

p8

Are ancillary fees needed to provide a quality property management product?

p12

The small cost to attend a convention will have a big impact on your ROI.

p31

Review the positions that NARPM® has taken on several federal issues.

RESIDENTIALResource

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

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See page 18.

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IN THIS ISSUE March 2019

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

FEATURE ARTICLES

p8 Inherently Moral and Necessary: Ancillary Fees

Todd Ortscheid, RMP® Candidate, offers an opposing view to the objections that have risen against ancillary fees. The industry landscape has changed, bringing technology and increased costs to the forefront. Todd feels that if you are to provide a quality product to both your clients and tenants, you need to jump on board the technology train and thus add those costs to your management fees.

p12 You Can't afford Not to Attend: National Conventions

COL (Ret.) Scott Glascock, RMP®, MPM® Candidate, offers a very persuasive argument for attending National Conventions. Ten very good reasons are presented to entice you to take advantage of this short time away from your office. This relatively small cost will have a significant impact on your return on investment.

p18 Lightning Rod Topics: Government Gone Too Far?

Jerry Hopping, RMP® Candidate, looks at how government has already encroached on the property management industry. As individual property managers, we have no power to effect change, but by joining forces with NARPM®'s legislative involvement, we become a very strong voice. Be part of that voice!

p31 Laws Affecting Property Management: Do You Know Where NARPM® Stands?

As we approach our journey to Day on the Hill in May 2019, the NARPM® Governmental Affairs Committee wants to make sure that NARPM® Members understand the positions that NARPM® has taken on several federal issues. This month, we are presenting NARPM® Positions on Rent Control and Short-Term Rentals.



GOLF, DONATE OR SPONSOR

**NARPM® 31ST ANNUAL CONVENTION
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www.narpmconvention.com/past-presidents-charity-tournament/

The complex block features a green background. At the top, the text 'GOLF, DONATE OR SPONSOR' is written in large, white, bold, sans-serif capital letters. Below this text is a close-up photograph of a white golf ball with a green and blue logo that reads 'Jessie's Well FOUNDATION'. At the bottom of the block, the text 'NARPM® 31ST ANNUAL CONVENTION PAST PRESIDENTS' CHARITY GOLF OUTING' is written in white, bold, sans-serif capital letters. Below this text is the website URL 'www.narpmconvention.com/past-presidents-charity-tournament/' in white, sans-serif font.

MONTHLY COLUMNS

- p5** President's Message
- p6** Legislative Scoop
- p10** Chapter Spotlight
- p19** Designation Classes
- p20** Affiliate Members
- p22** Designations and Certifications
- p23** Discussion Board Hot Topics
- P24** Regional Communications
- p26** Membership Growth
- P31** Position Papers
- p32** New Member Recruitment Program

EDITORIAL MISSION

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

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

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638 Independence Parkway, Suite 100
Chesapeake, VA 23320
P: 800-782-3452
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Eric Wetherington, MPM® RMP® President president@narpm.org	Kellie Tollifson, MPM® RMP® President-Elect presidentelect@narpm.org
Scott Abernathy, MPM® RMP® Treasurer treasurer@narpm.org	Brian Birdy, MPM® RMP® Past President pastpresident@narpm.org

REGIONAL VICE PRESIDENTS

Chrysztyna Rowek, MPM® RMP® northwestrvp@narpm.org	Joel Elliott, RMP® southeastrvp@narpm.org
Charlene Minor, MPM® RMP® pacificrvp@narpm.org/pacificislandsrvp@narpm.org	Pete Neubig, MPM® RMP® centralrvp@narpm.org
Liz Cleymen, RMP® southwestrvp@narpm.org	Tim Wehner, MPM® RMP® atlanticrovp@narpm.org

COMMITTEE CHAIRS

Lori Hendrix, MPM® RMP® Communications communicationschair@narpm.org	Melissa Sharone, MPM® RMP® Professional Development profdevelopmentchair@narpm.org
Bryan Jenkins, MPM® RMP® Member Services memberserviceschair@narpm.org	Brian Birdy, MPM® RMP® Nominating pastpresident@narpm.org
Scott Abernathy, MPM® RMP® Finance treasurer@narpm.org	Peter Howlett, RMP® Annual Convention & Trade Show conventionchair@narpm.org
Amanda Frazier, RMP® Governmental Affairs govtaffairschair@narpm.org	Philip Scarborough, RMP® Broker/Owner Conference & Expo brokerownerchair@narpm.org

NARPM® NATIONAL

Gail S. Phillips, CAE Chief Executive Officer CEO@narpm.org	Patricia Hartline Communications, Graphic Designer publications@narpm.org
Lisa Noon, CAE, RCE Deputy Executive Director lnoon@narpm.org	Carla Earnest, CMP Conferences & Conventions Coordinator conventioninfo@narpm.org
Jackie Sabogal Member Support Manager chaptersupport@narpm.org	Jessica Morice Education Support Staff educationinfo@narpm.org
Chere Tonetti Designation Support Staff designationinfo@narpm.org	Staff Membership Support Staff memberinfo@narpm.org
Tyler Craddock Governmental Affairs Director legislativeinfo@narpm.org	Misty Pritchett Independent Sales Consultant (Print/Electronic Media) advertising@narpm.org
John Broadway Regulatory Advisor jbroadway@narpm.org	



National Association of Residential Property Managers

PRESIDENT'S Message

“The more relationships you build, the greater your success will be. I have found that the greatest way to build relationships in business is to provide value to others.”



What are you doing to build relationships in 2019? If you are a Broker/Owner or key decision maker in your company, I hope you attended the Broker/Owner Conference & Expo in Las Vegas last month. Once again, our association stepped up and delivered a premier event packed with value for all who attended. Thank you to Philip Scarborough, RMP®, this year's Chair of the Broker/Owner Conference & Expo Committee, and his great team who volunteered many hours to organize and host such a successful conference.

Whether it was learning about how to rent properties without security deposits, gaining a better understanding of technology in property management, or listening to Steve Welty, RMP®, strum a guitar, there were plenty of things going on to keep one's interest. I was especially impressed by Jeff Hoffman, one of the founders of Priceline. When Jeff and his partners came up with the idea for Priceline, there was nothing like it in the market. His idea was new. It was innovative. And Jeff challenged us to think about ways we can bring innovation to our lives and to the property management industry.

Another key part of the conference was spending time connecting and building relationships with other NARPM® Members who are also leaders in their company. Everywhere I went, there were groups of people talking, sharing ideas, and telling stories about their experiences. This time together served to energize, re-charge, and strengthen bonds. I was talking with one

business owner who told me, that after being in NARPM® for nearly ten years, all his closest friends are now people that he has met because of NARPM®. I am always pleased when we are successful in fulfilling our mission to help property managers build relationships!

If you missed out on this year's Broker/Owner Conference & Expo, then be sure to mark your calendar and make plans to attend the 2020 Broker/Owner Conference & Expo, which will be held at the Turtle Bay Resort and Spa on the island of Oahu, Hawaii, from April 20-22, 2020.

Recently, I had a chance to review a report published by Freddie Mac (<https://mf.freddiemac.com/docs/single-family-rental-markets.pdf>) about the makeup of single-family investors and I want to share a few observations from the report. While the media is generally focused on institutional investors and their impact on the single-family rental market, the reality is that there are only 18 such investors in the nation that independently own more than 2,000 single-family units. Combined, these investors control 1% of the available rentals in our country.

Middle-tier investors, those owning between 50 and 2,000 units, have a combined 4% of the available rentals. The data shows that 95% of the single-family rental stock in America is owned by small investors, who each own less than 50 units. This group is the target market for most of our NARPM® Membership.

The key to growing your property man-

agement business is building relationships with individuals who own rental properties or building relationships with people who know people who own rental properties. The more relationships you build, the greater your success will be. I have found that the greatest way to build relationships in business is to provide value to others. Some of the ways you can accomplish this are to deliver data about your rental market; to present valuable content via video blogs, articles, or social media; and by hosting investor seminars in your area. The more ways you can find to present value to those owning rental property, the more opportunities you will be presented with to serve them as clients down the road.

I am pleased to report that we are making great progress towards our goal of raising \$125,000 to support the Jessie's Well Foundation and fund a water purification system in the Dominican Republic. Visit <https://www.narpm.org/about/officers-and-board/charity-fundraisers> to learn more about how you can participate in the 2019 Past-President's Charity Golf Outing or how you can help us support this important charity.

Please reach out to me at president@narpm.org if I can be of service to you in any way, and thank you for being an important part of our NARPM® Community. 🇺🇸

Eric Wetherington, MPM® RMP®
2019 NARPM® President

LEGISLATIVE Scoop

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



Lacy Hendricks, RMP[®], GRI[®], holds a Bachelor of Science Degree from Texas State University. She joined Hendricks Property Management in October 2014 and currently serves as the Secretary of the NARPM[®] San Antonio Metropolitan Area Chapter. She is the 2018-2019 Chair of the RPAC Committee for the San Antonio Board of REALTORS[®] (SABOR) and in 2018 was presented the SABOR Legislative Champion Award.

HUD Across America (Part 1) Attempts to Correct the Housing Choice Voucher Program

In March of 2018, I was tasked with a project at the local level to help improve the relationship between property managers and the local Housing Authority in San Antonio, Texas. The Mayor of San Antonio had recently launched a campaign for affordable housing. Increasing landlord participation was part of the agenda. After polling members of both the NARPM[®] San Antonio Chapter and the Leasing and Property Management Committee at the San Antonio Board of REALTORS[®], the items preventing property managers from participating in the program were clear. I took my research to the Fort Worth Housing & Urban Development (HUD) meeting in October to present my findings. While some minor items were highlighted only in San Antonio, most of the problems were evident statewide, and were also aligned with national results in the research report, *Urban Landlords and the Housing Choice Voucher Program*, prepared by Johns Hopkins University.

Coincidentally, in August 2018, HUD announced a campaign for landlord outreach that includes a task force to focus on why landlords refuse to participate in the program. This comes as more and more states are passing legislation to prevent landlords from refusing the Section 8 voucher. Currently, nine states have passed laws that require the landlord to accept the Section 8 voucher, while four states have introduced legislation prohibiting income discrimination. HUD's campaign held an open landlord forum in Philadelphia, Los Angeles, Fort Worth, Newark, New Jersey, and Washington, DC. to find out exactly why many landlords are unwilling to accept Housing Choice Vouchers (HCV).

THE RESULTS ARE IN

I walked into the meeting in HUD's downtown Fort Worth office to a room full of landlords and property managers of all sizes: from mom and pop shops up to a firm that manages 10,000 doors. All with a similar story: they had been burned badly.

Inspections were by far the most prevalent complaint with valid, multi-layer reasons from property managers and landlords. HUD requires each unit to undergo an inspection after a voucher holder has been approved for the property and the property is held to HUD's own Housing Quality Standards

(HQS). The HQS are similar to property code, but as we know, property code varies by state and the HQS does not. The bottom line of the HQS is to provide safe housing for the tenant, as does property code. While the HQS do have some additional requirements, most people find the HQS to be reasonable and expected. The problem here lies with the inspector. The reports of the inspections come back with inconsistent results and leave the landlord guessing at what is going to be a problem and what is not. This varies from inspector to inspector within the same Housing Authority, and between Housing Authorities since many homes are overseen by multiple agencies (county and city).

If a unit fails, a list of corrections is provided to the property manager and a follow-up inspection is scheduled in ten working days. Keep in mind that this list could be multiple pages and include items as significant as re-laying a portion of sidewalk or driveway. Once the re-inspection takes place, if there are any other repairs to be made, the landlord is charged for any re-inspections thereafter. Meanwhile, the tenant is waiting to move in or for their lease to be renewed, and the landlord is waiting for their rent payment.

This brings us to problem number two: delayed initial rent payments. Once the home is deemed habitable by the inspector, it can take two to four months for the first payment to be made to the property manager by the Housing Authority. Once the initial payment is made, all payments thereafter are received on time, but the internal processing on the part of Housing Authority takes an unusual amount of time.

COMMUNICATION IS KEY

Communication between property managers and the Housing Authority seems to be a struggle across the board. The Housing Authority states we should contact them for rental verification and to report lease violations. The suggested way to request or deliver information in writing is by fax; however, this method of communication is unreliable because there is no proof of actual receipt from a fax machine.

There was a recent case in San Antonio where the landlord filed for eviction on a HCV tenant. The HUD policy states that the notice of eviction filing

Inspections were by far the most prevalent complaint with valid, multi-layer reasons from property managers and landlords.

Continued on page 22 "Voucher"



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Todd Ortscheid, RMP® Candidate, is the CEO of GTL Real Estate, a property management firm serving both Georgia and Florida. Todd's father, Gary Ortscheid, started the company in 2008, and ran it as a small boutique firm until 2012, when Todd joined the company. Todd envisioned a much larger company, and the business now manages 450 doors, with plans for continued growth. Prior to joining the family business, Todd was an airline pilot for AirTran Airways and Southwest Airlines, and served as an Executive Vice President of the Air Line Pilots Association, the world's largest pilots union. Todd lives in Senoia, Georgia, and still enjoys flying when he's not busy at the office.

Inherently Moral and Necessary **Ancillary Fees**

For the last few years, "fee maxing," as it has come to be called by many, has been a big part of how property management companies across the country have been growing their same-door revenue. For my company, this has certainly been a big driver in profitability the past two years as we have implemented many new ancillary fees.

Of course, as with any change to industry norms, this has spurred some debate, and some people within the industry have objected to these fees, even calling them unethical or "immoral." This article attempts to

agement platform. Suddenly, we had big monthly fees that we had to pay every month indefinitely for our management software. Was the software light-years ahead of the old one? Yes, absolutely, and it did add efficiencies; but the added efficiencies did not come close to paying for themselves. We simply had to pay more every month in order to provide things like an online owner portal. This was an added cost to our business.

This is just one example, of course. Many other things started to stack up over the years. New soft-

...not only are ancillary fees not immoral, they are inherently moral and arguably an absolute necessity if you are to provide a quality product to both your clients and tenants.

make the opposite case: not only are ancillary fees not immoral, they are inherently moral and arguably an absolute necessity if you are to provide a quality product to both your clients and tenants.

First, we need to examine how the industry has changed over the last decade. When I first took over management of our company in 2012, we were still using old desktop-based software that was bare bones at best. There were no tenant portals or owner portals, no self-showing lock boxes, and even web sites were pretty primitive for most property management companies. This was only seven years ago! Yet the industry landscape was completely different from a technology front even that recently.

But as we all know, while technology brings many benefits, it also brings many costs. Some of this is offset by added efficiencies, but a lot of it is not. For example, when using our old desktop property management software, there were no ongoing fees. We paid one time for the software license to manage 100 doors, and we never paid again. That all changed when we signed up for a cloud-based property man-

ware and technology that all brings added benefits to both us and our clients and tenants, but also added costs, only a portion of which was offset by improved efficiencies.

This brings us to the main point: improved products and services require improved revenue. You simply cannot provide an enhanced customer experience without paying for it somehow. New revenue needed to be generated to cover these new costs.

Enter ancillary fees. Nobody wants to increase their base property management fees. This is understandable, and we have seen the same thing in many other industries. I came from the airline industry before I was in property management; and in that business, ancillary fees brought us out of massive losses into massive profits, all while base ticket fares barely moved. Another example is the consumer banking industry. Everybody complains about ATM fees, bounced check fees, etc., but this is all making up for the fact that the bank is providing very cheap, or even free, checking accounts to most consumers. Nobody

Continued on next page

wants to pay for checking, but banks still have to make a buck somewhere. Ancillary fees make up that revenue.

So, charging ancillary fees to our clients and customers is nothing revolutionary. In fact, our industry is late to the game compared to other industries. Granted, that doesn't address the issue of morality, but it does set aside the idea that we're doing something outside the bounds of normal business practices.

When it comes to the morality angle, we have to look back to the concept that providing a quality product requires quality revenue. Sure, I can provide a bare bones property management product that charges my clients nothing except a basic management fee and leasing fee. But is it moral to provide only a bare-bones product? I would argue that it's not, unless you're advertising yourself clearly as only providing that level of service. Personally, I've never seen a property management company that advertises themselves as the Spirit Airlines of property management. So, if you're presenting yourself to potential clients and customers as offering a full-service management solution, but you're not really able to do so because you don't have the revenue to cover it, then I would say that it is the immoral thing to do.

What does the added revenue of ancillary fees provide? It provides flexibility to enhance your ser-

vice level. Additional revenue means that you can hire additional staff so that phone calls get answered instead of always going to voicemail. It means that you can bring on the latest in technology to provide the best customer experience. It means that you can provide 24-hour maintenance and leasing hotlines to take care of your client's house and get it rented as soon as possible. It means you can pay your employees well and offer them benefits packages, so that you keep the best of the best people in order to provide your clients and customers with the best experience. The list is endless. Quality service simply takes higher revenue than you can provide with nothing but a market rate management fee and leasing fee.

If you aren't charging any ancillary fees because you think it is "immoral," then I would strongly encourage you to re-examine your thought process on that. Look at everything that you could provide to your clients and customers with that added revenue. I'm not suggesting that you just tack on a bunch of new fees and pocket the cash (although there is NOTHING wrong with making a little extra profit with added services). I'm suggesting that you bring in extra revenue in order to be the best property management company that you can be. I don't see how anyone can view that as an immoral goal. 🚫

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CHAPTER Spotlight

GET TO KNOW THE EXCELLENT NARPM® CHAPTERS ACROSS THE UNITED STATES



Renata Stinson, RMP® Candidate, began her real estate career at the young age of 14 when she came to The Space Company, in Charleston, South Carolina, as an intern through a YWCA summer program. She obtained her real estate sales license in 2005 and Broker Associate license in 2015. Renata manages a large property management portfolio in addition to providing real estate broker services to her clients. She has successfully worked her way up the ladder at The Space Company. Renata will continue the 33-year legacy of this company as her current Broker and mentor eases into retirement. Renata is a true example that hard work and determination pays off.

Charleston Chapter

Charleston, South Carolina has been voted the number one city in the world and in the U.S. and Canada. It is America's favorite destination. Charleston is known for its prime coastal setting, historic architecture, and friendly people. We also tout that the 2019 NARPM® President, Eric Wetherington, MPM® RMP®, is a member of our local chapter. We are very proud to add Eric's accomplishments to our long list of Charleston accolades.

The NARPM® Charleston Chapter is having a blockbuster year, having kicked off 2019 with a membership drive oyster roast that was attended by more than 100 people. Warren Sloane, RMP®, the immediate past president, hosted the oyster roast at his family compound on Clark Sound. We received a \$500 membership drive grant from NARPM® National; and that, coupled with the support of our vendor sponsors, allowed for everyone to enjoy

works closely with our Southeast Region RVP, Joel Elliott, RMP®. Four other members hold the distinguished RMP® Designation and there are also three RMP® Candidates. There is also one company holding the CRMC® Designation in our chapter. We congratulate all of them and encourage members to take advantage of the educational and volunteer opportunities afforded by our association with NARPM®. During 2019, we will be holding two educational classes that will address Risk Management and Client Relations. We are hoping that all members will join in and take advantage of this wonderful information that will definitely enhance their business.

Charleston has experienced a 6.3 percent increase in rental rates for all individually-owned rental properties. Our average rental rate in 2018 was \$1,595 per month. Rental rates have steadily increased for the past six to seven years. Our market

We received a \$500 membership drive grant from NARPM® National; and that, coupled with the support of our vendor sponsors, allowed for everyone to enjoy great food and music provided by a local band.

great food and music provided by a local band. We became aware of the grant that was available from NARPM® National during the 2018 NARPM® Annual Convention & Trade Show that was held in San Diego, California. The grant can be obtained by any local chapter to support membership efforts. This is the type of information that can be gained by attendance at the NARPM® National Convention.

Our chapter is focused on growth this year. We are hoping to increase our membership to 75 active and participating members and/or affiliate members. We want members participating in meetings, workshops, educational opportunities, and also contributing to make our chapter all that we know it can be. The NARPM® Charleston Chapter has many distinguished members in addition to the National President. Sarah Turocy, RMP®, serves as the Southeast Region RVP Ambassador. Sarah

is strong and there are many opportunities for all property management companies to be successful. NARPM® is all about building relationships and, in Charleston, our NARPM® group knows that together we can all be even more successful by sharing information and associating with a national professional organization that will represent our best interests.

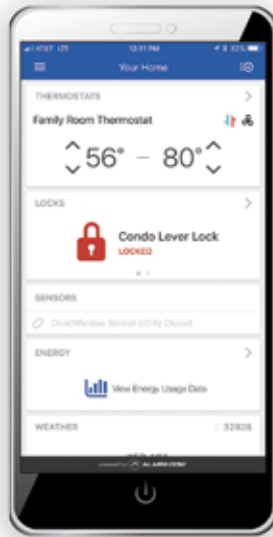
As the 2019 Charleston Chapter President, I am determined to make the goal of more growth come to fruition. I am a Broker Associate with 20 years of property management experience. This is my first foray into NARPM® leadership and I am excited for the challenge.

Together with Eric, Joel, Warren, and Sarah, let's all ensure that our vision for more growth of the local NARPM® Charleston Chapter becomes a reality! Here's to 2019! 🍷

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COL (Ret.) Scott Glascock, RMP®, MPM® Candidate, is a retired 30-year combat veteran and now owns All County® Colorado Springs Property Management, and Prestige Property Management, in Phoenix, Arizona, and Mesa Property Management, in Mesa, Arizona. Scott began his military career as an Enlisted Soldier, earned his NCO (non-commissioned officer) chevrons, and retired as a commissioned officer. Scott knows that it takes high standards, discipline, and commitment to ensure any mission is a success and was why he became part of the All County® Property Management Franchise. Scott is very proud of his entire team, who are the foundation of his success. He is especially proud of being part of the All County® Franchise and working with his mentors, Sandy and Scott. He joined NARPM® in April 2011 and has served on the NARPM® Governmental Affairs Committee.

You Can't Afford Not to Attend! National Conventions

"I can't afford it." How many times have we heard that objection from an owner? Confidently, we respond, "You can't afford not to hire us as your property manager." How many owner presentations have you done, telling them all the hidden reasons and owner benefits they would get from using your services?

So, let's talk about NARPM® events at the local, state, and national levels. How many of you have said, "I can't afford it"? As a former 30-year combat veteran who knows the value of training, education, and professional development; as an active member and participant in our local NARPM® Colorado Springs Chapter; and as a great beneficiary of all the great things NARPM® can provide an up-and-coming or even well-established property manager, let me respond with, "You can't afford not to be there." With that being said, let me give you all the many hidden benefits that perhaps you do not realize:

- 1** If you don't think investing about \$150/month or about \$1,800/year into your business to attend a premier training and education event is important, then perhaps, you may want to reconsider your choice of owning your own business or being in the property management industry altogether. As we move through the other benefits, hopefully, you will see a \$150/month commitment is well worth the **ROI!**
- 2** There are so many educational classes that will help you save time and resources; which equates to money. At a minimum, I guarantee you will double your \$150/month. I guarantee your experience will allow you to close, at a minimum, one more lead per month, process a security deposit faster and more accurately, get legal advice that would cost you more than \$150/month, and see technology that would have taken you hours/months to discover and research online. More than anything, I guarantee you will be twice the professional property manager you are now because of all the great training, which is clearly worth the small investment of \$150/month. **ROI!**

- 3** Property management industry vendors attend every one of our conferences and showcase technology, trends, upgrades and, in many cases, hold educational seminars. Just visiting the Vendor Expo/Trade Show is an education in itself and will allow you to consider options and budgeting in future years to grow your property management business. **ROI!**
- 4** Have you ever heard that the squeaky wheel gets the grease? How do we bring about changes we want from our vendors and our industry if they don't hear from us, the consumer of their goods and services? This is an opportunity for you to talk with them – one on one – about what you want or need to make your business easier, more profitable or more efficient. Many times, I have discovered there were tools available that I just wasn't aware existed. **ROI!**
- 5** If you are not in attendance, how do you learn about such things as the significant member discounts from some great NARPM® National Affinity Groups, including The Home Depot Pro, Lowe's ProServices, Citrix, eSignature Account powered by BlueInk, and Cox Communications. Trust me, the ROI from these companies will pay back many times over an investment of \$150 /month. The vendors and classes cover everything from vendors that change locks, accounting information systems, legal matters, pet screening, tenant screening, rent collections, attorney services, and others. **ROI!**
- 6** How many times have you thought, "I wish I was as successful as that office or person"? Well, this is your chance to grasp how. Those individuals and their staff are also there to discover how to become even better. Not once, have I ever approached a fellow NARPM® Member about a problem and not been inundated with recommendations or suggestions on how to get better. **ROI!**
- 7** If you learn how to overcome one more objection from a customer, or a marketing tip that allows you to close just two more deals a year, the conference has paid for itself. **ROI!**

Continued on page 15 "ROI"

Ari P.
Sr. Manager,
Customer
Onboarding

Lauren M.
Manager,
Field Marketing

Dave D.
Product
Marketing
Manager

Are you a #ctrlfreak?

Andrew T.
Helpdesk
Engineer

Alex B.
Engineer

ctrl freak.

Pru E.
Customer Onboarding Associate

(we are too.)

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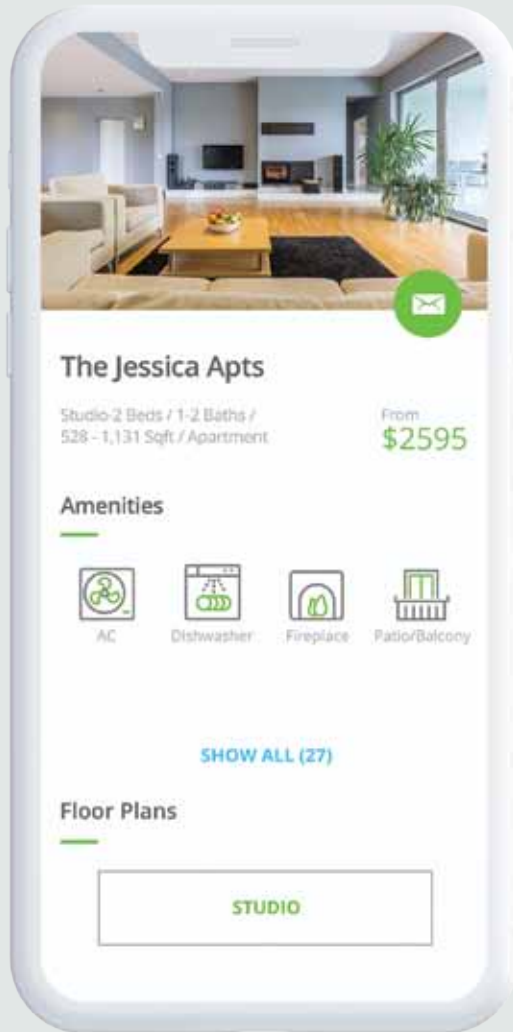


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Continued from page 12 "ROI"

8 Honestly, I have never met or talked to a person who felt they left a conference without some ROI! If you don't believe you or your staff are worth at least \$150/month (which is about the average earning for at least one or two doors per month), why will anyone else? **ROI!**

9 The camaraderie you will experience is priceless and an absolute ROI! Learning that there are others who faced the same challenges you may be facing, identifying how to overcome them, and making alliances with individuals who will be there to aide your future growth, is something you cannot put a price on. **ROI!**

10 Last, but not least, you entered into the property management industry for a reason. If you wanted to be alone, you wouldn't be reading this magazine. Being part of a national network of professionals has many advantages; but if

you are a part of the network in name only, you will never realize all of the many benefits that you, your staff, and the owners you manage for can receive if you attend NARPM®'s Annual Convention & Trade Show. **ROI!**

So, when an owner says to me "Scott, I can't afford your property management services," I confidently say, "You can't afford not to hire me." I can say this because I can convey the many benefits an owner receives, and I am confident because of my significant return on my investment that I receive by attending NARPM® events.

Therefore, when you say, "I cannot afford to attend the NARPM® Annual Convention & Trade Show," I can honestly say, "You can't afford not to attend," because I have significantly profited from the many benefits of NARPM®.

I will be there – I hope to see you there, also getting a return on your investment. **ROI!** 🏠

Being part of a national network of professionals has many advantages; but if you are a part in name only, you will never realize all the many benefits...



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WE APPRECIATE THE DEDICATION AND SUPPORT PROVIDED BY OUR PARTNERS EACH YEAR



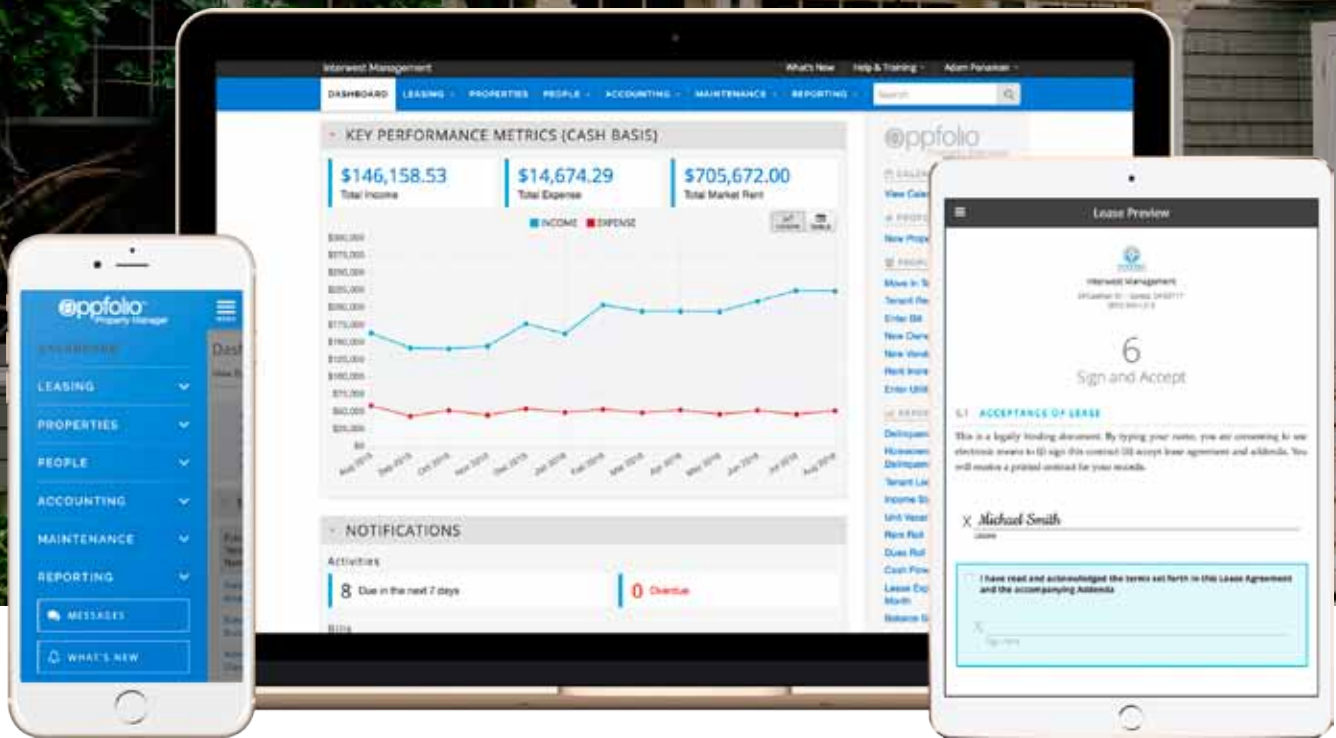
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Jerry Hopping RMP® Candidate, is the Managing Broker for Amoso Properties in St. Charles, Missouri. Jerry got his Real Estate license in 2004 and his Broker's license shortly thereafter. He is on the Board of Directors for the St. Charles County Association of REALTORS®, as well as the Chair of its Government Affairs Committee, a member of its Professional Development Committee, and an Executive Trustee for their RPAC (REALTORS® Political Action Committee). Jerry and his wife, Rennie, have three children. Austin is a zoo-keeper with the San Diego Zoo. His twin, Tyler, is a Marine helicopter pilot and his daughter, Morgan, is a makeup artist.

Property managers need a well-funded and active group to monitor legislative issues that threaten our businesses.

Lightning Rod Topics Government Gone Too Far?

Some readers may argue government has yet to go too far and others would argue government has already done so. The First and Second Amendments come to mind as topping the list of lightning rod topics. Regardless of your political beliefs on those types of issues, as property managers, we need to present a united front when it comes to government encroaching into our particular industry. We now see attempts to adopt legislation regulating landlords, tenants, owners, and other facets of our businesses.

NARPM® Members are all independent companies, as made evident by the reading of the Antitrust Statement at every conference. Unfortunately, that also makes us very susceptible to being targeted individually by local governments without enough strength to resist the onslaught.

How many times has a local inspector told you that they disliked the carpet because it was outdated or a poor color choice, ignoring the fact that the incoming tenant likes it just fine and is ready to move in immediately? Has an inspector ever told you that the fence line needs to be cleared, even though you cleared it three times in the last four years, regardless of the fact that the brush happens to be growing from the neighbor's property? Should it be overlooked that the neighbor hasn't touched his landscaping in the last ten years? How about having an occupancy inspector require that the electrical panel be replaced because the prior owner hadn't pulled a permit, even though you have had four prior occupancy inspections in which it has passed? My personal favorite is the municipality that sends tickets to the tenant and the property owner for a derelict automobile in the driveway. Yes, that is correct, two violations, two court appearances, and two fines collected for the same violation. It is almost like giving a speeding ticket to every occupant in a vehicle.

Except for the speeding ticket example, I have had all of these happen to me. Many municipalities, facing lean times and budget crises, attempt to increase revenues rather than reduce expenditures. The inspectors are told to issue more tickets, write up more work that requires permits to be purchased, etc. These are examples of when the government

has gone too far.

As an example of one case in point, a while back, I believed I was working with a county council member to develop a better way to track absentee landlords and banks that refuse to take title of properties after a bankruptcy and allow them to become derelict. By happenstance, while working with the council on this, I happened to notice a landlord licensing bill being voted on later that day. To make a very long story short, over the next six weeks, we rallied more than three hundred speakers to present arguments against the bill, stressing the fact that some of the provisions were discriminatory and unlawful. The council member had one lone homeowner speak in favor, citing erroneous information. The council was split, and nearly voted it down, until political pressure from the author of the bill caused the swing vote to change, and the bill was passed. Unfortunately, politicians sometimes vote based on the municipality's pocketbook rather than the wishes of their constituents. It took our lawsuit and over a year of expenses for a judge to rule in our favor for the very reason we had cited all along – it was unconstitutional.

The lesson learned here was that, as individual property managers, we had no power to effect change. It took us joining forces with the St. Charles County Association of REALTORS® to come up with the expertise and funding to pursue the lawsuit. Our grassroots group of property managers and investors could not have done that alone. Property managers need a well-funded and active group to monitor legislative issues that threaten our businesses. NARPM® is a powerful organization that provides this and more to our industry through the NARPM® Advocacy Fund and NARPM® PAC.

Currently in our area, some municipalities are now requiring annual occupancy inspections, even if the tenant has been there for multiple years. Oh, of course it will only cost you \$100 for this new inspection, plus any additional work that the prior inspectors didn't deem necessary. That one is difficult to explain to an owner. "Yes, Mr. Owner, it isn't a safety issue. It isn't a code issue either. The inspector just

Continued on page 33 "Government"

DESIGNATION Classes

DEMONSTRATE THAT YOU HAVE EXPERT KNOWLEDGE ABOUT RESIDENTIAL PROPERTY MANAGEMENT

MARCH – APRIL 2019

Advanced Risk Management - 6 hrs (8:30am - 4:30pm)

03/11/2019	Colorado Springs Symposium	Hotel Elegante, 2886 S. Circle Dr, Colorado Springs, CO 80906	Bev Perina, MPM® RMP®
04/23/2019	Texas Hill Country Chapter	TBD	James Alderson, MPM® RMP®
04/24/2019	CALNARPM Conference	Marriott Napa Valley, 3425 Solano Ave, Napa, CA 94558	Steve Schultz, MPM® RMP®

Developing Rewarding Owner Relationships - 6 hrs (9am - 4pm)

03/28/2019	Tampa Bay Chapter	4590 Ulmerton Rd, Clearwater, FL 33762	Betty Fletcher, MPM® RMP®
04/16/2019	Washington State Chapter	The Davenport Grand Hotel, 333 W Spokane Falls Blvd, Spokane, WA 99201	Vickie Gaskill, MPM® RMP®
04/30/2019	San Antonio Chapter	TBD	Tom Sedlack, MPM® RMP®

Finance: Cash Flow Analysis - 6 hrs (9am - 4pm)

04/18/2019	Orlando Chapter	TBD	Michael McCreary, MPM® RMP®
04/25/2019	Southwest Idaho Chapter	Title One, 1940 S. Bonito Way #190, Meridian, ID 83642	Bart Sturzl, MPM® RMP®

In-House Maintenance – Running a Profitable Operation - 6 hrs (9am - 4pm)

04/25/19	Northeast Florida Chapter	TBD	Kit Garren, MPM® RMP®
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Intro to Maintenance: Covering the Basics of Standards, Codes & Safety - 6 hrs (9am - 4pm)

Maintenance: Basics & Beyond - 6 hrs (9am - 4pm)

Mastering Owner-Client Relations (Former name: Growing Your Business) - 6 hrs (9am - 4pm)

04/23/2019	Virginia Peninsula Chapter	675 Town Center Dr A, Newport News, VA 23606	Scott Abernathy, MPM® RMP®
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Marketing for Residential Property Management - 6 hrs (9am - 4pm)

04/17/2019	Washington State Chapter	The Davenport Grand Hotel, 333 W Spokane Falls Blvd, Spokane, WA 99201	Kellie Tollifson, MPM® RMP®
04/24/2019	CALNARPM Conference	Marriott Napa Valley, 3425 Solano Ave, Napa, CA 94558	Melissa Prandi, MPM® RMP®

NARPM® 101: Basics of Property Management - 6 hrs (9am - 4pm)

04/16/2019	Greater Dallas Chapter	TBD	James Alderson, MPM® RMP®
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Office Operations – Policy & Procedures - 6 hrs (9am - 4pm)

Personnel Procedures Essentials – Hiring and Firing - 6 hrs (9am - 4pm)

Risk Awareness - 6 hrs (9am - 4pm)

04/16/2019	Charleston Chapter	TBD	Paul Arrington, MPM® RMP®
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Tenancy - 6 hrs (9am - 4pm)

03/21/2019	District of Columbia Chapter	TBD	Scott Abernathy, MPM® RMP®
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Ethics (Required for all members every four years.) - 3 hrs (Check online to see if the class is being held 9am - 12pm or 1pm - 4pm)

03/11/2019	Colorado Springs Symposium	Hotel Elegante, 2886 S. Circle Dr, Colorado Springs, CO 80906	Robert Werthman, MPM® RMP®
04/17/2019	Washington State Chapter	The Davenport Grand Hotel, 333 W Spokane Falls Blvd., Spokane, WA 99201	Chryszyna Rowek, MPM® RMP®

Online Registration Click on the MEMBERS tab at: www.narpm.org and put in your Member ID or email and password. You will then have access to a dropdown, including **Register for Events / Pay Dues**. Click there, and follow the prompts to access the list of classes. It's faster and easier than filling out the registration form!

NARPM® Full Course Schedule Listings can be found at: www.narpm.org/education/course-schedule

NARPM® Full Course Descriptions can be found at: www.narpm.org/education/course-descriptions

NARPM® Online Courses are now available through OMG Distance Learning. For information and/or to enroll, visit: www.narpm.org/education/online-courses

State-Approved Continuing Education (CE) Online Courses are now available in partnership with Career Webschool OnCourse Learning. For information and/or to enroll, visit: www.narpm.org/education/career-webschool

FEES PER COURSE

(subject to change)

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

3-Hour Ethics	Early Registration*	Registration
Member/IREM®	\$ 45	\$ 45
Non-member	\$ 95	\$ 95

*To receive the early registration price, payment must be made online 30 days prior to the class.

COURSE INFORMATION

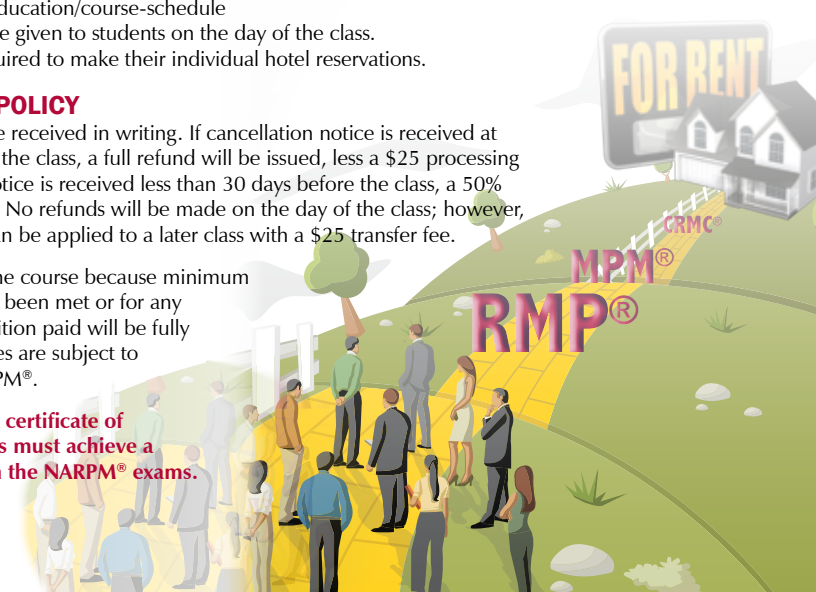
- Course flyers containing additional information may be downloaded from: www.narpm.org/education/course-schedule
- All materials will be given to students on the day of the class.
- Attendees are required to make their individual hotel reservations.

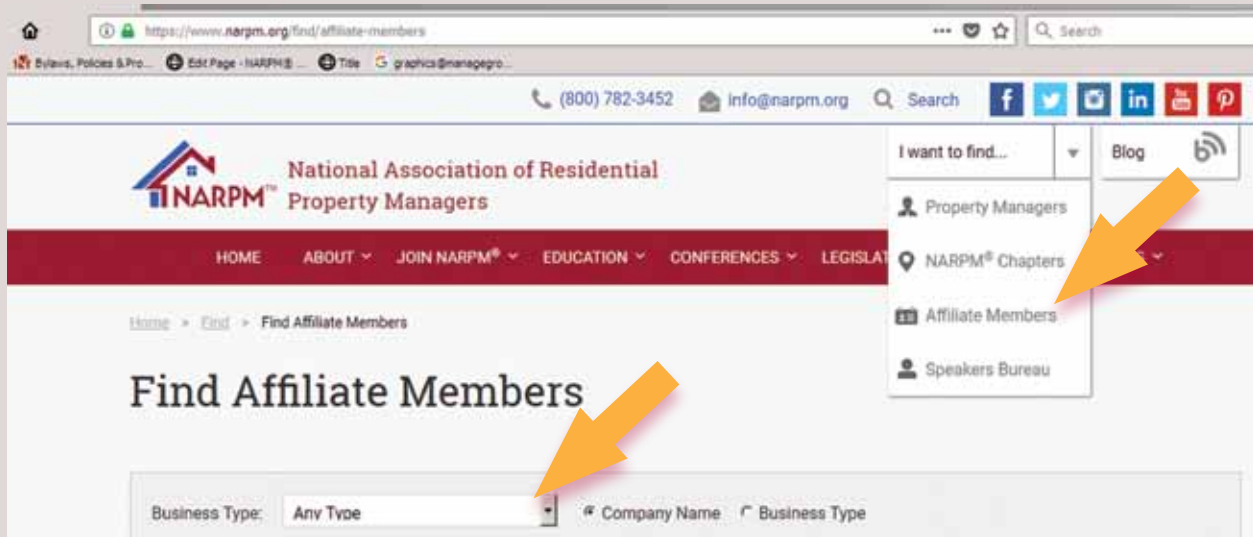
CANCELLATION POLICY

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

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

In order to receive a certificate of completion, students must achieve a minimum of 70% on the NARPM® exams.





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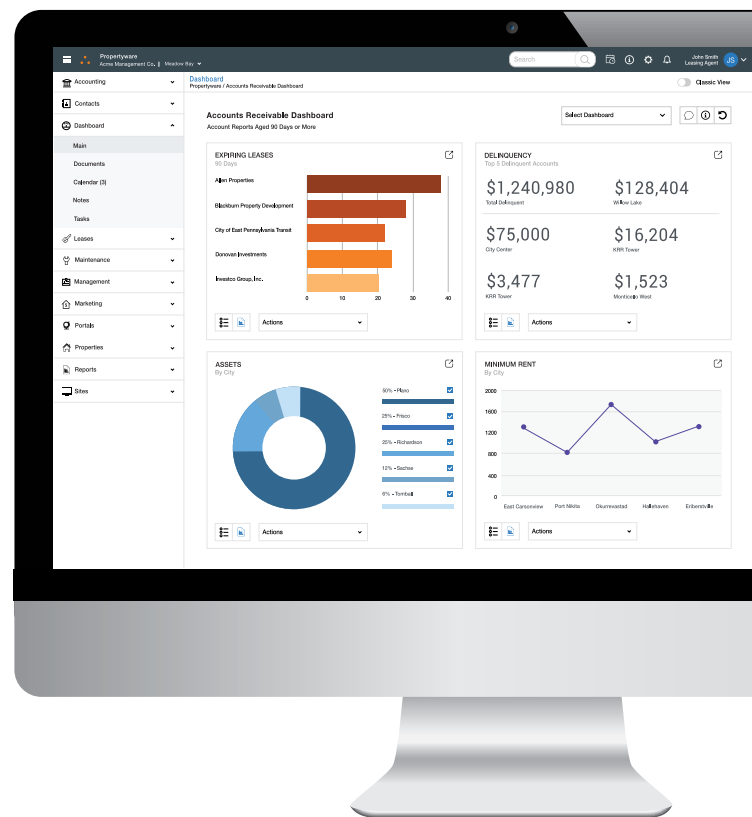
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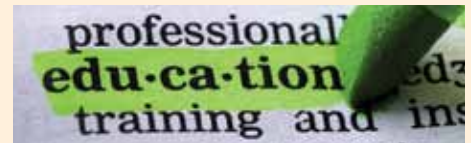
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Designees approved at the January 2019 Professional Development Committee meeting:

RMP®
Kimberly Bendt, RMP®
Rebecca Cruz, RMP®
Mark Kallus, RMP®
Erica Parker, RMP®

The Professional Development Committee now approves Designation Packets monthly.

- Please submit your packet by the **15th of each month** to be approved.
- Deadline to submit your packet to receive your award at the **2019 NARPM® National Convention is Friday, August 2, 2019.**

You must be a member of NARPM® National in order to be eligible to apply.

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

Continued from page 6 “Voucher”

must be delivered to the local Housing Authority within three days of filing. The local Housing Authority requires that the notice be delivered on the same day. Because of the discrepancies in policy, and the inability to show receipt of delivery to the San Antonio Housing Authority due to fax communications, the landlord was required to refile the eviction. Per local attorney, Kris Bowen, it is best practice to deliver the filing by mail, email, and fax so that you can prove receipt.

USING YOUR LEASE

Every property manager spends countless hours on fine tuning their lease. Most Housing Authorities require the addition of the HUD addendum which effectively overrides the policies specific to the brokerage. Any time this addendum is added, standard operating procedures are upset and makes the broker liable for an array of issues. 🏠

Part 2 of this article will be presented in the May 2019 Residential Resource.

Sources:

- https://www.hud.gov/press/press_releases_media_advisories/HUD_No_18_086
- <https://www.huduser.gov/portal/sites/default/files/pdf/Urban-Landlords-HCV-Program.pdf>
- <https://affordablehousingonline.com/source-of-income-antidiscrimination-laws>
- <https://www.hud.gov/sites/documents/52530C.PDF>

DISCUSSION BOARD Hot Topics

WHAT HOT TOPICS ARE PROPERTY MANAGERS CURRENTLY TALKING ABOUT?

NARPM® maintains Discussion Boards for several specialties within the organization. These Discussion Boards enable members to stay in contact and to share questions and concerns as they arise. *If you would like to participate in one of these groups, visit www.narpm.org/members/discussion-boards and follow the instructions. Member login is required.* NARPM® National approves all Discussion Board Members and the Discussion Boards are only available to Property

Managers who are Professional Members of NARPM®.

Statements of fact and opinion are the responsibility of the authors alone and do not imply an opinion on the part of the officers, staff, or Members of NARPM®. Any legal matters or advice mentioned herein should be discussed with an attorney, accountant, or other professional before use in a particular state or situation. All readers are responsible for their own investigation and use of the information.

Q *I have a condo that had a tenant with two dogs. We noticed “pee pads” and a urine smell at the property before move out. Now, at move out (after carpets were cleaned), the smell still lingers. The carpets had light stains in one to two of the four rooms prior to move in, but now the smell is very overpowering and likely in the padding, as well as the carpets. The carpets are probably four to five years old. The tenants were there for one year. Would you replace the carpets as a tenant charge? Charge the tenant for useful life (tenant pays remaining useful life and owner pays the rest)? Or charge the tenant the full replacement cost based on damage?*

A When replacing, always use the useful life. Patch/repair should be a tenant charge, but you can’t “patch” a whole room and charge that to a tenant, so we’re truly talking small patches. Concerning prior pet issues – well now, that makes it fun, right? Can you charge the current tenant for painting the subfloor with Kilz when you indicated prior pet stains? No way, unless the subfloor was documented prior to move in, which is rare. So with this one, you need to find out how old the carpet is, as this carpet may have been 100% past the useful life prior to this tenant moving in. Also, there have been several times with dog urine where we only replaced the padding and not the carpet. This could be the silver lining for your client.

A Pre-existing minor stains are one thing, but pet waste leaving stains and smell are some of the worst. Did you collect a pet deposit to cover such issues? As stated above, replacing the padding is an inexpensive option, but depending upon the age of the carpet, how many tenants have resided in the condo, and the durability of said carpet, (some carpets are sturdier than others) would better determine the need for replacement.

A Are the pet smells and stains isolated to one area of the condo or is it all over? Things to consider: How is your lease written to cover instances like this? Does it explain that if the cleaning upon move out isn’t done satisfactorily, that the agent for the landlord can make repairs/replacement at tenant cost, to be taken from the security deposit or collections?

A Yes, the lease is written to stipulate odors as damages, which are the responsibility of tenant. Stains are on the stairs, and in two rooms. I found a vendor who says they should be able to easily remove these odors using some of their specialized process and chemicals for around \$200-\$300 for the whole house. I am leaning towards that because, other than that, the carpets seem to be in a decent condition and usable for next tenants. Have you tried anything like this for pet urine? Any success?

A Several over-the-counter odor eliminators were recommended.

A Have you ever tried using an ozone generator? I purchased mine a couple of years ago to neutralize odors – mainly pet odors, cigarette smoke, etc. It has been worth every penny, and also generates income when used.

A Ozone machines are fine for cigarette smoke and dead bodies. They don’t work with cat urine. I have tried a thousand times. You need a professional enzyme treatment and if that doesn’t work, you need to remove the offending area, e.g. carpet/dry-wall, etc. When it’s really bad, there’s no easy fix for this.

A Do you black light your units that allow pets before and after move in? It was very helpful in court for me.

Remember – everything you read on the Internet is not true. If necessary, you should seek legal counsel on these issues.



REGIONAL Communications

CONNECTING THE EXPANDING NARPM® MEMBERSHIP ONE REGION AT A TIME



Joel Elliott, RMP®, has worked in the property management business for over 13 years. In 2006, he earned his Georgia Real Estate License and started EW Capital Management, LLC. EW Capital Management is the flagship of EW Enterprises, Inc. that encompasses EW Real Estate Services (a full service brokerage), EW Insurance Services, and EW Construction and Maintenance Services, LLC. He is also a licensed General Contractor. Joel has taken the company from a one-man office with 50 properties to a full-blown enterprise providing full-service Asset Management Services to investors around the world. In addition to his NARPM® Designation, Joel is in the final stage of the Certified Property Manager (CPM®) Designation from IREM®. Joel recently served as the President of the Atlanta Chapter.

That's Regional
Vice President

The RVP Bulletin



Greetings from the Southeast Region. It is my privilege to serve as the 2019 Southeast Regional Vice President (RVP), for the third year for NARPM®, and I am truly honored. I have been a NARPM® Member since 2009 when I attended my first event in Atlanta. The welcome from other property managers had me completely obsessed with learning more and getting involved. As time moved along, I have had the opportunity to serve NARPM® as a member of the Next Generation Professionals, the Vice President of the Atlanta Chapter, as well as the President of the Atlanta Chapter in 2015.

To assist in the leading our great region, I have the honor to serve beside two wonderful RVP Ambassadors Monica Hulzing, RMP®, and Sarah Turocy, RMP®. Monica works for Legacy Properties in Tarpon Springs, Florida, and has served on various committees. She currently serves as Secretary in the NARPM® Florida West Coast Chapter. This is Monica's first time serving at the National level. I am excited about the passion that Monica brings to this position, as we work together to serve our chapter leaders and members. Sarah is a Senior Property Manager at Sloan Realty in Charleston, South Carolina, and has been a NARPM® Member for more than three years. She has most recently served on the Board of Directors for the NARPM® Charleston Chapter and brings a wealth of knowledge and experience to the team. Adding Sarah to the team, along with Monica and me, will allow us to take the Southeast Region to new level of leadership in 2019!

The Southeast Region has ten chapters spanning from the Charleston Chapter, in South Carolina, to the Southwest Florida Chapter, near Fort Myers. Once again, we are proud that the Atlanta Chapter received the Large Chapter of the Year award in 2018. This is the Atlanta Chapter's second time receiving this honor in the new system. I could not be more proud of the Atlanta Chapter and their

leadership, which continues to showcase how great the volunteers are in the Southeast Region!

The Southeast Region has some great events planned for this year, with the first being the Southern States Conference to be held in Nashville, Tennessee from July 17-19, 2019. This will be the fourth annual event which proves to be an opportunity for all members to experience education opportunities, first class speakers, and an excellent Vendor Trade Show. Additionally, it is being hosted by the Atlanta Chapter in a new city. I look to see many of

you at this event as the conference will be great and the City of Nashville is a beautiful place to visit.

In September, the Florida State Chapter will be hosting their 8th Annual Property Managers Conference in Lake Buena Vista, Florida, from September 12-13, 2019. Florida always hosts an awesome event and what better

setting than the Orlando area. This will be another exceptional conference, and I look forward to meeting many of you there.

There are so many great things happening in NARPM® this year. With the election of our 2019 President Eric Wetherington, MPM® RMP®, we are charged with finding a Return on Relationships through NARPM®. We are truly an association run by volunteers with an agenda set to help improve our industry and the level of knowledge among our members. This cannot be possible without your assistance, so I charge each of you to dig deep and reach out to someone who works in our industry and does not know about NARPM®! Invite them to a meeting or coffee and share the value that your membership has brought you and your business. Build that relationship, which is truly the NARPM® way!

Once again, I am honored that I have been selected to serve, and I look forward to meeting as many of you as possible at our next NARPM® event. 📍

“...I charge each of you to dig deep and reach out to someone who works in our industry and does not know about NARPM®!”

Northwest: Chrystyna Rowek, MPM® RMP®
Alaska, Washington, Oregon, Idaho, Montana,
Wyoming.

Pacific: Charlene Minor, MPM® RMP®
California.

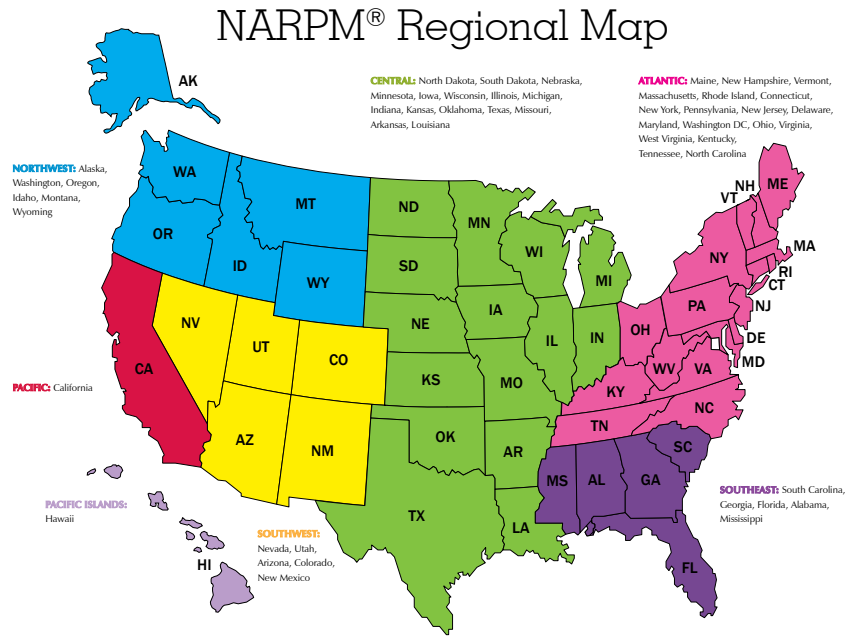
Pacific Islands: Charlene Minor, MPM® RMP®
Hawaii.

Southwest: Liz Cleyman, MPM® RMP®
Nevada, Utah, Arizona, Colorado, New Mexico.

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

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

Southeast: Joel Elliott, RMP®
South Carolina, Georgia, Florida, Alabama,
Mississippi.



2019

Spring is coming....

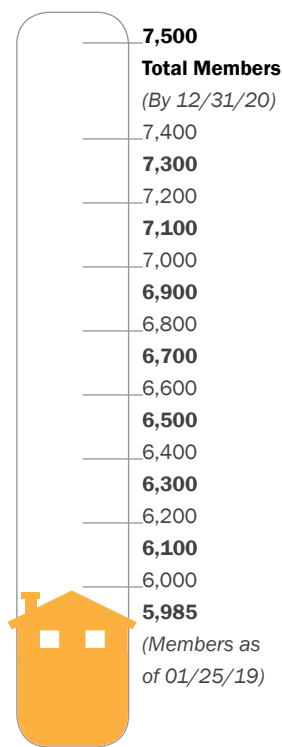
OJO's Appfolio and Buildium
bookkeepers are ready!

Are you?



MEMBERSHIP Growth (Continued on pages 27-29)

A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM JANUARY 1 – JANUARY 31, 2019



Daniel Reichardt
Genesis Real Estate &
Management
Tucson, AZ
520-325-5932

Deborah Simmons
Advantage Arizona Real
Estate & Property
Management
Sun City, AZ
623-572-7834

Dawn Woods
Sonoran Lifestyle
Real Estate
Fountain Hills, AZ
480-816-5557

ARKANSAS

Erika Sisson
Century 21 Prestige Realty
Jacksonville, AR
501-982-7474

CALIFORNIA

Shelby Challberg
HomeRiver Group
Sacramento, CRMC®
Sacramento, CA
916-429-1205

Tilak Chopra
Cal Top Realty &
Investments
Yorba Linda, CA
714-267-2552

Brad Darlington
Walters Home
Management
San Diego, CA
858-675-9515

Susan Deguara
Evergreen Property
Services
Cameron Park, CA
916-337-0972

Jonathan Fleming
openworldproperties.com
Oakland, CA
510-250-0946

Gordon Gullage
Mid State Property
Management, Inc.
San Luis Obispo, CA
805-540-6022

Howard Harris
PMI - Antelope Valley
Palmdale, CA
661-492-3801

Natasha Howell
First Class Properties/
FCRE Properties, Inc.
Temecula, CA
760-672-1931

Craig Kurth
PMI - County Line
Brea, CA
714-988-9532

Kuo Mao
M.J. Property Service
Chino, CA
909-630-6442

Kelly Moffett
A Better Property
Management Co., Inc.
Long Beach, CA
562-498-0159

Marco Montes
Clockwork Property
Management
Chino Hills, CA
909-548-0044

Jose Moraga
JM Property
Management, Inc.
San Diego, CA
619-504-7387

Ann Patounas
RE/MAX United
San Diego, CA
858-486-0748

Robert Preston
North County
Property Group
Del Mar, CA
858-792-5797

Jennifer Rihl
Dede's Rentals &
Property
Management, Inc.
Santa Rosa, CA
707-523-4500

Owen Savir
Belong Home, Inc.
Palo Alto, CA
650-885-9166

Monika Smutko
Integrity Group
Realty Services
West Hills, CA
310-562-7273

Kyle Strutner
Mangold Property
Management, Inc.
Monterey, CA
831-372-1338

Nicole Zellitti
Carmel Realty Company
Property Management
Carmel, CA
831-622-1000

Kerri Zurcher
Alliance Management
Group
Barstow, CA
760-256-4663

COLORADO

Drew Bartlett
Dorman Property
Management
Colorado Springs, CO
719-213-9100

Thuy Beinert
Stars & Stripes
Homes, Inc.
Aurora, CO
303-326-0550

Paulette Buckhanan
Dorman Property
Management
Colorado Springs, CO
719-213-9100

Donald Dunn
Dunn Real Estate and
Management
Fort Collins, CO
970-377-3500

Joanne Elliott
Epic Properties
Colorado, LLC/
Keller Williams
Realty, LLC
Aurora, CO
303-345-3000

Simon Heart
All County Property
Management of Boulder
Boulder, CO
720-428-2100

Harold Hultquist
ERA New Age Real Estate
Centennial, CO
303-229-2034

Aaron Kessler
KPM Realty, LLC
Denver, CO
720-502-6362

Rebecca LaPiano Olsen
ERA New Age Real Estate
Centennial, CO
303-229-2034

Krista Pieper
ERA New Age Real Estate
Centennial, CO
303-229-2034

Becky Tiner
Milestone Real
Estate Services
Colorado Springs, CO
719-260-6871

DISTRICT OF COLUMBIA

Stuart Vaughan
EJF Real Estate Services
Washington, DC
202-537-1801

FLORIDA

Donna Binner
Watson Realty Corp.
Property Management,
CRMC®
Jacksonville, FL
407-588-2645

Jim Carvajal
The Carvajal Group
Orlando, FL
321-418-7101

William Dedelow
Greater Orlando
Property Management
Winter Springs, FL
407-280-7710

Nancy Durham
Watson Realty Corp.
Property Management,
CRMC®
Jacksonville, FL
407-588-2645

PROFESSIONAL & ASSOCIATE MEMBERS

ARIZONA

Juanita Barboza
Freedom Properties
Arizona
Maricopa, AZ
480-215-1258

Ken Dallas
Cadaci Realty
Peoria, AZ
623-866-4221

Monica Holtzhauer
AZ Architecture/
Jarson & Jarson
Scottsdale, AZ
480-425-9300

Kristina Oliverson
Brewer & Stratton
Property
Management, LLC
Mesa, AZ
480-219-2111

Robert Palm
Keller Williams Realty
Biltmore Partners
Phoenix, AZ
480-948-5554

Terri Evans
Watson Realty Corp.
Property Management
CRMC®
Jacksonville, FL
407-588-2645

Janise Ezzo
Watson Realty Corp.
Property Management
CRMC®
Jacksonville, FL
407-588-2645

Wade Gaines
Keyrenter Jacksonville
Property Management
Jacksonville, FL
904-330-4040

Christopher Gold
Wilson Management
Group, Inc.
Orlando, FL
407-896-1200

Sandra Greiner
Wagner Realty
Bradenton, FL
941-794-2246

Lionel Hebert
Wilson Management
Group, Inc.
Orlando, FL
407-896-1200

Clayton Henderson
Deluna Management
Services
Pensacola, FL
850-776-5971

Ashley Herring
Atrium Management
Company
Lake Mary, FL
407-585-2721

Rebecca House
Suncoast Property
Management, LLC
Jacksonville, FL
904-517-5939

Tracy Jackson
Hometown Properties
of the Gulf Coast
Pensacola, FL
850-912-9488

Eric James
Watson Realty Corp.
Property Management,
CRMC®
Jacksonville, FL
407-588-2645

Michael Jordan
Navy to Navy Homes
Jacksonville, FL
904-900-4766

Dan Lopez
Legends Realty
Lake Mary, FL
407-333-1010

Paul Lower
Wilson Management
Group, Inc.
Orlando, FL
407-896-1200

Arturo Matamoros
Atrium Management
Company
Lake Mary, FL
407-585-2721

Kevin Nelson
Renters Warehouse
Fort Lauderdale, FL
954-916-7765

Ann Nikorak
Watson Realty Corp.
Property Management,
CRMC®
Jacksonville, FL
407-588-2645

Marisa Nolting
Watson Realty Corp.
Property Management,
CRMC®
Jacksonville, FL
407-588-2645

Terry Pate
Watson Realty Corp.
Property Management,
CRMC®
Jacksonville, FL
407-588-2645

Victor Picciarelli
Watson Realty Corp.
Property Management,
CRMC®
Jacksonville, FL
407-588-2645

Beth Reindel
Atrium Management
Company
Lake Mary, FL
407-585-2721

Amy Spano
Wilson Management
Group, Inc.
Orlando, FL
407-896-1200

Jesus Suarez
PMI Best Assets
Davie, FL
954-865-7334

Lauren Taylor
Century 21 First Coast
Jacksonville, FL
904-262-2121

Carlton Watson
Renters Warehouse
Fort Lauderdale, FL
954-916-7765

Tish Wingo
Winbrow Property
Management
Boynton Beach, FL
561-288-1719

GEORGIA

Laura Birr
Excalibur Homes, LLC,
CRMC®
Alpharetta, GA
678-825-0412

Brenna Blocker
3 Options Realty, LLC,
CRMC®
Roswell, GA
678-397-1282

HAWAII

Arielle Michael
Woodstock Properties, Inc.
Aiea, HI
808-488-1588

Shiela Mohawk-Noble
Woodstock Properties, Inc.
Aiea, HI
808-488-1588

Elizabeth Sweeney
Woodstock Properties, Inc.
Aiea, HI
808-488-1588

MARYLAND

Ajay Kasana
KPM, LLC
Gaithersburg, MD
301-792-5112

MINNESOTA

Todd Brown
Renters Warehouse
Eden Prairie, MN
651-246-4250

Kevin Coulter
Renters Warehouse
Eden Prairie, MN
651-246-4250

Brian Ellsworth
Renters Warehouse
Eden Prairie, MN
651-246-4250

Greg Rand
Renters Warehouse
Eden Prairie, MN
651-246-4250

Casey Wyatt
33rd Company, Inc.
CRMC®
Woodbury, MN
651-777-5500

MISSOURI

Myeisha Greene
TRESH KC
Kansas City, MO
816-566-5299

MONTANA

Jessa Farseth
Professional Property
Management, Inc.
Missoula, MT
406-721-8990

NEVADA

Jacob Ash
RentVest Nevada
Reno, NV
775-335-0124

Larissa Gaccione
Berkshire Hathaway
Home Services
Henderson, NV
702-724-2205

Mario Gaccione
Berkshire Hathaway
Home Services
Henderson, NV
702-724-2205

NEW MEXICO

Germaine Gomez
Fridays Off In Santa Fe
Santa Fe, NM
505-946-8524

Walter Olson
OC Ventures, LLC
Albuquerque, NM
505-228-2165

NEW YORK

Teddena Bailey
M.C. O'Brien, Inc.
Brooklyn, NY
646-509-7499

NORTH CAROLINA

Julielynn Johnson Veverka
J. Johnson Real Estate
Fayetteville, NC
910-491-8685

Mary McGuire
Merit Property
Management
Pinehurst, NC
910-315-3481

Mitchell Mimier
Jones Property
Management & Realty
China Grove, NC
704-857-7355

Jeffrey Price
Swansboro Port Realty
Swansboro, NC
910-326-8855

Rudra Seegobin
Red Door Company
Durham, NC
919-495-6206

Jason Swierczynski
Henderson
Properties, Inc.
Charlotte, NC
704-535-1122

OREGON

Brent Chisholm
Rogue Real Estate Sales
& Property Management
Medford, OR
541-500-0800

**GOAL:
7,500
members
by 2020.**

**Have you
referred
a NEW
MEMBER
yet?**

MEMBERSHIP Growth (Continued from page 27)

A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM JANUARY 1 – JANUARY 31, 2019

Kimberly Sektnan
Performance
Properties, Inc.
West Linn, OR
503-635-0099

PENNSYLVANIA

Michael Decker
Fish Property
Management
Lock Haven, PA
570-505-3347

Hannah Thomas
Fish Property
Management
Lock Haven, PA
570-505-3347

SOUTH CAROLINA

Colleen Brown
Oak Trust Properties
Charleston, SC
843-804-9991

Patty Frye
Oak Trust Properties
Charleston, SC
843-804-9991

Keith Harmon
Oak Trust Properties
Charleston, SC
843-804-9991

Rachel Knight
Oak Trust Properties
Charleston, SC
843-804-9991

Kelsie Martin
Oak Trust Properties
Charleston, SC
843-804-9991

Liz Nelson
Oak Trust Properties
Charleston, SC
843-804-9991

Michael Todd
The Parker Group
Greenville, SC
864-326-5047

TENNESSEE

Rae Gleason
CPR Realty
Clarksville, TN
931-542-9200

Randy Worcester
Busy Bee Properties, LLC
Clarksville, TN
931-552-1415

TEXAS

Samuel Archer
RAM Austin Property
Management, LLC
Austin, TX
512-633-4650

Sarah Bordelon
3G Properties
Flower Mound, TX
940-262-0091

Ashley Clawson
Austin Vestors
Austin, TX
512-879-6060

Charles Coleman
Rental Management
Group
Houston, TX
832-962-4646

Tom DeWine
Colonial Residential
Properties
Harker Heights, TX
254-698-4722

Marc Frazee
Home Locators and
Management, CRMC®
San Antonio, TX
210-655-4663

Wendell Hanson
A Plus Management
Plano, TX
469-215-2042

Dyana Hicks-Southers
Darwin Homes
Austin, TX
513-535-8600

Sara Lambert
Open Door Properties
Temple, TX
254-239-0090

Kurt Lilley
Empire Industries
Property Managers
Houston, TX
888-866-6727

Ron Losefsky
VOR Management, LLC
Austin, TX
512-508-8607

G. Wayne Marinik
Wright Property Group
San Antonio, TX
210-298-3948

Lorie McCallum
Open Door Properties
Temple, TX
254-239-0090

Ty Sawyer
Plano Property
Management
Plano, TX
972-596-3933

Teri Tate
Red Mansions Realty
New Braunfels, TX
830-660-6981

Andrea Thompson
Thompson & Bounds
Real Estate
Killeen, TX
254-291-3685

David Triebel
Keyrenter North Dallas
Dallas, TX
972-752-2345

Heather Watson
Select Property
Management Group
San Antonio, TX
210-716-2341

Rachel White
Open Door Properties
Temple, TX
254-239-0090

Ryan Wilson
NewGen Properties, LLC
Frisco, TX
817-909-6600

VIRGINIA

Zack Brown
Richey Property
Management
Reston, VA
703-463-9715

David Buckingham
Richey Property
Management
Reston, VA
703-463-9715

Victor Cabassa
Signature Property
Management
Richmond, VA
804-746-7466

Kaitlyn Morris
Renters Warehouse -
Hampton Roads
Chesapeake, VA
757-272-1616

Cathleen Paul
Richey Property
Management
Reston, VA
703-463-9715

Caitlin Pence
Rental Homes USA
Virginia Beach, VA
757-962-5100

Tim Penick
LightHouse Properties of
Virginia, Inc.
Lynchburg, VA
434-385-7233

Roslyn Rozmus
Renters Warehouse -
Hampton Roads
Chesapeake, VA
757-272-1616

Jason Sampson
Limehouse Property
Management
Virginia Beach, VA
757-986-0526

WASHINGTON

Amanda Amundson
T-Square Properties
Bothell, WA
425-485-1800

Andrew Ankrum
Miller Laine Property
Management, LLC
Edmonds, WA
425-250-5559

Dennica Bingham
Lighthouse Cove Property
Management, Inc.
Silverdale, WA
360-698-3829

Lori Karhu
T-Square Properties
Bothell, WA
425-485-1800

Gina Kholostov
Guenther Property
Management
Spokane, WA
509-688-7581

Jamie Mell
Mell Property
Management
Shelton, WA
360-426-3319

Christen Solberg
Miller Laine Property
Management, LLC
Edmonds, WA
425-250-5559

Jenn Williamson
Lighthouse Cove Property
Management, Inc.
Silverdale, WA
360-698-3829

WISCONSIN

Travis Haines
Candlewood Property
Management, LLC
Stevens Point, WI
715-344-7524

AFFILIATE MEMBERS

CALIFORNIA

Cindi Demetros
Jaguar Heating & Air, Inc.
Sacramento, CA
916-646-2007
Maintenance

Vitaliy Merkulov
Renter, Inc.
Roseville, CA
916-761-8550
*Internet Tools and
Marketing*

Chris Stratton
Opus Bank
San Diego, CA
858-456-6923
Banking/Financial Services

SOUTH CAROLINA

Keith Sparkman
RentAware, LLC
Simpsonville, SC
800-552-5960
Software

WASHINGTON

Jason Naylor
Northwest Bank
Seattle, WA
206-626-8756
Banking/Financial Services

SUPPORT STAFF MEMBERS

CALIFORNIA

Patricia Ramirez
Dede's Rentals
& Property
Management, Inc.
Santa Rosa, CA
707-523-4500

Alejandra Soria
Professional Rental
Organization, Inc.
Napa, CA
707-254-7368

COLORADO

Christine Bury
Milestone Real Estate
Services
Colorado Springs, CO
719-260-6871

Bobby Grodkiewicz
Jericho Properties
Realty, LLC
Lakewood, CO
303-234-0546

Christine Hadd
Dunn Real Estate and
Management
Fort Collins, CO
970-377-3500

Kelly Simons
Epic Properties
Colorado, LLC/
Keller Williams
Realty, LLC
Aurora, CO
303-345-3000

Georgette Varga
Hillside Realty
Colorado Springs, CO
719-358-2000

FLORIDA

Margaret Caspersen
Morgan Property
Management
Jacksonville Beach, FL
904-302-9020

David Foster
Berkshire Hathaway
HomeServices Florida
Properties Group, CRMC®
New Port Richey, FL
727-849-9400

Lindsay Gold
Wilson Management
Group, Inc.
Orlando, FL
407-896-1200

Tara Gold
Wilson Management
Group, Inc.
Orlando, FL
407-896-1200

Nicole Hebert
Wilson Management
Group, Inc.
Orlando, FL
407-896-1200

Cheri Rosberg
Watson Realty Corp.
Property Management
CRMC®
Jacksonville, FL
407-588-2645

Stacy Wilson
Wilson Management
Group, Inc.
Orlando, FL
407-896-1200

GEORGIA

Ginny Worthy
Meybohm REALTORS®
Augusta, GA
706-733-6497

HAWAII

Robert Dobrzynski
Woodstock
Properties, Inc.
Aiea, HI
808-488-1588

MARYLAND

Ed Thomas
Property Management
People, Inc., CRMC®
Frederick, MD
301-694-6900

MINNESOTA

Eric Lovre
33rd Company, Inc.,
CRMC®
Woodbury, MN
651-777-5500

Casey Wyatt
33rd Company, Inc.,
CRMC®
Woodbury MN
651-777-5500

NORTH CAROLINA

Matt Brooks
Henderson
Properties, Inc.
Charlotte, NC
704-535-1122

Brandice Clemens
Henderson
Properties, Inc.
Charlotte, NC
704-535-1122

Stacy Danner
Henderson
Properties, Inc.
Charlotte, NC
704-535-1122

Brandon Davis
Henderson
Properties, Inc.
Charlotte, NC
704-535-1122

Vanessa Gilcreast
Henderson
Properties, Inc.
Charlotte, NC
704-535-1122

Marquita Henderson
Henderson
Properties, Inc.
Charlotte, NC
704-535-1122

Irene Rodriguez
Mill House Properties
Chapel Hill, NC
919-968-7226

Amanda Seymour
Henderson Properties, Inc.
Charlotte, NC
704-535-1122

Kurt Stevens
Henderson Properties, Inc.
Charlotte, NC
704-535-1122

OREGON

Cheryl Chisholm
Rogue Real Estate Sales &
Property Management
Medford, OR
541-500-0800

PENNSYLVANIA

Marlene Bower
Fish Property
Management
Lock Haven, PA
570-505-3347

TEXAS

Delia Arreguin
Rental Management
Group
Houston, TX
832-962-4646

John Howe
Open Door Properties
Temple, TX
254-239-0090

Mark White
Remarkable Property
Management
Murphy, TX
469-916-1222

Kaitlin Wilson
NewGen Properties, LLC
Frisco, TX
817-909-6600

WASHINGTON

Kristina Bauer
Hometown Property
Management, CRMC®
Olympia, WA
360-456-7368

Clarissa Brown
RE/MAX Parkside
Tumwater, WA
360-528-3444

Laura Carver
T-Square Properties
Bothell, WA
425-485-1800

Keilani Jensen
RE/MAX Parkside
Tumwater, WA
360-528-3444

Paul Mitchell
Miller Laine Property
Management, LLC
Edmonds, WA
425-250-5559

Andrey Morgunov
Guenther Property
Management
Spokane, WA
509-688-7581





Are you interested in joining us for NARPM® Day on the Hill?

May 13-14, 2019

(A Training Seminar will be held on Monday, May 13 to prepare you for meeting with representatives.)

Washington Court Hotel
525 New Jersey Ave NW
Washington, DC 20001

Make contacts with key Members of Congress and their staffs and HUD on important residential property management issues such as emotional support animals, source of income, evictions, disparate impact, and others.

For hotel reservation information, registration form, and sponsorship opportunities, visit:
<https://www.narpm.org/legislative/register-for-plan-a-day-on-the-hill/>

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PetScreening.com

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NARPM® Position Papers

HELP ELECTED OFFICIALS AT ALL LEVELS OF GOVERNMENT BETTER UNDERSTAND OUR BUSINESS AND INDUSTRY

Laws Affecting Property Management Do You Know Where NARPM® Stands?

As we approach our journey to Day on the Hill in May 2019, the NARPM® Governmental Affairs Committee wants to make sure that NARPM® Members understand the positions that NARPM® has taken on several federal issues.

RENT CONTROL (APPROVED BY NARPM® AUGUST 2018)

Rent control is a local government regulation imposing a ceiling on rents or the percentage of increase allowed per year. Rent control legislation varies according to the presence and stringency of the following factors:

- **Exemptions** – What properties are exempt from the ordinance?
- **New construction exemptions** – Are newly constructed units exempt and for how long?
- **Vacancy decontrol** – Are vacated units exempt from controls?
- **Rent increases** – How are the general base rent increases determined and are they sufficient to provide a fair return to investors?
- **Pass through of capital improvements and hardship expenses** – does the ordinance allow the landlord to increase rents to compensate for these costs?
- **Condominium conversion** – Does the ordinance impact the owner's ability to convert the units?
- **Just cause eviction** – Does the ordinance restrict the owners ability to regain possession of his property?
- **Extension of rent control** – What is the chance that additional controls will be enacted or current ones extended?

Rent control negatively affects the housing inventory by hastening the deterioration and loss of existing housing, while discouraging the construction of new housing. By lowering the value of rental property, rent control affects a community's tax base by causing a disproportionate shift of tax burden to other real estate and potentially curtails vital municipal services. The expense of complying with rent control laws and regulation inevitably increases the cost of housing to the consumer, and the expense of enforcing rent control adds cost to local government. We urge elected officials at all levels of the government to oppose the adoption of rent control legislation and the use of government funds to finance rent control advocacy. We support the concept of affordable housing and defend the rights of Americans to own property free of unreasonable controls.

SHORT-TERM RENTALS (APPROVED BY NARPM® AUGUST 2018)

The growth of individual homeowners using online short-term rental platforms to rent their homes or rooms in their homes has led to an influx of state and local governments rushing to regulate short-term rentals. Policy makers and stakeholders have worked to balance the property rights of homeowners with the legitimate health, safety, and welfare concerns of the community. Moreover, issues of taxation and regulatory fairness with respect to the hotel and lodging industry have added to the challenges in resolving the issue.

Caught in the middle are property managers who for years have managed short-term rentals on behalf of property owners, especially in areas where vacation rentals are prevalent and who are rightfully concerned that regulations developed as a reaction to the increase in short-term rental activity via online platforms will negatively affect them and their clients.

In light of these factors, NARPM® recognizes that there must be a careful, balanced approach to how state and local governments address the issue of short-term rentals. In striking that balance, however, the basic underpinning of any regulatory scheme affecting short-term rentals must be premised on protecting the property rights of homeowners.

NARPM® opposes attempts to enact discriminatory policies that treat properties differently if they are used for short-term rentals versus long-term rentals unless the nature of the short-term rental itself gives legitimate rise to the proposed policy.

NARPM® supports efforts, such as state or local registries, designed to ensure that all short-term rentals pay the same transient occupancy taxes as other similarly situated hotels and lodges, as well as ensuring that property used for short-term rentals is held to the same zoning and other standards as other rental properties of similar scope and size of occupancy.

NARPM® also believes that properties managed by a professional property manager, who is licensed under the laws of the state in which the property is located, should be exempt from any registry that might be otherwise established by the state or locality. 🏠

Interested in DOTH Sponsorship?

Market your company by sponsoring an event at the 2019 NARPM® Day on the Hill

There are seven sponsorship levels, each including different marketing opportunities. Review the 2019 DOTH Sponsorship Levels form at www.narpm.org/docs/legislative/19DOTH_sponsor_reg.pdf and sign up for the level that fits your marketing goals. Payment and mailing information is included at the bottom of each registration level sign up. For additional information about sponsorship, please contact Alison LaMura, NARPM® Legislative Support Specialist at alamura@narpm.org.

Save the date...

PHOENIX

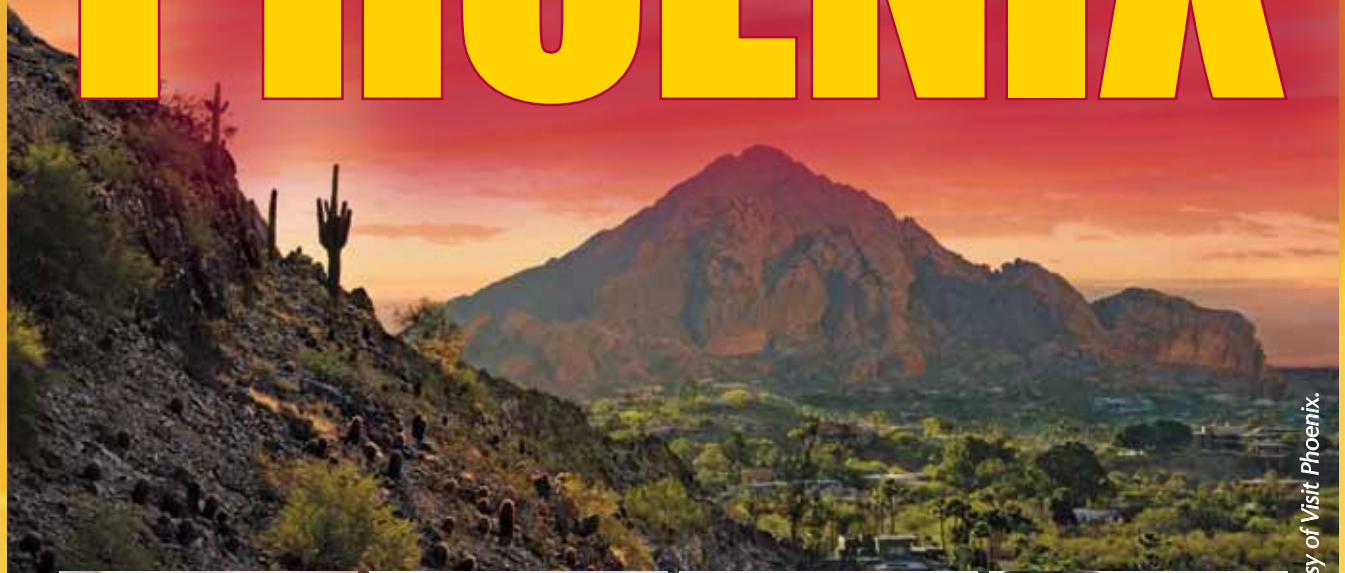


Photo courtesy of Visit Phoenix.



NARPM® 2019 Annual Convention and Trade Show

October 15-18, 2019
Arizona Grand Resort & Spa

(Education classes are on October 14 & 15)

www.narpmconvention.com



Continued from page 18 “Government”

said we had to comply, or they would slap an ‘Order to Vacate’ on the window.”

I am sure there are examples in your own region, and that you don’t have to think very hard to come up with them. Recently, a group in southern Ohio sued a municipality regarding mandatory annual inspections for rental properties. The case made it to the Lower Ohio Federal Court, where the judge ruled that annual inspections are unconstitutional, referring to the Fourth Amendment of the U.S. Constitution, which provides: “The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures, shall not be violated...” Unfortunately for the rest of us, the municipality didn’t appeal the ruling to a higher Federal Court, and so, it remains illegal in southern Ohio only.

NARPM® Members are too small to fight each and every battle in our communities alone. We can only successfully resist as a cohesive group of property managers. Supporting NARPM’s advocacy efforts through investing in the NARPM® Advocacy Fund and NARPM® PAC, and networking through NARPM® are the best resources for curbing this dangerous trend of money-grabbing municipalities. At the next convention, stop by and talk to the NARPM® Governmental Affairs folks.

I encourage everyone to monitor the areas in which you serve and those nearby, for similar encroachments by local or state government bodies. Bad legislation is like a virus – it spreads quickly if not stopped.

Don’t let the government go too far. 🇺🇸

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Be sure to congratulate the members who earned their designations in January 2019. See page 22.

“Our business is very competitive. When actively competing in the marketplace, we must stand out and apart from our competitors,” says William R. Martin, MPM® RMP®, of Meer & Company, Inc., CRMC®, in Denver, Colorado. “This is not difficult when you have the NARPM® Designations alongside your name and company. Learning, serving, and earning trust by being #NARPMSmart

is what sets us apart from those who may not be as serious and committed as we are to striving to be the best in the business. Belonging to NARPM®, earning designations through higher education, ethics training, and service, goes a very long way to establishing credibility and trust with potential clients.”

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NEW MEMBER RECRUITMENT Program

HELP NARPM® REACH ITS GOAL OF 7,500 MEMBERS BY REFERRING NEW MEMBERS

Help us reach 7,500 members by 2020 and you will benefit.

NARPM® is pleased to continue its New Member Recruitment Program. For each new Professional Member you refer, you will receive a \$50 NARPM® Voucher (\$25 for each new Support Staff Member or Affiliate Member). The vouchers are valid for one year from date of issue and will be sent via email.

- Excludes Company Membership applications and those receiving the dues discount for a Chapter Grant.
- Voucher can only be used towards Broker/Owner Registration, Convention Registration, and In-Classroom Courses.
- Applying member must list the name of referring member at the time of application.
- Vouchers can only be earned by non-affiliate members.

WHO BETTER TO SPREAD THE WORD OF THE BENEFITS OF NARPM® THAN ITS MEMBERS?

Remember to espouse that NARPM® lends credibility to your business today and is only the beginning of the gains that NARPM® Membership brings to you and to your company over time.

CURRENT INDUSTRY-RELATED NEWS

The *Residential Resource* is an excellent source for industry information, legislative updates, association news, and tips for making your business more successful and effective.

ANNUAL CONVENTION & TRADE SHOW AND THE BROKER/OWNER CONFERENCE & EXPO

These conferences are filled with opportunities for learning, networking and examining the latest technology for property management.

BUSINESS-BUILDING REFERRALS

Build your business with referrals through networking with other members across the country via the NARPM® website.

EDUCATIONAL OPPORTUNITIES

Workshops and courses offered at the Annual Convention and Trade Show and at various Regional Conferences teach our members how to be better and more efficient property managers, and how to maximize their profitability. NARPM® courses cover topics such as marketing, maintenance, technology and owner/client relations.

NATIONALLY RECOGNIZED DESIGNATIONS

NARPM® Designation and Certification programs enable property management professionals to continually update and refine crucial skills.

NEW MEMBER MENTOR PROGRAM

Mentoring new members at the chapter level will enhance the growth of NARPM® at all levels.

LISTING ON NATIONAL WEBSITE

A free listing on the NARPM® website gives you international exposure. With over 10,000 visitors (including property owners) searching our website each month, you can expect leads from your listing.

DISCUSSION BOARDS

NARPM® maintains Discussion Boards for several specialties within the organization. These Discussion Boards enable members to stay in contact and to share questions and concerns as they arise.

MEMBER DISCOUNT PROGRAMS

NARPM® has several member discounts (affinity programs) with various product and service companies. These special programs available to NARPM® Members offer great discounts, promotions and help raise money for your association.

NATIONAL AND LOCAL AFFILIATE MEMBERS

NARPM® has a broad array of affiliate members and vendors who can assist in every aspect of your business including advertising, banking and financial services, insurance, legal services, software, Internet tools/marketing, tenant screening, maintenance, and other business products and services.

NEW MEMBER REFERRALS • JANUARY 1 – JANUARY 31, 2019

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¹ Savings based on US Department of Energy annual heating and cooling estimates
^{2, 3} Based on Partner Reporting