the leadership and technology curve! Find out what you missed and learn a little more about all the resources available to you and your chapter.

MONTHLY COLUMNS

p5 President’s Message

p6 From the Desk of the Executive Director

p10 Technology Matters

p14 Legislative Scoop

p18 The RVP Bulletin

p24 Welcome New Members

p26 Ambassador Program

p27 Designation Classes



EDITORIAL MISSION

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

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The *Residential Resource* was designed and created for the members of the National Association of Residential Property Managers by Organization Management Group, Inc. in Chesapeake, Virginia. (www.managegroup.com)

NARPM® NATIONAL

638 Independence Parkway, Suite 100
Chesapeake, VA 23320

P: 800-782-3452
F: 866-466-2776
www.narpm.org

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OFFICERS

Betty Fletcher, MPM® RMP® President president@narpm.org 501-907-7091 x 101	Vickie Gaskill, MPM® RMP® CPM® Treasurer treasurer@narpm.org 800-755-5397
Fred Thompson, MPM® RMP® President-Elect presidentelect@narpm.org 407-571-3650	Sylvia L. Hill, MPM® RMP® CPM® Past President pastpresident@narpm.org 408-997-7100 x 104

REGIONAL VICE PRESIDENTS

R. Scott Corbridge, RMP® region1vp@narpm.org 941-377-8400	Tony A. Drost, MPM® RMP® region4vp@narpm.org 208-321-1900
Elizabeth Morgan, MPM® RMP® region2vp@narpm.org 727-569-2312	Harold E. Kalles, MPM® RMP® region5vp@narpm.org 253-848-9393
Susan Alber, MPM® RMP® region3vp@narpm.org 970-669-0842	James Emory Tungsvik, MPM® RMP® region6vp@narpm.org 253-852-3000

COMMITTEE CHAIRS

Marc Banner, MPM® RMP® Long Range Planning longrangechair@narpm.org 208-377-8889	Anne B. McCawley, RMP® Member Services memberservices@narpm.org 480-969-1818
Jayci Grana, RMP® Communications communications@narpm.org 407-629-6643	John Parker, MPM® RMP® Governmental Affairs govtaffairschair@narpm.org 253-581-5199
Darryl Kazen, MPM® RMP® Professional Development profdevelopment@narpm.org 817-281-1300	Steve Stein, CRS® GRI Governmental Affairs govtaffairschair@narpm.org 540-434-1173

NARPM® NATIONAL

Gail S. Phillips, CAE Executive Director executivedirector@narpm.org	Cher Leadbeater Administrative Assistant info@narpm.org
Sue Spencer Chapter Support Manager sspencer@narpm.org	Kristi A. Dunlap Communications & Graphic Designer publications@narpm.org
Monique Owens Member Support Specialist mowens@narpm.org	Carla Earnest, CMP Conferences & Conventions Coordinator conventioninfo@narpm.org



PRESIDENT'S Message

The recipe for earning your professional designation is almost as easy as my famous cheese dip recipe.



ON THE CHINESE CALENDAR, 2008 is the Year of the Rat. However, on the NARPM® calendar, it is the Year of the Designation! Since September 2007, we have almost doubled the number of candidates for one of the NARPM® professional designations. These members see the immense benefit in earning their designation.

The recipe for earning your professional designation is almost as easy as my famous (in Boise, ID anyway) cheese dip recipe. There are just a few simple steps to success. First you submit the Application for Designation Candidacy. Download it at our website (www.narpm.org) or just give me a call and I will personally send it to you.

The next step is definitely the hardest—deciding which of the outstanding classes to take. Several classes are available online or you can take them in person at either the national convention or a state/regional conference. Online classes give you the ability to fit them into the convenience of your schedule and take them from the comfort of your home or office. This will minimize the need and expense of travel to complete your designation. Taking the class in person offers the opportunity to network with fellow designation candidates and gain additional knowledge about being more efficient, effective and profitable in your business.

You earn elective points through service to NARPM® and to the property management industry as a whole. This would

include, among other things, serving as a chapter officer or as an active participant on a local, state or national committee. In addition to the points earned, you will gain benefit by networking with your NARPM® colleagues. The friendships you forge can prove invaluable as you encounter situations and need the support of those that have “been there and done that.”

The next step is to gather all documentation of your qualifications and submit it for a verification audit. Be sure to keep copies of your convention badges, registrations, etc. so you can complete your packet without a delay. You are earning a professional designation so let your packet reflect your personal level of professionalism.

Once you are approved by the Board of Directors as a new designee, you can begin to use your designation in all your marketing efforts. Notify your prospective clients of your new designation through your website, business cards, telephone welcome message and all additional forms of advertising. Use your management presentation to show how your designation speaks to your level of professionalism and the direct benefit to them. Explain how your active participation in NARPM® affords them an opportunity to be on the profitable side of new trends in the industry. Show them how your commitment to additional education will positively impact their bottom line.

You can help NARPM® increase public awareness of our professional designations

by promoting them to your owners and tenants. Use the designation everywhere you can. My friend, Erika Green, MPM® RMP®, from the wonderful Fort Worth Chapter of NARPM®, suggests that each of us add the designations to our names in our e-mail address books. That way, when we send an e-mail, everyone copied on the e-mail will be exposed to our designations. This will help bring about a public anticipation and expectation of NARPM® designations.

This year in Kauai, Hawaii, there will be a record number of members recognized for earning their designations. Will you be one of them? What an honor it will be for me to congratulate each of you for increasing your level of professionalism, for your active participation in helping NARPM® offer additional benefit to our members, and for your commitment to raising the standard of excellence in the management industry.

I bet you are still wondering how easy my recipe for cheese dip is. Cut one pound of Velveeta cheese into cubes, add one can of diced Rotel tomatoes and one can of chili with or without beans. Combine all the ingredients into a microwave safe bowl and heat on high for about five minutes. Stir and serve with your favorite chips. Mmm...good. Hope you enjoy it as much as we do!

Betty Fletcher

Betty Fletcher, MPM® RMP®
2008 NARPM® President

From the
DESK of the
Executive Director



Gail S. Phillips, CAE

This entire convention will be fun and educational as the committee has planned several exciting events for you, along with lots of great education.

2008 IS DEFINITELY THE YEAR of the designation, as President Betty Fletcher, MPM® RMP®, noted in her article. I want to take a moment to let you know how this happened. As I shared with you in an earlier article, I attended all the regional conferences and at every one of them I heard the NARPM® President talking about the importance of the NARPM® designation to your career and how rewarding this has been for everyone who holds one. President Fletcher takes time to ask members to sign up for designations. She knows the trick; it is hard to say no to someone face-to-face, especially Betty. If you are a leader in a chapter, just ask members to get involved, sign-up as a designation candidate and then sponsor a class. If you have problems doing this, just call Betty, she will be delighted to share her tips with you.

This year has been a true example of the “Endless Possibilities” that are available. If you just ask, someone will help you grow your chapter, or even give you advice and help through the CEO list serve. If you are not signed up for this service, send me an e-mail (executivedirector@narpm.org) and I will get you registered immediately! The greatest strength in NARPM® is the sharing of knowledge that goes on between members and this list serve shows how open members are with each other.

Are you using the new NARPM® public relations campaign to help you tell the general public why they should use a member of NARPM®? Or you could use it for recruiting members into your chapter by telling them why they should be a member of NARPM®. Make sure you check out the details of this program at www.WhyUseOne.com. This program was designed for NARPM® members and National will be

looking for areas to place these ads where we can get the NARPM® name out to all property managers.

Are you planning on attending the convention in Hawaii? Make sure you arrive in time to attend the President’s Tour. On Tuesday evening, everyone who signs up will have time to enjoy an outstanding event. If you need more details, check out the convention website at www.narpm.org/conferences. This entire convention will be fun and educational as the committee has planned several exciting events for you, along with lots of great education. There will be a Luau to close out the event so everyone can see the culture of Hawaii.

2008 is half over and there is still a great deal to be accomplished. NARPM® will have their booth at the California REALTORS® Convention and the National Association of REALTORS® Convention this fall. What does this mean for you? Watch the at large member list and the prospective member list as anyone who stops by the NARPM® booth will be registered as a prospective member of NARPM® and will see the many benefits this wonderful organization brings to the residential property management industry. You can grow your chapter through the efforts of National so watch your monthly National Report e-mails for details.

That is all for July, I hope you are having a great summer and I look forward to seeing you in Kauai!

Gail S. Phillips

Gail S. Phillips, CAE
Executive Director

2007/2008 Designation Candidates & New Designees

RMP® CANDIDACY

B. Scott Abernathy
Melva Albone
Linda Allen
Carrie Appling-Lake
Karen Ayers
Shawn Beard
Johleen Belliston
Debbie Bennett
John Bradford
Tina Bradley
Michele Brassard
Alicia Brim
Charlie Brown
Lana Byrne
Linda Chatten
Sandra Clark
Marc Cunningham
Jerry Dean Holt, Jr.
Dianna Erickson
Dennis Flesher
Leeann Ghiglione
Hardeman Godbee
Bob Gunson
Phillip Henderson

Ronald Herdt
Eric Hoglund
Cindy Hoover
Karl Jennings
Louis Kahn
W. Sean Kerr
Jan Kim
Betty Kirby
Leslie Latham
Traci Lewis Van Camp
Donna Littleton
Dan Lopez
Tina Lopez
Anthony Marotta
Carolyn Matthews
Paul Matthews
Jackie McCormick
Barbara McDonald
Jock McNeil
Michael McVety
Nancy Myers
Jennifer Newton
Beverly Perina
Eric Pesek
Frank Rivera

William Rowan
Linda Sasaki
Nick Scarabosio
Lynn Sedlack
Tom Sedlack
Taylor Simonton
Deborah Smith
Mark Smith
Pamela Taeuffer
Kellie Tollifson
Mark Vonder Meulen
Leisa Marie Wells
Marc Witmer

MPM® CANDIDACY

R. Scott Corbridge, RMP®
Cary Efurd, RMP®
Lynda Farren, RMP®
Denis Flesher
Dave Fletcher, RMP®
Dorothy Hardee, RMP®
Linda Holzer, RMP®
Nat Holzer, RMP®
Michelle Horneff-Cohen, RMP®
Marty Hutchison, RMP®

Paul Irej, RMP®
Robert Lynde, RMP®
Kathryn MacGeraghty, RMP®
Barbara Mayo, RMP®
Anne McCawley, RMP®
Michael McVety
Kandy Meehan, RMP®
James Pickett, RMP®
Worth Ross, RMP®
Barbara Smith, RMP®
Geri Stephens, RMP®
Candice Swanson, RMP®
Gary Walker
Chris Warren, RMP®

CSSsm CANDIDACY

Krista Alcott
Kimberly Cowen
Lynette Field
Roxanne Mikolon
Kelly Willis

CRMC® CANDIDACY

Bennett Property Mgmt.
Anne B. McCawley, RMP®

Boardwalk Real Property
Management
Stephen Foster, MPM®

First Rate Property Mgmt.
Tony A. Drost, MPM®

IPM Corporation
Kittedge Garen, MPM®

Rollingwood Mgmt., Inc.
Michael Francis, MPM®

Terra Residential Services
Mike Mengden, MPM®

Watson Realty Corp.
Wendell Davis, MPM®

NEW MPM® DESIGNEEES

Mary Rinaldi, MPM®

NEW CRMC® DESIGNEEES

Browning-Gordon & Co.
Beverly Browning, MPM®

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 - Average days vacant for listings
- ▶ Market Reporting, including:
 - Marketing Traffic Summary - Your Properties on the Market Now
 - Marketing Traffic per Property
 - Marketing Traffic per Agent
 - Marketing Data - My Company's Inventory
- ▶ 90 Day Money Back Guarantee
- ▶ Affordable Pricing:

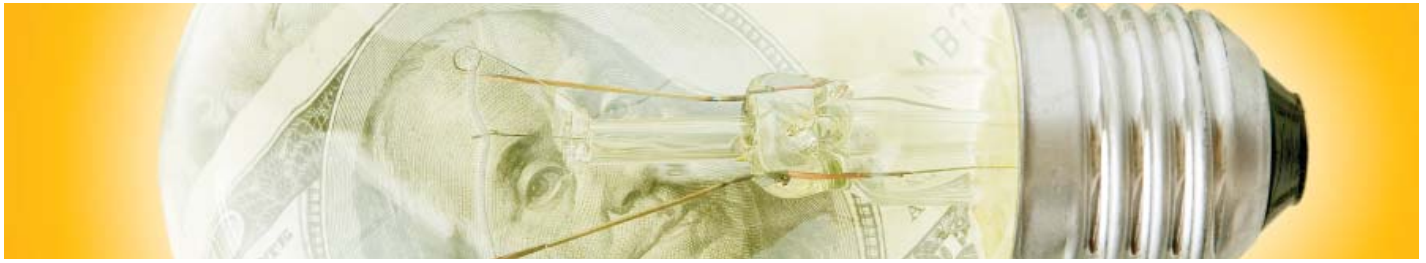
Total Units Managed	Member Price per Month	Annual Price 1 st 90 days*** (Discount)	Effective Monthly Price	After 90 days Annual Price 1 month Free (Discount)	Effective Monthly Price	Non-member Monthly Price*
1 - 99	\$49	\$441	\$36.75	\$539	\$44.92	\$79
100 - 249	\$99	\$891	\$74.25	\$1,089	\$90.75	\$149
250 - 499	\$199	\$1,791	\$149.25	\$2,189	\$182.42	\$299
500 +	\$299	\$2,691	\$224.25	\$3,289	\$274.08	\$429

***For companies that join during the first 90 days of the service going live, we are offering a 3 month discount if you pay a year in advance.

*Based on FTC ruling and filing against several MLS services across the country, whether it is mandatory that we permit non-NARPM members the opportunity to join. As you can see from the price difference, anyone qualified to become a NARPM member (Residential Home Professionals) would be much better off financially to join NARPM when joining RENTAL HOME PROFESSIONALS.

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Discovering Property Manager Tax & Interest Loopholes



Chris Warren, RMP® is the owner and broker for SmartSource Realty (sales), Chris Warren Realty (leasing and property management), and Maintenance Made Simple. He received his BBA in Marketing in 1991 and his MBA in 2000. Chris is a licensed real estate broker and loan officer.

One of the greatest tax deductions offered to landlords is depreciation expense. The IRS allows landlords to depreciate the improvement of a rental property (single family residence) over 27.5 years. So, if you purchase a rental property for \$125,000 and the land is worth \$25,000, you can deduct the \$100,000 improvement ($\$125,000 - \$25,000 = \$100,000$) over 27.5 years, or \$3,636.36 per year.

Depreciation is an invisible expense. The depreciation expense is added to yearly property taxes, mortgage interest, insurance, property management fees and repairs. The table on the right is a year one sample mortgage analysis with a purchase price of \$125,000 and financing for \$100,000 at 7% with a 30-year note.

Assuming a monthly rent of \$1,000, you can deduct all above expenses except the \$84 principle payment. Your total monthly deductions are \$931 ($\$1,015 - \$84 = \931). This calculates to a monthly gain of \$69, or yearly gain of \$828. Now apply yearly depreciation of \$3,636, and your property shows a yearly loss of \$2,808. Depreciation can be a very powerful tool once you acquire more properties. If you owned eight properties with this scenario, you could deduct \$22,464 against ordinary income. The IRS allows landlords to write off up to \$25,000 in rental property losses against ordinary income.

High paid wage earners are not able to fully take advantage of rental property losses. The IRS limits the amount of losses you can deduct against ordinary income once your adjusted gross income (AGI) exceeds \$100,000. AGI includes W2 wages, self employment income, interest, dividends, capital gains and rental income before any Schedule A deductions or exemptions are considered. Once your AGI exceeds \$100,000, the IRS multiplies the overage amount by 50% and reduces your loss by that amount. So, if your AGI is \$110,000 and you have a passive loss of \$5,000, you are not able to write off any losses against ordinary income ($\$10,000 \times 50\%$

$= \$5,000$). Instead, you can only carry over the loss. With an AGI of \$150,000, all deductions are phased out.

If you are a licensed real estate agent, charge a management fee, and use the rental property you own to generate business income, you can apply the yearly depreciation against your Schedule C business return instead of Schedule E. Once you deduct the depreciation as a business expense, the property usually shows a profit on Schedule E as shown in the example on the right. Since the property shows a gain on schedule E, you are able to bypass the IRS AGI calculation. Please check with your CPA for details.

Taking advantage of depreciation and acquiring more rental property can drastically reduce your tax liability. The longer you own the property, the more profitable it becomes. Rents usually increase yearly in a good market. In a standard amortization schedule, the principle payment increases and the interest expenses decrease slightly each year. The longer you keep the property, the more it will cash flow over time.

Once the property cash flows a couple hundred dollars per month, the depreciation expense makes the cash flow profit tax free. Take the tax free cash flow dollars and apply those funds to your Schedule A deductions for interest and property taxes on the home you live in. This is double dipping. You are taking tax free dollars and then using those funds to reduce ordinary income.

One final tip. Buy a property for each child when they are young. Rent the property out for 18 years. Once your child is ready for college, pull cash out with a line of credit or cash out refinance, and send your child to college for free. The interest is deductible; you pay no income taxes for the loan, and your tenant pays for the note and for your child's college education. After you die, give the property to your children. The cost basis is the same as fair market value when they inherit the property. If they sell immediately, they pay no capital gains (assuming properties meet estate limits). 🏠

MORTGAGE ANALYSIS

Principle Payment	\$84
Interest Payment	\$581
Property Taxes	\$250
Insurance	\$50
Management Fee	\$50
Total Payment	\$1,015

Purchase Price
\$125,000
Financing
\$100,000
7%, 30-Year Note



Tammy Latham has ten years experience as a user advocate in the software development industry. She provides training services for clients in the property management software industry. For more information about Tammy or PropertyBoss Solutions, visit propertyboss.com or call 864-297-7661.

Software Training Success

For weeks you have searched for just the right software—you have a vision of streamlined procedures for you and your staff. You have seen sales demonstrations and played with a test version. As you click the “Install Now” button of your new software, you can’t wait! Finally, your vision will be a reality.

The software is installed and ready, waiting for your next move. What next? Suddenly, you feel a little queasy. How do I set up the system? How do I set up a User ID? How do I enter my data? How do I print reports? What if I hit the wrong key? Wait...what have I gotten myself into? Who is going to help me? Where is that salesperson?

The most successful software implementations are a partnership between customer and supplier. Use your software vendor’s services to ensure your success. This article focuses on software training services and the benefits and options available.

WHY TRAINING MATTERS

Most of the objections raised against purchasing training services relate to cost, time and attitude. From your software provider’s perspective, your success is critical. Their goal is to assist you as you implement their product to ensure your continued business.

From your perspective, the software is purchased to increase efficiency, enhance current procedures and add new functionality. Isn’t it logical that the fastest, most efficient and cost effective way to implement your new system is to learn from someone who already knows how the software works?

- **Save learning time.** A trainer’s familiarity with the documentation can save you hours of reading. Reviewing enough material to form a solid mental model of how the software works (and how it should work within your organization) requires far more time than a trainer needs to impart the same information. A trainer knows what areas to focus on; you don’t until after you have read it. Use a trainer to get the foundation down, then use the self-help materials to supplement, review and refresh. Leveraging your time by using expert help is generally cost effective

and frees you to manage your business.

- **Improve the quality of training.** Different people have different learning styles. Some individuals learn best by reading, others have better auditory understanding, while some require hands-on “show me” learning. A combination of approaches, addressing different learning styles, can improve the quality of learning.
- **Assist the transition to new processes.** People are creatures of habit and often have a natural bias regarding how certain procedures should work with the new software. You will spend unproductive time trying to decipher the differences and unlearn old methods. A trainer can immediately identify these areas and help you transition to new methods. Thus, the learning process takes less time and is less stressful.
- **Shorten setup time.** When you first begin using your software, you will need to make many setup decisions. If these choices are made incorrectly, you will spend extra time, once you discover your errors, to undo the damage. Even worse, you may not be able to make the corrections and will require outside help. It will take longer to make things right than the original setup would have required; therefore, this approach will cost more when delivered later than sooner in the process. An ounce of prevention versus a pounding headache.
- **Learn about additional capabilities.** When you purchased the software, you had distinct features that you needed. It is likely, however, that the software has numerous other features that can benefit your organization. A trainer can quickly assess your needs and point out features of the software that will help your organization in ways you had not considered. Additionally, the trainer can identify business processes that can now be refined or retired due to efficiencies gained with the software. Ultimately, the more features of the software that you use to add value to your business, the more cost effective your software investment.

DEVELOP A TRAINING STRATEGY

Investigate training options as you go through your software selection process. Questions for software providers include:

- Do they provide an orientation program? Information concerning available services and contacts can speed your implementation process.
- Do they have a prototype implementation plan available? This document should lead you through a number of issues to consider in constructing the process to fit your business.
- Do they have a training staff and programs for different levels of assistance? Are they knowledgeable about the software features? Learn about their teaching experience and their understanding of organizations like yours.
- What tools, such as user manuals, video tutorials, and online searchable help are available to help you save time and money, and maximize the return on your software investment?

WHO TO TRAIN?

There are several factors to consider including division of responsibilities, how many people are on staff, and your turnover rate. The primary objective should be for more than one person to know how to use the software. If the only person who knows your software leaves abruptly, you will immediately discover the importance of this point. Larger organizations often have multiple people knowledgeable on how to use the software from A-Z, while others learn the features that directly relate to their job function. A smaller office may have everyone up to speed on all features. For organizations with high turnover, consider carefully which employees receive full training to avoid unnecessary costs. One technique is to implement a “Train the Trainer” model—one person is formally trained and then they teach the rest of the people.

WHEN TO PROVIDE TRAINING?

Review of the fundamentals, setup decisions, and the most essential tasks should be completed before or during the first few weeks of implementation. Get these items right from the beginning, and don't waste time spinning your wheels. After this initial round, use the software for a few weeks and then have a follow-up training session. Focus on your specific needs and questions. Web-based delivery is well suited for this.


WHAT TRAINING METHOD IS BEST?

There are instructor-led options such as off-site classes, on-site workshops, and web-based teleconferencing, and self-led methods using online and offline materials. Consider more than one type of training

and match it to who needs to attend the training, your location (availability and suitability of equipment) as well as your time and cost constraints.

- Off-site classes allow you to become fully immersed in the new software for a couple of days and leave the distractions of the office. Thanks to technology, classrooms can be fully interactive with live computer workstations and instructor projection capabilities. It is best if each attendee has their own computer.
- On-site classroom training has the same immersion and interactive benefits of off-site, but the entire focus is on your organization's need and questions. You can schedule the class to best fit your organization's calendar and, because it is on-site, you can include a larger number of your staff. It is important to consider if the facilities are adequate—will everyone be able to work on a computer? Also, minimize office distractions that can interfere with class time.
- Web-based teleconferencing (via tools such as GoToMeeting or WebEx) allows for the most flexibility in cost, number of trainees, time and location. This approach generally costs less than classroom training; therefore, you can have multiple sessions and train more employees if you choose. Additionally, you may be able to select the content so it can be delivered in small chunks without information overload. Since it is web-based, there are no travel costs and limiting time constraints so scheduling is more flexible. Maximize your contact time by avoiding complications with the teleconferencing medium. Attend a webinar or similar delivery method to familiarize yourself with this approach and discover if any IT issues need to be resolved.
- Self-led training tools may include online tutorials and videos, computer-based training programs (CBT), online documentation (indexed with online search capability) and user manuals. These may be used as stand-alone programs or may be designed to coordinate with instructor-led programs. Self-led tools have the advantage of being available whenever you need them.

CONCLUSION

It is important to recognize that training is a partnership between yourself, your software vendor, and your software trainer. You know your business needs and processes better than anyone else, and they know the software solution you have chosen. Working together you can effectively utilize the features of the software solution to maximize the efficiency of your day-to-day operations. 

“Personalized training unlocked our software's potential by helping us use many additional features that have improved communications with residents and increased satisfaction of owners who are getting paid more quickly through electronic transactions.”

**-- Debra Shafer
C. Dan Joyner
Property
Management**

Marketing in the Internet Age

Of the 114 million households in the United States today, more than 71 percent use the Internet. Most renters start their search for a place to live online.



John Helm is the founder and CEO of MyNewPlace. He was the founding CEO of AllApartments/Spring-Street, which became the number one apartment rental and relocation site on the Internet before its sale to Homestore (NASDAQ: HOMS) in 1999. Prior to Springstreet, John was the Chief Financial Officer and Head of Business Development for Marcus & Millichap Real Estate Investment Brokerage Company, where he headed up all finance, technology and business development activities. He was also a consultant for McKinsey & Company for six years and a sales specialist for Coldwell Banker Commercial Real Estate Services. John holds a B.A. in Economics from the University of Wisconsin and an MBA from Harvard Business School.

The Internet has emerged as the primary tool that consumers use to find their next place to live. As a result, it is now an essential part of any owner or manager's marketing strategy. This article is to help marketing professionals develop an effective and comprehensive online strategy for your vacancies.

INTERNET USAGE TODAY

Of the 114 million households in the United States today, more than 71 percent use the Internet either at home or work. And, while e-mail is still the most prevalent reason people go online, 83 percent of people with Internet access also use it to look for information, such as finding a place to live. Today's marketing professional simply cannot afford to ignore online advertising. According to the Consumer Electronics Association, broadband Internet access has greatly increased, to the point where of U.S. adults going online, roughly 72 percent use a broadband connection at home or elsewhere. Work is the most common location outside the home.

USAGE BY RENTERS

Unfortunately, there are no publicly available national studies of how renters use the Internet to find a place to live. The following data is based on a study by Compete Inc., which was commissioned by MyNewPlace and based on web usage data from a panel of two million Internet users supplemented by detailed surveys of 455 online renters.

The study found that, of renters who had access to the Internet, 54 to 72 percent started their search for a rental online. Not surprisingly, roughly 28 percent of the renters looking in a new metropolitan area were more inclined to start their search online. In fact, the Internet was two to seven times more popular as an initial rental home search resource than the most competitive alternative, newspaper listings.

After starting their searches online, renters used other sources, such as newspapers or listing magazines, but the majority continues to rely on the Internet during their search. If the Internet is now the dominant way renters search for a new home for rent, how do they use it and what are they looking for?

Most renters start their search online with a search engine such as Google or Yahoo to identify a website to use when looking for a rental home. The most popular search phrase is simply "home for rent," which

generates approximately two percent of all searches. Other terms renters use are geographically specific.

Typically, after viewing a search result, a renter is directed to an Internet Listing Service, or ILS. As in other industries, cross-shopping is prevalent. The average rental home hunter visits roughly three sites over several months and often visits a favorite site three to five times.

Leading ILSs today have anywhere between 500,000 and 3,000,000 unique visitors a month. Given the amount of cross-usage of ILSs, it is advisable to be on several of them. A prudent marketer should test multiple services and then determine which works the best in terms of both the ultimate cost per lead and per lease from each source and the volume of leads and leases generated.

The fact that most users start their search with one of the online listing services reflects what renters want to see when they use the Internet in a search. The survey found that the top three criteria for choosing a rental home advertising site were the number of properties listed on that site, the amount of detailed information on those properties (listings), and ease of use—particularly of the core search functionality.

While properties often compete on amenities such as an in-unit washer and dryer or on-site fitness facilities, online rental home hunters rarely refine their searches beyond the basics: rent, beds and baths, and

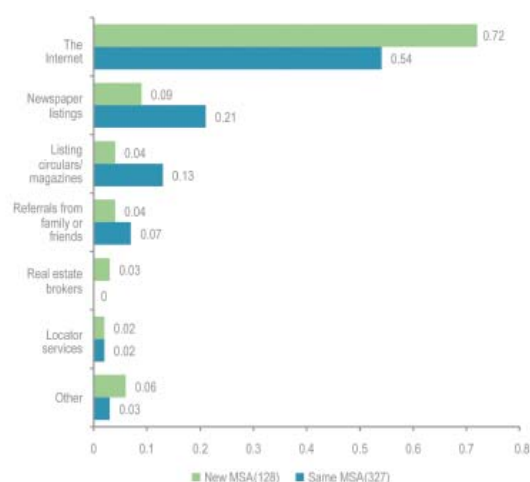


EXHIBIT 1: Where Did You Begin Your Rental Home Search? Source: MyNewPlace; Compete, Inc. 2006

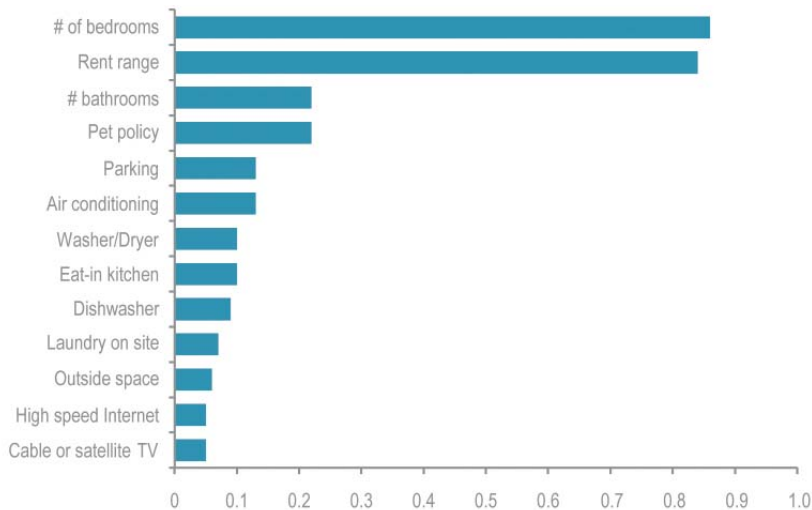


EXHIBIT 2: The Depth and Breadth of Home Rental-Related Search Terms.
Source: MyNewPlace, Hitwise. Oct. 2007

pets. However, the smaller percentage of visitors who do use advanced search features may prove to be the most valuable for a particular property. Once most renters narrow their list down to the homes within their rent and size criteria, they prefer to then view each online and determine which to contact based on the detailed information on the website.

In fact, the study revealed that the average renter views between 8 and 14 detailed property pages in the first month searching online. From the detailed listing page, only 10 to 40 percent of renters click on the additional tabs to view pictures and floor plans (rates vary by ILS). Focus groups identified several reasons for this:

- The information on the landing page did not encourage them to look further at the property.
- Their connection speed was slow enough that waiting for the images to load was not worth it. (Not all broadband is created equal, and not all sites load quickly.)
- The property in question displayed only one image or none at all.

CLASSIFIEDS

WANT TO PLACE A CLASSIFIED AD?
 Contact NARPM® National at 800-782-3452 or e-mail publications@narpm.org. Several categories are available including announcements, items for sale, services and wanted. Choose up to ten lines of text to advertise your message, product or service.

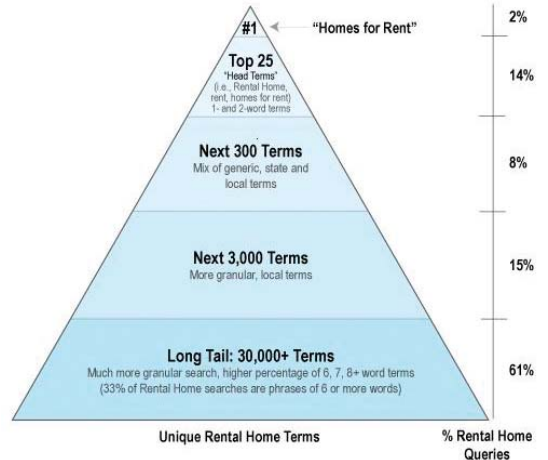


EXHIBIT 3: Filter Usage on Five Leading Websites.
Source: MyNewPlace; Compete, Inc. 2006

However, the serious prospects, those most likely to rent, will often return to the same ILS and view the same listing four or five times, over multiple sessions spanning 60 days or more.

On MyNewPlace, 12 percent of registered users contact a property via e-mail, and a similar percentage via phone. That means up to 24 percent of prospects will initiate contact with a property from a website directly before visiting. Often, the property's response, or lack thereof, will dictate whether the renter visits the property. The most frequent reasons a renter contacts the property are as follows:

- Checking to see if the property is available
- Verifying rents
- Making an appointment to view a unit

SUMMARY

A comprehensive marketing plan is necessary to fill vacant units. This article is meant to give some insight into what is important to renters, and what should be important to property managers. 🏠

The most popular search phrase is simply "home for rent," which generates approximately two percent of all searches. Other terms renters use are geographically specific.

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GOVERNMENTAL Affairs

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



John Parker, MPM® RMP® holds a BA degree from Alaska Pacific University. Prior to becoming a property manager, John was a teacher, a clothing store manager and real estate sales associate. He has been involved in the real estate industry since 1973, when he bought his first fixer-upper. When he is not working, he likes to read, golf, hike, woodwork and travel.

From the NARPM® home page (www.narpm.org), the Legislative button will be located in the grey navigation bar.

Legislative Scoop

The Governmental Affairs Committee has been working to create a legislative section of the website. This area should be live by the time this issue goes to print. We encourage NARPM® members to send us brief articles about legislative happenings in each region. Feel free to give us any feedback by e-mailing govtaffairschair@narpm.org. We are always searching for ways to improve the information available to our members. From the NARPM® home page, the Legislative button will be located in the grey navigation bar. In this area, you will find the following pages:

MEMBER BENEFITS

Do you feel like the government understands residential property management? Could you help elected officials at all levels of government better understand your business and industry? NARPM® needs your help and you can make a difference! Here you will find a list of reasons to be involved in legislative efforts.

HOW A BILL BECOMES LAW

The Federal government and each state have their own procedures for how an idea becomes law. On this page we cite Ben's Guide to US Government for Kids. Although the site is very basic, it does provide a good basis for understanding how our Federal government works. For a more detailed description visit <http://thomas.loc.gov/home/lawsmade.toc.html>.

The state process can be found by using the Resources page. Just follow the links to the state you are interested in from www.ncsl.org/public/leglinks.cfm. When you have the opportunity to participate in a Day on the Hill event at your state capitol, it may be beneficial to view that prior to attending the event.

GET INVOLVED

The pages in this section explain how to create a grassroots program. Although there may be differences from state to state, these basics can be used to guide you through the process. The pages here include: Creating a Chapter Grassroots Program, Grassroots Lobbying, Planning a Day on the Hill, Ex-

cuting a Day on the Hill, Effective Communication, and Contact Elected Officials.

CREATING A CHAPTER GRASSROOTS PROGRAM

This page has steps on getting chapters involved and organized for topics of local or state interest. One of the most important services an association provides its members is an effective governmental affairs program. The members of your committee often function as your primary lobbyists. These members will often be your only life line in the government arena. Find out if any of your members know their legislators and get those members involved.

GRASSROOTS LOBBYING

Here you will find some pointers on creating an issue-oriented grassroots lobbying plan. Without a professional lobbyist, all of your lobbying work will be grassroots lobbying, which includes telephone calls, letters, e-mail and coalitions.

PLANNING AND EXECUTING A DAY ON THE HILL


Scheduling a Day on the Hill at your state capitol building is one of the most effective methods for getting our message to those that matter. If you have never done a Day on the Hill event, you will find ideas about how to organize one on this page.

INDUSTRY NEWS AND ACTION CENTERS

These pages will be among the most important for current events around our network. Legislative news and the latest industry updates will be posted here.

RESOURCES

On this page, you will find a list of resources on the web that link to real estate, state and governmental agencies, and other associations.

Hopefully, the Legislative area of the website will continue to evolve. To keep it up-to-date, we need your help! Let us know what is going on in your area and e-mail us with any content or suggestions. 



The New Age of the Born Again Renter

As real estate specialists caring for rentals, NARPM® members have, for many years, been on the wrong side of what most people consider the best aspect of real estate. On a regular basis, our tenants and the media had been bombarding us with compelling reasons to own a home or invest in real estate. My tenants felt foolish paying rent and even embarrassed. They felt they had to justify why they were renting until a later date when they would buy. Buy, buy, buy has finally been replaced, in some cases, with goodbye to the need to always own a home.

The second half century of my life is approaching soon and the older I get, the more my mantra on investing has become, “never lose money.” The financial risk that home ownership placed on so many of my tenants has brought many back into my portfolio (often after foreclosure) as “born again” renters. This clever term was recently told to me by a very successful apartment developer I had done advertising for back in the mid 80’s. We had stayed in touch over the years and, like me, he always felt sad when his tenants left to buy homes each month. How could they qualify and put nothing down to own as they left our rent rolls each month? These very same tenants (that all NARPM® members remember) are now often the first to lose their homes and return to renting. These “born again” renters come back to our portfolio with a much better respect for the benefits of the landlord/tenant relationship. They realize the peace of mind of non-ownership, the ability to fulfill a term and move, and of course, the excellent service we hope to provide our customers. For the first time in many years, I feel the imbalance is shifting and making it far more acceptable to rent. I am only sorry Rodney Dangerfield isn’t alive to see us get the respect we deserve.

Now I know NARPM® member markets are different, and certainly many of our members also sell

homes. But when you step back and really look at many of the transactions our tenants entered into, it is a welcome relief to see renting come back into favor for many of them. As a society, our political leaders feel compelled (must be the NAR lobbyists) to make as many people homeowners as possible and this has always bothered me. I remember this was one of the many statistical sound bites former President Clinton used to brag about his economic prosperity—the fact that home ownership percentages had gone up so much. Home ownership has been quite popular for both sides of the political spectrum, and I can only hope that some lobbyists from The National Apartment Association or NARPM® add their opinion when every recovery package simply adds back the need for more home ownership (to absorb all the foreclosures). Why can’t these homes be made into investment rentals managed by NARPM® members and keep consumer risk in a more contained position? Why can’t the financial stimulus incentive be for investors to buy home inventory and provide quality rental housing? Why do we still remain under everyone’s radar screen while the “born again” renter is emerging before us in many markets. In many ways, NARPM® members should embrace this renter revolution and realize the planets are aligning like never before for the educated investor.

Every month, I mail nearly 100 renewal packages out to my tenants. I now include article after article touting the financial benefits of renting and renewing. I am able to purchase quality brochures about the advantages of renting from The National Apartment Association. Just this past weekend, Parade magazine, in our Sunday paper, had an article entitled, “Great Reasons to Rent.” I know for sure that Rodney Dangerfield would have smiled knowing we are finally getting the respect (and rent) we deserve. 🏠



Mark Kreditor, MPM® RMP® is President/Broker of Get There First Realty, CRMC® of Dallas, TX. He is a past national president of NARPM® and a member of the Greater Dallas Chapter. His firm manages nearly 1500 properties and enjoys making their customers feel good about choosing to be renters.

“These ‘born again’ renters come back to our portfolio with a much better respect for the benefits of the landlord/tenant relationship.”

Virtual Outsourcing

Navigating the Globe for World-Class Resources



Paul Matthews is a Professional Services Manager at Bermuda Realty Company Limited. He uses virtual outsourcing to help maintain the firm's position as the island's largest, most-comprehensive real estate company.

Take advantage of the vast, global talent pool without feeling lost at sea. Virtual outsourcing lets property managers access administrative, creative, financial, legal and almost any other service, from anywhere in the world, at competitive costs. Finding them is easier than you might think.

ONLINE DIRECTORIES

Many virtual assistant (VA) directories provide safe harbor when the vast talent pool seems like uncharted waters.

Virtual service provider marketplaces such as Guru and eLance offer controlled access to VAs who have registered at either a free, basic level or at paid, premium levels. (You choose whether to submit your bid to all or just premium members. Keep in mind, however, that some projects set a minimum bid for premium service providers, so including the basic level could net you lower bids.) Most marketplaces require all work be done through them.

Besides free use, VAs pay all fees and commissions. Other advantages include the choice of browsing or posting a specific project, viewable feedback, file sharing, escrow accounts for payment and the option of anonymity.

Non-profit trade associations such as the International Virtual Assistant Association (www.ivaa.org) also let you browse VAs or post a project. Unlike a marketplace, it permits direct access with contact information and links to VA websites.

The directory's 24 categories range from accounting to web design and include members designated as Certified Real Estate Support Specialists. Similar associations include the International Asso-

ciation of Virtual Office Assistants (www.iavoa.org), which focuses on administrative services.

Specialized online communities, such as the Real Estate Virtual Assistant Network (REVA), bring together professionals and online service providers around common interests and industries.


DO-IT-YOURSELF SOURCING

Other options free you from the limits of any single member list, the required release of information and other controls.

Referrals work just as well now as in the pre-digital age. Your colleagues' trusted bookkeeper, writer or programmer may be down the road from them, but that doesn't prevent distance-work with you.

The ease of distance work also means that the departure of a trusted employee needn't be the end of a profitable professional relationship. Virtual outsourcing lets them remain on your team as a VA.

Search engines come last—and, for many, least. They can work, however, for the do-it-yourselfer who doesn't mind getting thrown into the deep end of the talent pool. Since most VAs maintain a website, you can browse qualifications, testimonials and samples, making direct contact when you see one you like. This option works best for the property manager comfortable with entering search terms and brainstorming effective keywords.

Now comes the big question. What do you do with a VA once you have landed one? Look to next month's article, "Outsourcing Virtually Everyday" for tips on evaluating, hiring, managing and compensating VAs. 



Ages 18+
2-6 Players



- GAME CONTENTS:**
- GAME BOARD
 - DEED CARDS
 - RISK & REWARD CARDS
 - PROSPER OR PERISH CARDS
 - PLAYING PIECES
 - MONEY
 - HOUSES
 - HOTELS
 - DICE



Don't Wait to Order Your Own NARPMOPOLY Game

NARPM® conferences and conventions tend to have themes. This year the Northwest Regional Conference's theme was NARPMOPOLY, and a custom NARPMOPOLY game was created. The theme was tied into every aspect of the conference events and, as a result, the conference was full of energy and fun. A new trend in NARPM® events has been born.

NARPMOPOLY GAME BOARD

The board game was created for several reasons. First, the conference committee wanted to create value for the exhibitors. Hundreds of the conference attendees will have the opportunity to play their very own NARPMOPOLY game and be constantly reminded of the services and contact information of the conference sponsors/exhibitors. Second, we wanted a souvenir for our attendees to take back to reflect on and share with others.

The NARPMOPOLY game board properties consist of the conference sponsors and exhibitors. The game cards are NARPM® specific. For example, "Earned RMP® designation, collect \$100" or "Forgot to send adverse action to denied applicant, pay \$20."


Didn't attend and want a copy of the game? Check out the NARPM® Store or e-mail info@narpm.org.

OFF-SITE EVENT

In the spirit of NARPMOPOLY, the off-site event was held at a jail. Actually it was the old Idaho State Penitentiary. The admission ticket was a "Go to Jail" card. While in jail, attendees had the opportunity to earn a "Get Out of Jail Free" card. Attendees played a game which caused them to meet and learn more about other members, affiliates and fun facts about the prison. A photographer was there to take photos of the attendees in jail (as seen on page 20 and the front cover of this issue).

CONFERENCE

Inside each attendee conference binder was a mini NARPMOPOLY game board. Attendees played the game throughout the entire conference and the winner won a free registration to the National Convention in Kauai. The game encouraged members to participate in all conference activities, which included visiting each exhibitor.

NARPM® events deliver amazing education and networking opportunities, but they also offer fun, friendship, and a well deserved break from the day-to-day headaches. Which NARPM® event are you attending next? 



Tony A. Drost, MPM®
RMP® is the founder and owner of First Rate Property Management, Inc., located in Boise, Idaho. Tony earned a BA degree in Operations Management, which he credits as giving him the tools to be an effective manager. Although licensing is not required in Idaho, Tony is a licensed agent to provide additional support and service to his clients. Tony can be reached by phone at 208-794-6424 or by e-mail at region4vp@narpm.org.



REGIONAL Communications

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



James Emory Tungsvik, MPM® RMP® is one of five corporate officers for Around The Clock Inc., CRMC®, located in Kent, Washington. James is currently serving as the Region Six National Vice President and has served as Chapter Treasurer, Chapter Welcoming Committee, Chapter Vendor Affiliate Committee and Chapter Secretary for the King County Chapter. In addition, he has served as the State of Washington Chapter Secretary, National Conference Committee, National Certification Committee, National Certification Auditor, National Leadership Training Committee and Co-Chair for the NW Regional Conference for the past three years. James became a NARPM® member in 1995.

The RVP Bulletin

Com-pe-ti-tion: the act of competing; a contest for some prize; the rivalry offered by a competitor; a competitor or competitors; rivalry between two or more persons or groups for an object desired in common, usually resulting in a victor and a loser but not necessarily involving the destruction of the latter. Can there be healthy competition that benefits everyone involved?

Recently I had lunch with two daughters of a direct competitor of our company to help them work on their RMP® and MPM® designations. We laughed, ate and drank ice tea in the sunshine as we went down the designation check off list to see if they could achieve their goal. Why would I do this? Wouldn't

The only rivalry between NARPM® members is how much they are willing and eager to give back to the NARPM® family.

it be better for my company if I did not help them achieve their goal in becoming the best that they can be in property management?

In June, the Santa Clara Chapter of NARPM® in California met for their annual golf tournament to raise money for HIP (Housing for Independent People). These individuals representing many companies came together, not only to raise money, but to share their ideas of good property management in the rental industry. Why would they do this? Why wouldn't they keep their ideas to themselves so they would have an edge over their competition?

In May, the Washington State Chapter of NARPM® hosted the much anticipated Brainstorming Class, which allows Washington property managers a chance to get together and share their ideas and methods for succeeding in professional property management. Joe Puckett, a well known Seattle Lawyer who specializes in Real Estate Law, started the session out with a very informative talk about legislative issues dealing with property management. The group then broke into roundtables and discussed many issues including tenant bankruptcy, how to find quality properties to buy, how to fire a client, and safety issues both in and

out of the office. Again, I pose the question, why?

Why would companies in direct competition with others want to share their best ideas with their competitors?

For property managers or management companies standing on the outside of NARPM® looking in, it would seem quite foreign to them, the concept of sharing ideas openly. However, we know that one of the threads in the NARPM® fabric that binds us together is the sharing of ideas and forms with members across the road or across the country.

It is through that sharing, along with the available knowledge and leadership, that each of us can attain personal and professional success.

Some would call this process "strength in numbers." It may be. We are seeing more and more people, tenants and owners, as well as legislators, looking to NARPM® members as the honest, ethical experts.

With the current conditions of the real estate sales industry across the country, our competition is not the NARPM® member whose office is down the road. Our competition are the sales agents who decide on a whim to increase their income during this recession by becoming property managers.

So, it seems that competition can be healthy depending upon how it is used. For us, it is helping that NARPM® member seeking a designation to reach "Endless Possibilities" in personal and professional growth. It is helping that charity reach out to help others as we come together to share ideas. It is through holding all-day brainstorming sessions that will set us apart from others in the industry. As I see it, the only rivalry between NARPM® members is how high they want to climb in this industry and how much they are willing and eager to give back to the NARPM® family. 🏠

- Region 1:** R. Scott Corbridge, RMP®
- Region 2:** Elizabeth Morgan, MPM® RMP®
- Region 3:** Susan Albern, MPM® RMP®
- Region 4:** Tony A. Drost, MPM® RMP®
- Region 5:** Harold E. Kalles, MPM® RMP®
- Region 6:** James Emory Tungsvik, MPM® RMP®

Region 1: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, Delaware, Maryland, Washington D. C., West Virginia, Virginia, North Carolina, South Carolina and Georgia

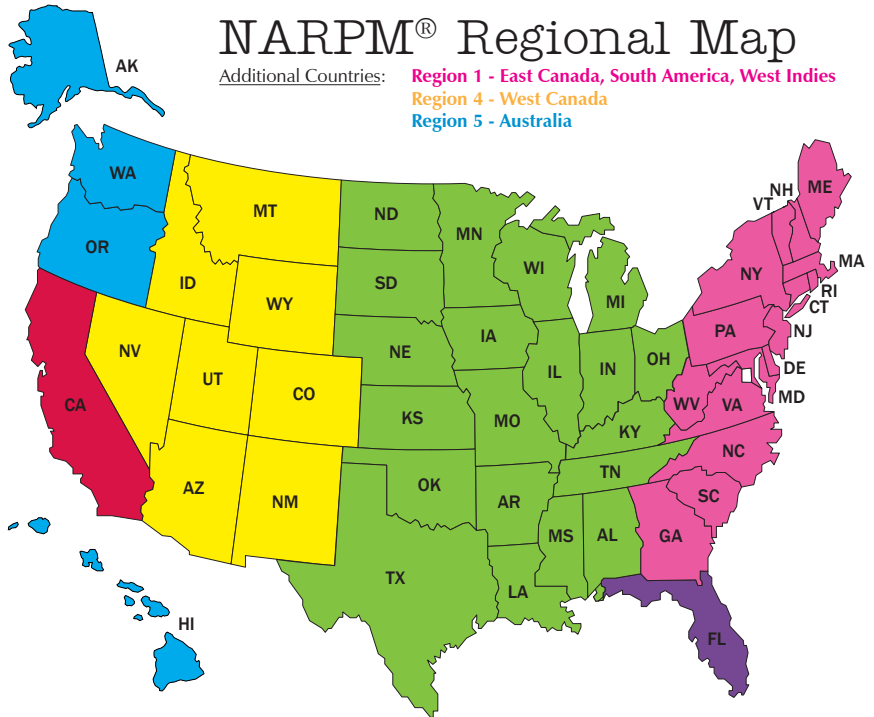
Region 2: Florida

Region 3: Michigan, Indiana, Ohio, Kentucky, Tennessee, Alabama, Mississippi, Louisiana, Arkansas, Missouri, Illinois, Iowa, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma and Texas

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I N B O I S E



Rob Massey, Jr., CPM® has served as a local chapter president for NARPM®, the Institute of Real Estate Management, and the Apartment Association in his hometown of Louisville, KY. He has taught several property management classes and managed nearly 1,000 apartments and houses before scaling back his property management company to pursue the national internet listing service he founded known as RentalHouses.com. He served as vice president of industry development for Rentals.com for one year subsequent to the acquisition of RentalHouses.com by Consumer Source in January of 2007. Currently, he serves as a consultant for Rentals.com, focusing his efforts on industry and association relations for the company. Rob can be reached at rob.massey@rentals.com.

PHOTO: Executive Director Gail Phillips, Region 6 VP James Emory Tungsvik, MPM® RMP®, and Marilyn Grimsley, MPM® RMP®

Where in the Northwest can a residential property manager go to learn about property management, go to jail, have fun in jail, get out of jail, network with friends and meet others in the same profession and learn all about the French language? The answer is in Drost...er Banner...er Boise, Idaho. That is Boy-see Idaho. And you thought that they only grew potatoes in "The Potato State." Well, actually it is the Gem State or the Gem of the Mountains State. Should you have any questions about how it got its name, be sure to have Owen Jones show you his photos of the Sawtooth Mountains. They are truly incredible!

When you fly into Boise from the East, the mountains are so high that, while descending the plane, the pilot must fly past Boise and turn around to keep from having to nosedive the plane after passing over the mountain range located just east of the city. It makes for a pretty nice view of the city prior to landing.

Tony Drost, MPM® RMP®, Marc Banner, MPM® RMP®, and the many NARPM® volunteers who put on this year's Northwest Regional Conference did a great job of seeing to it that we all learned, played, bought services from vendors, ate well and partook in some libations. Now that is what I call a complete NARPM® event!

The theme of this year's event was based on the game of MONOPOLY, thus the coined name "NARPMOPOLY," with Marc Banner, MPM® RMP®, serving as the master of ceremonies. Not only did Marc do a great job as the emcee, he meticulously and impressively dressed the part of the "MONOPOLY Man." He also taught us pronunciations of some French words. When in doubt about French pronunciations, always call Marc. The vendors were set up like a MONOPOLY board in the main assembly ballroom and customized MONOPOLY boards with all of the vendors listed on them were originally scheduled to be distributed at the event. However, they were missing in action due to a slow boat coming from China with them aboard. Tony tells me that, as I am writing this article, they are about to be shipped to all attendees. So keep your eye out for yours to arrive shortly.

The off-site event was held at The Old Idaho State Penitentiary where we had cocktails, dinner, music and free run of the facility where the western bad guys used to "hang out," if you will pardon the pun. I would hate to have been a bad guy in those days!

Melissa Prandi, MPM® RMP®, was the keynote speaker on the opening day of the conference. Using her dynamic speaking style, attendees always need to be prepared to be called on or talked about during her public addresses. As usual, there were many victims, but in keeping with her normal interesting fashion she gave us tools for "Staying in the Game."

Our Madam President, Betty Fletcher, MPM® RMP®, periodically filled us with her words of wisdom in her normal eloquent fashion.



The entertaining Steve "Fee Fee" Urie, MPM® RMP®, wrapped up the conference with "Don't Miss Your Turn," a hilarious pictorial presentation of property management at its best (or worst). It was a great method for winding down the event with fun and humor.

NARPMOPOLY in Boise was a tremendous success thanks to all of the great and hospitable people who diligently devoted countless hours to ensure it. I left the city feeling a little short of sleep, but knowing that the Gem of the Mountain brilliantly sparkles in the Northwest and the NARPM® members who attended this year's Northwest Regional Conference won a game of MONOPOLY that they won't soon forget. 🎲

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John R. Bradford, III is a Property Manager, REALTOR® and owner of Park Avenue Properties in Charlotte, NC. He is also the president of the Charlotte Regional Chapter of NARPM®. Park Avenue Properties is a Real Estate & Property Management firm. They are a turn key dual-agency offering real estate services to buyers, sellers and renters of real property. Park Avenue Properties started as a real estate investment company specializing in foreclosed properties but quickly realized Charlotte's need for an agency that offers primary homeowners the same level of market analysis and tested experience.


Free Internet Advertising Isn't Really Free

I am sure that all of you are familiar with the plethora of “free” Internet classified websites that allow rental classified advertising, as well as other various classified categories. These “free” websites can be additional resources for further advertising exposure for your firm. The reality, though, is that the age-old adage “nothing is free” has real merit.

Our firm has recently experienced a very high number of unidentified users simply cutting and pasting our posted rental photos, ad descriptions and even my personal name as the contact. These fraudulent users then combine the stolen data with a newly created e-mail address to prey on innocent rental prospects. For example, one person created an e-mail address that looked something like brafdord_jhon@yahoo.com. This is no misspelling. My real name is John Bradford. I assume this was an available free e-mail address that this Internet user simply created for him/herself and then created yet another “free” rental ad exactly like ours but he/she advertised the property for \$300 less. We had several rental prospects notice that there were two identical ads on the same website with the same physical address but one was several hundred dollars cheaper and the e-mail addresses were different. A few of these prospective tenants did, in fact, e-mail this unidentified person only to forward our firm the very poorly written e-mail response comprised of fragmented English. The e-mail described how he/she supposedly moved to Nigeria and was desperate to find a good tenant and to please answer a series of very personal questions as well as send money to an off-shore bank account. Now to you and me, this is obviously a scam and there are many red flags that would make us suspect to even respond to the e-mail. To inexperienced renters, though, they want to secure a new home so badly at times that irrational behavior and illogic may take over, causing them to fall into the trap of giving away personal information, as well as sending money.

This said, we have had one prospective tenant tell us that they sent \$200 to the off-shore bank account,

although we did not ask to see proof that this really happened. Assuming this was true, we explained to them the fraudulent situation and to simply try to take it in stride as a cheap life lesson. Our analogy to them was a rather simple one. When you go to the grocery store and buy milk and bread, do you give the cashier money and then walk out empty handed? Securing a rental property works in the same way. Never release your security deposit and/or rent monies to anyone unless there is an executed lease in hand. There is one final question that you may be asking—what did we do about these fraudulent ads? First, I started with my local township police department. Frankly, it was a waste of my time. They took a report and advised us to go to the County Sheriff and file a report. I did not do this as I could see it was a goose-chase at best. As president of the Charlotte Regional Chapter of NARPM®, I brought this subject to the table to see if other firms had an experience similar to ours. Well, we were not alone. A fellow NARPM® member gave us an FBI website address where we could report the suspicious activity. We also found another site for reporting where such cases can be filed called the Internet Crime Complaint Center (www.ic3.gov). To summarize, you can see how “free” advertising does, in fact, have real cost. It cost our firm a tremendous amount of time explaining to callers the duplicate ads. It cost me valuable personal time to go to the local police station to end up at a dead-end. It may have cost an innocent rental prospect \$200. It cost me money to have someone at our firm load the cases on the FBI website. It cost me additional stress thinking someone is using my name on the Internet and there is really nothing I can do to stop it.

One must weigh the benefits of these “free” websites and make a business decision whether or not to use them. For now, our firm has decided to continue using these sites, but we are much more aware of the real cost and factor this into our overall advertising budget. 

West Coast Leadership Training Recap


The West Coast Leadership Training was fabulous and I was so pleased that I attended along with our Sacramento Chapter President-Elect, Leisa Wells. What an eye opener! I did not know there were so many great tools available at our fingertips!

Did you know that if you want to develop a chapter website, you can go to www.narpm.org and get a NARPM® branded local chapter website that can access the NARPM® database for reports and e-mail blasts? Just e-mail info@narpm.org for details.

Chapter logos are also available in the Chapter Leader Services level of Members Only. And, if any of the chapter presidents have opened their Why Use One? public relations campaign, recently sent from National, they will find printed copies of all the flyers and an included CD with everything ready to load onto your website or print for marketing! You can also put in a request to have these materials customized for your chapter. I have already placed my request!

Treasurer Vickie Gaskill, MPM® RMP®, spoke on "Challenging the Process." President Betty Fletcher,

MPM® RMP®, shared her inspiring vision on strategic planning. Steve Stein, CRS® GRI, talked about legislative objectives along with Linda East, CPM®. President-Elect, Fred Thompson, MPM® RMP®, shared his "Tools for Success," followed by a great brainstorming session with none other than Suzanne Cameron, MPM® RMP®. Suzanne also conducted group exercises that were quite invigorating and full of interaction, including the construction of strange looking buildings made by the attendees with straws and pins. How much better to do things as a team! Executive Director Gail Phillips, CAE, inspired all of us with the update on the tools and assistance available through our National website. The meeting ended with the passionate and heart-wrenching shared reading of Martin Luther King's "I Have A Dream."

Make sure that you mark your calendar for next year and have your local chapter president-elect attend the West (or East) Coast Leadership Training so they can inspire your chapter to climb the ladder of success! 

Deanna Blanton, RMP® is the vice president of Sacramento Delta Property Management, CRMC®. She is a licensed real estate broker and has been in the property management business for 22 years. She also specialized in real estate sales for a few years. Deanna has been a member of NARPM® since 1992, and served as secretary, publications chair, director, and now president of the Sacramento Chapter. Deanna is currently working on her MPM® designation.



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Candee Brady
Hometown Prop Mgmt @ The Vill
940 Lakeshore Drive
The Villages, FL 32162
352-753-6216

Corey Brown
C Brown Property Mgmt & Invest
PO Box 47181
Baltimore, MD 21244
410-521-7050

Barbara K. Chess
Chess Masters, LLC
2911 N Tenaya Way #106
Las Vegas, NV 89128
702-413-1620

Bob Crowther
MacPherson Prop Mgmt CRMC®
18551 N Aurora Avenue #300
Shoreline, WA 98133
206-546-9328

Nicole Cuccia
RE/MAX Select Real Estate
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Maple Valley, WA 98038
425-432-4414

Glenn Dorsey
MyHomeSpot.com
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Pensacola, FL 32507
850-453-5555

Reno Engen
The Real Estate XChange
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Chesapeake, VA 23320
757-277-9779

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Erickson Realty Group
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Thomas Gehring
Century 21 Bundesen REM
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Petaluma, CA 94952
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Douglas N. Gerbaz
Realty Pacific, Ltd.
92-211 Pali Momi Street #430
Aiea, HI 96701
808-488-0185

Gary Gotling
Gotling Property, LLC
2412 Cedar Trace Drive West
Jacksonville, FL 32246
904-865-862

Ryan Graham
Triple C Investment Management
18383 Preston Road, Suite 310K
Dallas, TX 75252
972-468-5148

Pat Groves
Peninsula Property Management
10030 Silverdale Way #108
Silverdale, WA 98383
360-307-8114

Jean Hallmark
Pickett Property Management
9601 Provost Road NW, #201
Silverdale, WA 98383
360-698-7840

Janet L. Hammer
Hammer Real Estate
2913 Canon St
San Diego, CA 92106
619-223-2755

Steve Jacobson
MarketPlace Professionals
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Lakewood, CO 80228
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Sergei Klyazmin
Royal Crown Real Estate
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Marina del Rey, CA 90292
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Greg Kurzner
Atlantic Properties, Inc
3554 Old Milton Parkway
Alpharetta, GA 30005
678-869-9000

Angela Lepori
Alliance Property Management
1611 4th Street
Santa Rosa, CA 95404
707-524-8380

Henry Liu
Gateway Property Management
2640 E Garvey Ave S #105
West Covina, CA 91791
626-705-3509

Marnie Lovato
Kokopelli Property Management
607 Old Santa Fe Trail
Santa Fe, NM 87505
505-988-7244

Scott Lukes
Echo Summit Properties
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Greenwood Village, CO 80111
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Brian Neubauer
ERA Neubauer Real Estate, Inc.
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Panama City, FL 32404
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Larry E. Oldfield
Ola Properties, Inc
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Kapolei, HI 96707
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Don Orgeron
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Alfonso A. Paris, Jr.
SunTech Property Services, LLC
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Fort Myers, FL 33901
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Teri Pennington
Pennington Property Management
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Boise, ID 83709
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Alan M. Phelps
USA Prime Real Estate
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Gilbert, AZ 85295
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John M. Rabon
A 1 Golden Key Realty
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San Antonio, TX 78209
210-832-9600

Jacque Raney
Jennifer's Homes, Inc.
PO Box 4249
Rowlett, TX 75030
972-226-8459

Christie Rich
Tucson's Choice Group, LLC
6885 N Oracle Rd Bldg11 Ste B
Tucson, AZ 85704
520-229-2050

Leigh Ann Stadt
Arbor Enterprises, LLC
1614 North Elm St
Denton, TX 76201
940-243-2727

Desiree Sweet
Americor Realty Property Mgmt
7331 W Charleston #160
Las Vegas, NV 89117
702-648-2600
Tony Tristano
Tristano Property Management
1611-A S. Melrose #135
Vista, CA 92081
760-931-7900

Carolyn Tucker
Compass Property Management
7512 Stanich Avenue #5
Gig Harbor, WA 98335
253-851-6060

Tom Whiteman
8723 Ridge Road
Bethesda, MD 20817
301-469-9111

Ann Wick
Golden Empire Realty, LLC
2910 E Francis
Spokane, WA 99208
509-475-1675

SUPPORT STAFF

Mary Helen Klonek
A 1 Golden Key Realty
2530 Harry Wurzbach Road #602
San Antonio, TX 78209
210-832-9600

Jason Pennington
Pennington Property Management
10872 W Greyling Ct
Boise, ID 83709
208-562-1060

AFFILIATES

Jeanie Bosman
Safety Home Address
539 E Smith Road
Bellingham, WA 98226
360-398-7448

Tim Boyle
Playground Specialists, Inc.
17352 N Seton Ave
Emmitsburg, MD 21727
800-385-0075

Heather Dent
LandlordSolutions
2201 N 30th Street
Tacoma, WA 98403
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NCSPLUS, Inc.
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Griselda Lilley
Clean-N-Gleam Professional
PO Box 1102
Meridian, ID 83680
208-401-0144

James J. Marks
Background Info USA
POB 367191
Bonita Springs, FL 34136
239-947-2500

Ben Pittman
Property Genie
3760 N John Young Pkwy
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Laura Trussell
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Norfolk, VA 23510
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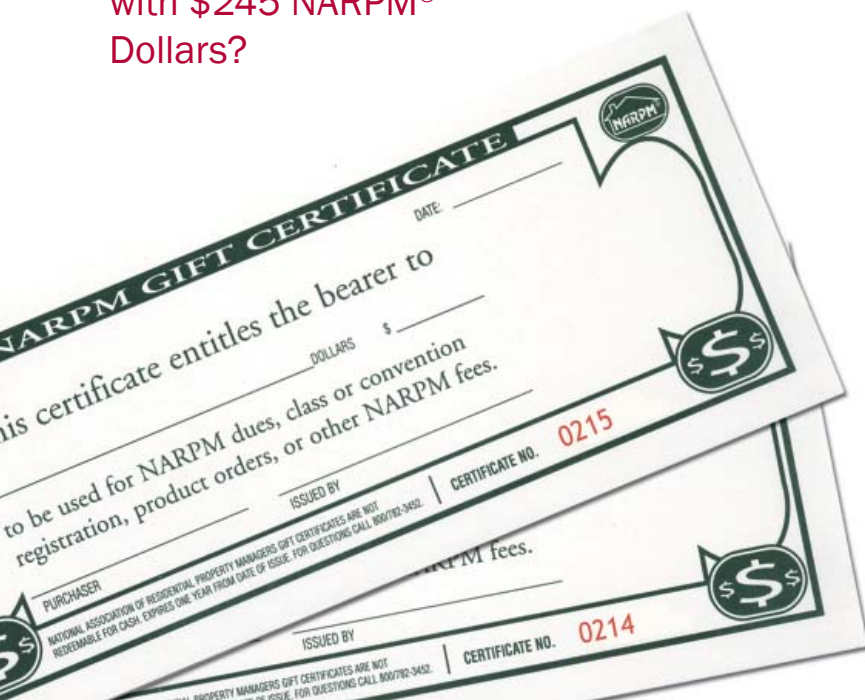
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July 16 & 17, 2008	San Antonio, Texas	MPM® Owner/Client	Peter Meer, MPM®
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July 17, 2008	San Antonio, Texas	RMP® Habitability	Betty Fletcher, MPM®
July 18, 2008	San Antonio, Texas	Ethics	Julie Potts, MPM®
August 12, 2008	Orlando, Florida	RMP® Office Operations	Fred Thompson, MPM®
August 12 & 13, 2008	Orlando, Florida	MPM® Personnel Procedures	Betty Fletcher, MPM®
August 13, 2008	Orlando, Florida	RMP® Habitability	Kit Garren, MPM®
August 18, 2008	Chesapeake, Virginia	RMP® Office Operations	Dave Holt, MPM®
Sept. 22, 2008	Kauai, Hawaii	RMP® Office Operations	Dave Holt, MPM®
Sept. 22 & 23, 2008	Kauai, Hawaii	MPM® Maintenance Co.	Ray Scarabosio, MPM®
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