

Residential Resource

The Newsletter of the National Association of Residential Property Managers

July 2000

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What's
this?



See page 3 for Inspector P.M. Cluze, MPM and the unveiling of the second clue.



Not All Landlord-Tenant Dot.coms Are Created Equal

By Wallace S. Gibson, CPM, PPM

Want to “rag” about your landlord? Want to find out what you can do about noisy neighbors? Want to know if there is a better way to organize your unit keys? The resources for finding the answers to all of these earth-shattering questions are only a few mouse clicks away.

BadLandlords.com (<http://www.hosted-scrips.com/boards/Badlandlords>) encourages venting by disgruntled tenants and offers links to nationwide landlord-tenant laws. Landlords who want to offer helpful advice here should beware and not take comments like “slumlord” and “money-hungry” personally. The site has ads and a very short “archive” so posts from last week have usually dropped off. This is a good site for landlords to “see how the other-half lives” and to see how *documentation, documentation, documentation* can solve the majority of tenant concerns.

Slightly better is The LemonClub (<http://www.thelemonclub.com>). After you view this “tenant gripe site” you can click on their Tenant Message board, which takes you to the Delphi.com forums. These boards can be very interesting. You have to sign-up/register for this site; however, it offers different topics, and readers “just clicking in” can read posts from the beginning. Again, this site is very useful for seeing how other landlords handle various situations.

Realtor property managers who jump through the registration hoops can log on to OneRealtorPlace.com and view numerous discussion options. I checked the Property Management discussion for over two



months and nothing got posted.... probably because it is hard to find and navigate within the site.

If you need quick, informal legal advice, try PrairieLaw.com (<http://www.prairiela.com/messageboards/board.asp?channelId=12&messageboardId=24>). This is a general legal site that has a section for Lease & Rental Agreements under their various topics. Legal staff and law students respond to questions and answers quickly and follow-up posts are welcomed. Again you can read the posts from the beginning — they are numbered — and the discussions are very easy to follow.

Another excellent site with attorney responses is the RentLaw site (<http://www.rentlaw.com/wwwboard/index.htm>). This site also has a very fast response time, and I have found that when I have referred people to this and the PrairieLaw sites, they get immediate responses with excellent, useful information — not just a copy/paste of the applicable state law or statute reference.

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A goal is a dream that is written down.

So many idle thoughts never become reality because we don't take time to write them down. We all have dreams. Some of us want to be ballplayers or models, actors or actresses, real estate tycoons or moguls. What's stopping us? Mostly a plan to get us from a starting point to the finished end result. It was once said about success in battle: "...No plan, no attack. No attack, no victory..."

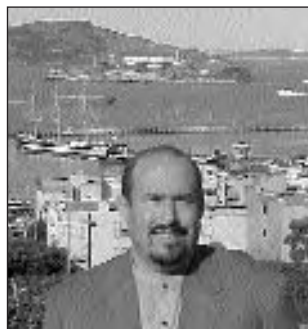
I've purchased a mini voice recorder so I can dictate the thoughts and ideas I have while driving, walking in the park, or while staring at the ceiling trying to fall asleep at night (which happens a lot)! You are usually at your most creative when you are relaxed and away from the "stress" of the office. I then take my recorder to the office and play back the ideas, put pen to paper and *viola!*, a starting point. Once I have this starting point, I can formulate how I can get to the desired end result. But none of this comes without staying true to your plan and lots of hard work. A great property manager does not wake up one day and become one, they work hard, honing their skills, educating themselves, and learning from their mistakes.

Your NARPM national directors are back from a successful June board meeting in Atlanta, GA. Many new ideas to continue the advancement and improvement of your association were reviewed and will to be implemented over the next few months. Remember that the growth of NARPM is directly related to the input of you, its members. We need to hear from you! Join a committee, write articles for the *Residential Resource*, or call a board member and express your views or concerns. This is an exciting time for NARPM. There is much anticipation of what is shaping up to be the biggest National Convention ever! Make sure you are a part of this historic event! You will be receiving your convention brochure soon. Do yourself a professional favor, and plan on attending this event.

All the best!



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Mardi Gras Parade, NARPM Style

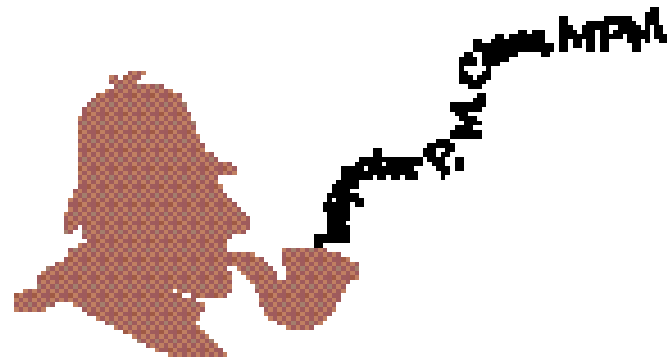
By Donna Housden, MPM



Are the banners pressed and ready?
Has your chapter got their mask and
75-word statement describing how it
intends to “Share the Vision of
NARPM” in acquiring new members
ready? NO!?! Then pick up the phone
and volunteer to help your chapter get
ready for New Orleans.

Remember there are prizes awaiting
the winners for the best mask and the
best idea of “Sharing the Vision.” So what is your chapter wait-
ing for? The band is ready to play and the parade leader is ready
to lead all the chapters to open the convention. Let’s show New
Orleans a Mardi Gras Parade, NARPM style.

Here is your next clue from Inspector P. M. Cluze, MPM, on
this year’s leader.



2nd clue:

**Teach us a course, lead a panel,
this is a leader in any parade.**

E-mail your guess to Donna Housden, MPM, at ihm@flash.net.
This is your chance to win 10 Free raffle tickets for Thursday’s
lunch.

Watch for the August issue of *Residential Resource* for the
last Inspector Cluze’s clue.

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Affiliate Members Listing By Services

Advertising:

Homes & Condos For Rent™

HomeRentals.net

Rent Connection

Rentalhouses.com

Rental Wizard, Inc.

Value Rent.com, LLC

Appliance Sales:

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Blinds & Drapery Sales:

Dick's Discount Blinds

Business Products:

Peachtree Business Products

Communications:

AMI — The Resort

Telecommunications Specialists

Home Warranties:

Fidelity National Home Warranty

Legal Services:

Law Offices of DeMartini &
Walker

Marketing:

Home Management Network

VIVA.com

ZAM Development

Software:

Comtronics Systems, Inc.

Old Forest Software, Inc.

CMS Inc. (PROMAS)

Property Automation Software
Corp.

Yardi Systems, Inc.

Tenant Screening:

Accusearch

Backgrounds USA

National Credit Reporting

For more affiliate information,
please visit the NARPM Web site
www.narpm.org



Ask Mr. Internet

By Mr. Internet

Ask Mr. Internet will appear as a monthly column in the *Residential Resource*.

Technical Terrain

My Web master is giving me numbers that indicate the performance of my Web site, but I don't understand them. What do all of those things mean?

Let's go over a brief tutorial on tracking your Web site traffic. Most Web site hosts will provide you with some basic stats, which usually include hits, pageviews, sessions, and kilobytes sent. Here is a brief description of each:

- *Hits*: the number of times that an item has been requested from the server
- *Pageviews*: the number of pages that have been viewed
- *Sessions (or visits)*: the number of times a person entered the site and did something
- *Kilobytes sent (or transferred)*: the quantity of data delivered to your visitors

Hits and kilobytes are relative statistics. They mean nothing on their own and are only useful when compared to your previous statistics. For example, going from 10,000 to 20,000 hits per month means your Web site activity has doubled but doesn't tell you anything else. These numbers are poor indicators of overall Web site performance because they vary based on the construction of your site. For example, if you replaced 10 text links on your page with 10 graphical links, you'd have a ten-fold increase in hits without any increase in visits.

What you really want to know is how many people viewed your Web site, and how many pages of your Web site they viewed. This is where the sessions (visits) and pageviews statistics come in. You can easily determine the number of pages seen by each visitor by dividing monthly pageviews by monthly visitors.

You'll find that the numbers tell a definite story. For example, if you've got 100 visitors and 100 pageviews, it means your visitors are only looking at the main page, then leaving. This could be a good thing, if your main page tells them everything they need to know. Otherwise it is a bad thing, as people are coming into your site, realizing that is not where they want to be, and leaving.

The more data tracked, the more story you'll have. For example, some programs track how many seconds each user was in your site. Some will track a user as they navigate through the site, reporting the sequence of pages that they viewed. Others will tell you the number of times each page was viewed.

One easy way to track additional statistics and see them in an understandable format is with a service like Extreme-DM, at www.Extreme-DM.com. They provide a free tracker that will give you some real information on your Web site. This information includes how many visitors came to your Web site, what time of day and day of week they are visiting, and what country they are from. Additionally it will tell you if visitors are coming from search engines, and if so, which ones, and what they are typing into the search engine to find you.

Once you determine which numbers are important and what they mean to your Web site, you'll find these statistics are very helpful and worth tracking, even if they do seem to be in a foreign language.

This column is prepared for members by Mike Anderson of HomeRentals.net. If you have a question you would like answered, e-mail him at Mike@HomeRentals.net.

Welcome New NARPM Members

The following is a list of new members from May 1 to May 31, 2000:

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The Narrowing Profit Margin

By Ted White, MPM

Have you been hearing talk about profit being down in our industry? Have the comments been about rising expenses or being "over-staffed"? The truth is that it isn't just in the property management industry. It's fairly pervasive at this time — accountancy firms, law firms, and just about every other business are seeing shrinking profits.

Like it or not, shrinking profits are apparently a function of an "expanding economy," (which sounds like things should be getting better rather than more difficult). Even though we are being told there is little or no inflation, I don't believe it. Nearly every expense is going up, and the cost to hire and keep qualified staff has skyrocketed as unemployment drops.

Fortunately, it isn't as depressing as it sounds. It's just another business cycle, albeit not one that benefits us as some other cycles do (such as when the interest rate is up and/or home prices are down, and owners turn to property managers rather than sales agents). And just as this cycle will pass, as the others have, there are several things we can do to preserve our businesses. Decreasing expenses or increasing income will improve the profit margin.

The first and easiest way to affect a change is to double check expenses. Is every expense absolutely necessary? Is there a more favorably priced maintenance contract for the copy machine or other business equipment? Are there other businesses that can share expenses with you so that you both benefit? Is your long distance company competitive enough? Is your bank paying for everything allowed by law (checks, check envelopes, bank costs [including electronic banking, credit card software, 1099 processing, and a lock box system]), as well as payroll, cafeteria plan, and retirement plan administrative costs)?

There is a little more work to do when it comes to increasing income. A big part of our income picture is our management fee structure. Has it been reviewed lately? Do our fee structures truly support the services provided? Steve Urie, MPM, a past national president of NARPM, gives a terrific course on "Unbundling Your Services." In other words, most of us have historically done just about whatever a client requested or what was necessary for the property at any given time and included these extra services for free. Steve suggests that we should specify exactly what the "scope of service" is for the fee charged and if other services are requested that are outside the scope of service, there would be additional charges. Now is a good time to review your operation to be certain that your fee structure is not the culprit for your narrowing profit margin.

Ted White, MPM, is president and owner of Sacramento Delta Property Management in Sacramento, CA. He is president-elect for the Sacramento Chapter of NARPM.

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Managing Multiple Priorities

By Dr. Don Wetmore

We all have “too much to do.” As a professional speaker, I hear that all the time from my audiences. That says a lot of good things about you if you have “too much to do” because, obviously, a lot of people have entrusted many things to your care and have confidence in you.

Every priority claims itself as the most urgent and crucial thing in the world screaming for your immediate attention. The problem is, we can only do one thing at a time. So, here are four nifty ideas to help you manage multiple priorities.

1. Keep the focus on personal balance first.

Our lives are made up of seven vital areas: health, family, financial, intellectual, social, professional, and spiritual. We will not necessarily spend time every day in each area or equal amounts of time in each area. But if, in the long run, we spend a sufficient quantity and quality of time in each area, our lives will be in balance. If we neglect any one area, never mind two or three, we will eventually sabotage our success. Much like a table, if one leg is longer than the rest, it will make the entire table wobbly. If we don't take time for health, our family life and social life are hurt. If our financial area is out of balance, we will not be able to focus adequately on our professional goals, and so on. As in the medical profession, it is said that you cannot be sick and make other people well. In time management, then, we have to keep ourselves healthy first, in balance first, or it won't matter how many or how important our priorities are, we will not be able to properly handle them.

2. Schedule daily planning.

I set aside at least 30 minutes each night for daily planning, a time to have a board of directors meeting in the most important corporation in the world — Me, Inc. I make up a list of things for the next day that includes not only all the items I “have to” do, but, more importantly, the items I “want to” do. Putting it all down in writing is vital because if you want to manage it, you have to measure it. This will tend to overload your next day, which is useful because it permits us to take advantage of Parkinson's Law, which says, in part, that a project tends to take as long as the time allocated for it. If you give yourself one thing to do, it will take all day to do it. If you give yourself three things to do, you get them all done. If you give yourself 12 things to do, you may not get all 12 done, but may well accomplish nine. Having a lot to do, being a bit overloaded, creates a healthy sense of pressure on us to get through our list.

3. Review each item and ask, “Is this the best use of my time?”

There is a lot of difference between “I do it” and “It gets done.” Which is more important? “It gets done.” Sure, it's great to accomplish things ourselves, but we only have 168 hours per week to accomplish results. (And if we take away 56 hours per week for sleep, that only leaves 112 hours!) So, each night during daily planning, I review each item on my list and ask, “Is this the best use of my time?” If it is, I will plan to work on it, and if it is not, I will try to find a way to delegate it to someone so that it gets done.



4. Prioritize your list.

Typically, our “To Do” lists will contain “crucial” and “not crucial” items. Some items will be more important, some not so important. Typically, the “not crucial” items are quicker and often more fun than the “crucial” items, which tend to take longer and are generally less fun. So what happens for many is that without prioritizing our list, we have a

tendency to do the “not crucial” items first, substituting the quantity for the quality. Identify the most important “crucial” item on your list, the one you would want to tackle if you could only work on one item tomorrow and then label that as “#1.” Next, identify the second item you would work on, if time permits, and label that as “#2.” Continue prioritizing the entire list in that fashion, and tomorrow start with #1.

These four steps will help you to more effectively manage multiple priorities and increase your daily results.

Dr. Donald E. Wetmore, *Time Management Seminars*. For more information, contact Don via e-mail at: ctsem@msn.com or call him at: 203/929-9902.

Deadlines for Residential Resource

Sept.–Oct.	July 18, 2000
November	September 26, 2000
December	October 18, 2000

If you are interested in writing an article, please e-mail an attachment of your article in Word format to llove@assnmgmt.com or send a Word file on 3 1/2 diskette to P.O. Box 140647, Austin, TX 78714-0647. All articles are subject to editing & approval of subject matter.

NATIONAL ASSOCIATION OF RESIDENTIAL PROPERTY MANAGERS 2000 ANNUAL CONVENTION & TRADE SHOW



SEPTEMBER 21-23, 2000
HYATT REGENCY HOTEL
NEW ORLEANS, LOUISIANA

LAISSEZ LES BONS TEMPS ROULER!

We hope you will join us as we *"let the good times roll"* in the heart of New Orleans at the 12th Annual National Association of Residential Property Managers Convention and Trade Show, September 21-23, 2000 — our first Annual Convention in the new millennium — in a world-renowned, fun convention city.

LOCATION

Our 2000 Annual Convention and Trade Show will be at the Hyatt Regency Hotel, New Orleans, adjacent to the Superdome and Shopping Center, minutes from the French Quarter, Bourbon Street, and Mississippi Riverfront. The Hotel boasts four restaurants, a Top of the Dome Steakhouse, New Orleans' only revolving-rooftop restaurant, swimming pool, whirlpool, fitness center, business center, with free hotel shuttle service into the French Quarter every 30 minutes.

Conference attendees will enjoy the New Orleans special rate of \$164 single/double or \$189 triple/quad, plus tax, by calling the Hyatt Regency at 504/561-1234 or 800/233-1234 by the group cut-off date of August 21, 2000 and mentioning the NARPM Convention. After this date, reservations will be on a space and rate available basis. Ask the Hotel for Regency Plan, Business Plan, or Suite rates. Check-in time is 3 pm, and check-out is 12 noon.

AIR TRANSPORTATION

Continental Airlines and Southwest Airlines are pleased to offer discounted fares to the NARPM Annual Convention.

Continental Airlines offers 5% off the lowest applicable fare, 10% off the Y8/H8 refundable fares, and an additional 5% discount when ticketing 60 days prior to travel. Call Continental Airlines Meeting Works Department at 800/468-7022 or your local travel agent and give them reference number **OP2TKP**, with code **ZB7K**.

Southwest Airlines is offering a 10% discount on most of its already low fares for air travel. You or your travel agent may call Southwest Airlines Group and Meeting Reservations at 800/433-5368 and reference I.D. Code **A4793**. Call 8:00 am - 5:00 pm M-F, or 9:30 am - 3:30 pm Saturday and Sunday. You must make reservations five or more days prior to travel to take advantage of this offer.

Please use one of these airlines and reference numbers to help us obtain free tickets for the Association!

TENTATIVE SCHEDULE

Monday, September 18, 2000

8:30 am - 4:00 pm PPM and MPM Certification Classes
(see page 15 for more information)

Tuesday, September 19, 2000

8:30 am - 4:00 pm PPM and MPM Certification Classes
1:30 - 4:30 pm Swamp Tour with National President
(optional — additional fee)

Wednesday, September 20, 2000

8:30 am - 4:00 pm Committee Meetings
6:30 - 8:00 pm Welcome Reception for All

Thursday, September 21, 2000

8:00 - 9:15 am Opening, Welcome, and Breakfast
9:30 - 10:45 am Workshop Sessions I
11:00 am - 12:15 pm Workshop Sessions II
12:30 - 1:30 pm Membership Recognition Lunch
1:30 - 2:15 pm Grand Opening of Trade Show
2:15 - 5:00 pm "Super" Sessions
2:15 - 3:30 pm Workshop Sessions III
3:45 - 5:00 pm Workshop Sessions IV
6:00 - 9:30 pm Cajun Festival at Michaul's — Off-site event
(additional fee)

Friday, September 22, 2000

8:00 - 9:00 am Breakfast with Keynote Speaker
9:00 - 9:30 am Say "Good Morning" to the Vendors
9:30 - 10:45 am Workshop Sessions V
11:00 am - 12:15 pm Workshop Sessions VI
12:30 - 1:45 pm Certification Recognition Lunch
1:00 - 4:30 pm Garden District Tour *(optional — additional fee)*
1:45 - 2:30 pm Visit the Trade Show
2:30 - 4:30 pm "Super" Sessions and Expert Panels
4:30 pm - evening Free Time to Explore New Orleans

Saturday, September 23, 2000

8:00 - 9:45 am Continental Breakfast and State Meetings
8:00 - 9:45 am Visit the Trade Show
10:00 - 11:15 am Workshop Sessions VII
11:15 - 11:45 am NARPM Mini Sessions
Noon - 2:00 pm NARPM Annual Meeting Luncheon
2:00 - 2:45 pm Farewell to Trade Show — Prize Drawings
2:45 - 3:45 pm Convention Committee Wrap-Up Meeting
2:45 - 4:15 pm Workshop Sessions VIII — "Hot Topics"
6:30 - 7:30 pm Cocktail Reception
7:30 pm - 1:00 am *An Evening of Elegance* — Installation Dinner, Entertainment, and Dancing (Masked "Mardi Gras Ball")

For additional information contact:

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E-mail: narpm@assnmgmt.com
Web site: www.narpm.org



NATIONAL ASSOCIATION OF RESIDENTIAL PROPERTY MANAGERS 12TH ANNUAL CONVENTION REGISTRATION FORM

September 21-23, 2000 Hyatt Regency Hotel New Orleans, LA

1. REGISTRATION (Please type or print)

Name _____ Name for Badge _____
 Company Name _____ Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____ E-mail _____
 Check your designation PPM MPM CRMC
 NARPM Chapter or CIF _____
 Are you a Chapter leader? Yes No If yes, what position do you hold _____

NARPM Member?
 Yes — Member # _____
 No

Is this your first NARPM
 Convention? Yes No

SPECIAL ASSISTANCE
 I will require special assistance
 I have special dietary needs
 Specify: _____

2. REGISTRATION FEES

	Postmarked by Aug. 17	After Aug. 17	Fees Paid
Conference Registration			
<input type="checkbox"/> NARPM Member	\$375	\$425	\$ _____
<input type="checkbox"/> Join NARPM & Register*	\$570	\$620	\$ _____
<input type="checkbox"/> Nonmember	\$450	\$500	\$ _____
<input type="checkbox"/> Team Discount**	-\$50	-\$50	\$ _____
<i>One Day Only:</i> <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> Saturday	\$175	\$175	\$ _____
Additional Event			
<input type="checkbox"/> Thursday Off-site Event	\$40	\$45	\$ _____
Guest Tickets			
<input type="checkbox"/> Wednesday Reception	\$15	\$15	\$ _____
<input type="checkbox"/> Thursday Opening Breakfast	\$20	\$20	\$ _____
<i>Breakfast:</i> <input type="checkbox"/> Friday <input type="checkbox"/> Saturday	\$10 each day	\$10 each day	\$ _____
<i>Lunch:</i> <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> Saturday	\$30 each day	\$30 each day	\$ _____
<input type="checkbox"/> Saturday Reception, Dinner & Mardi Gras Ball	\$60	\$60	\$ _____

Preregistrations must be postmarked, faxed, or e-mailed by August 17, 2000. After August 17, send higher fee shown in second column. After September 5, 2000, please register on-site.

* Join & Register — Not yet a member? For an additional \$195, you can become a NARPM member and register for the conference at the reduced member rate. Check the "join & register" option on the registration form and request/include a membership application.

** Team Discount — When two or more NARPM members from one office register for the full conference, the second and additional registrants receive a \$50 discount. Registration forms and payment must be received jointly.

* An additional fee of \$30 for PPM classes and \$55 for MPM classes is required if registering on-site.

3. CERTIFICATION CLASS FEES

	Member*	Nonmember*	Fees Paid
<input type="checkbox"/> PPM Marketing (Sept. 18)	\$195	\$250	\$ _____
<input type="checkbox"/> PPM Maintenance (Sept. 18)	\$195	\$250	\$ _____
<input type="checkbox"/> PPM Operations (Sept. 19)	\$195	\$250	\$ _____
<input type="checkbox"/> PPM Technology (Sept. 19)	\$195	\$250	\$ _____
<input type="checkbox"/> MPM Risk Management (Sept. 18-19)	\$395	\$450	\$ _____
<input type="checkbox"/> MPM Personnel (Sept. 18-19)	\$395	\$450	\$ _____
<input type="checkbox"/> PPM Retake (list below)▼	\$97.50	N/A	\$ _____
<input type="checkbox"/> MPM Retake (list below)▼	\$197.50	N/A	\$ _____
<input type="checkbox"/> Ethics Class (Sept. 21)	\$15	\$20	\$ _____

▼List Retake: _____

4. TOTAL FEES

\$ _____

5. METHOD OF PAYMENT

I have enclosed a check for \$ _____ Ck/M.O. # _____ Date _____
 Please charge my credit card in the amount of \$ _____ as follows:
 VISA MasterCard Discover American Express

Card Number _____ Exp. Date _____
 Name of Cardholder _____
 Billing Address _____
 Signature _____

I authorize Association Headquarters to charge my credit card. I understand that my billing statement will read "Association Headquarters."

CANCELLATION POLICIES

Conference

Cancellations must be received in writing. If cancellation is received 30 days prior to September 17, 2000, there is 100% refund less a \$25 processing fee. If cancellation is received 15-29 days prior to September 17, there is a 50% refund. There is NO refund if cancelled 1-14 days prior to September 17.

Certification Classes

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 class; however, the registration fee can be applied to a later class with a \$25 transfer fee.

MONETARY POLICIES

If rebilling of a credit card is necessary, a \$25 processing fee will be charged. A charge of \$25 will apply for all nonsufficient fund checks. Checks not in U.S. funds will be returned.

THREE EASY WAYS TO REGISTER

1. MAIL: Send your form with payment to NARPM, P. O. Box 140647, Austin, TX 78714-0647.

2. FAX: Send your form with credit card payment to 512/454-3036. Please do not mail the original.

3. INTERNET: Find the registration form on the NARPM Web site at www.narpm.org. Credit card payment only.

Have you ever wanted to ...

By Joyce Klinge, MPM

Be in a *Mardi Gras Parade*?

Sample Cajun *cuisine*?

Learn to *cook* Cajun food?

Dance to Cajun music?

Ever wonder what *Zydeco* is?

Maybe *learn* some Cajun dance steps?

Want to be a *band member*?

Just go someplace and *have fun*?

If you answered “yes” to these questions, don’t you dare miss the off-site event in New Orleans! It’s open convention attendees and their spouses or guests.

The evening will begin with our very own Mardi Gras Parade! We will be led by a motorcycle police escort, and followed by a high school band and costumed revelers. They are even going to close the streets for our parade! We will have beads to throw to on-lookers as we wind our way down the streets to MICHAUL’S Live Cajun Music Restaurant.

Upon arrival at MICHAUL’S, their great staff will hand pass hors d’oeuvres (shrimp rounds, asparagus rolls, Cajun meat pies), and the cooking demonstration will begin! Want more?

Okay — there will be three food stations for us to enjoy some great Cajun cooking! How does chicken and andouille gumbo sound? Still hungry? Let’s add fried catfish bites and some jambalaya. Still hungry? We’ll add some famous Cajun deep fried turkey and roasted potatoes! Still hungry? Okay you big eaters — we’ll add shrimp scampi and BBQ shrimp! Still want more fun?

All right! To help work off some of that great food (although we guarantee no fat and no calories) MICHAUL’S very own Cajun and Zydeco band will be performing. You will be invited to perform with the band by playing the wash board. Worried about not knowing how to Cajun dance? Worry no more. We will have Cajun dance instructors teaching popular Cajun dance steps such as the “Cajun Two-Step,” “Cajun Jitterbug,” and “Cajun Line Dances.”

If you’ve had enough at this point, you can take one of the motorcoaches back to the Hyatt. They will be at our service

from 7:30 until 10:30. Still want something a little extra? Okay, okay, okay! Draft beer and house wine will be complimentary until 8:30 pm. After that — cash bar.

Make your plans now! We guarantee the best time on “two feet!” And as they say:

LAISSEZ LES BON TEMPS ROULER!

Joyce Klinge, MPM is with Elite Property Management Corporation in Port Charlotte, FL. She also heads the off site event for the 2000 convention committee.



Ambassador Program



NARPM’s goal this year is to achieve 2000 members in the year 2000! You can help achieve this goal, and reward yourself at the same time. Recruit five new members this year, and you will receive an awards certificate, which you can use toward paying your dues or for events for the coming year. To do this, do the following:

- ★ Call NARPM Headquarters at 800/782-3452, and request membership application forms. Headquarters, upon request, will mail the application directly to the prospective member but will not fill in the “referred by” line.
- ★ The 12-month membership period for the five new members starts the day your first new membership application is approved by headquarters.
- ★ When Headquarters receives the fifth new membership, an Awards Certificate will be issued and dated. A Recognition Certificate will also be issued, and you, as the “Ambassador,” will be recognized in the *Residential Resource*.
- ★ The Awards Certificate can be used to pay NARPM annual dues, or like amount can be applied toward National Midyear Conference or National Convention.
- ★ It must be used in full at the time of use and attached to your dues or registration for Midyear or Convention. The value of the Awards Certificate is equal to what the national dues were at the time the Awards Certificate was issued. It also must be used within 12 months of the issue date.
- ★ A member can only earn one Award Certificate per 12-month period. However, a member can earn unlimited Recognition Certificates.

The program started November 1, 1999.

H.O.P.E., Inc., Launches Section 8 Landlord Participation Project

The following article is intended to keep members updated on new trends concerning the Section 8 program.

Fair Housing Agency Seeks to Forge Partnership with Local Landlords

MIAMI, FL — In the wake of a recent consent decree settling an 11-year-old class action lawsuit (Adker v. United States Department of Housing and Urban Development and Miami-Dade County), the Housing Opportunities Project for Excellence, Inc. (H.O.P.E., Inc.), is launching a countywide Landlord Participation Project.

Bill Thompson, President & CEO of the non-profit, fair housing advocacy agency, which oversees the operation of Miami-Dade's three new Dewey W. Knight, Jr./Ann-Marie Adker Fair Housing Centers, made the announcement.

Working through these Centers, H.O.P.E., Inc. has been charged with implementing a long-term program of corrective action as mandated by the class action settlement. A key provision of this settlement dictates that Blacks, on a reordered public housing waiting list, be given half of the turn-over Section 8 vouchers that become available over the next 10 years. Section 8 vouchers provide federal funds that enable voucher holders to live in privately owned housing in neighborhoods of their choice.

The mission of the Fair Housing Centers is to encourage households offered project-based (family public housing) and tenant-based (Section 8) assistance, to explore and accept desegregate housing. To increase the inventory of available Section 8 housing, H.O.P.E., Inc., is now aggressively soliciting the participation of local landlords through a campaign designed to educate landlords as well as tenants regarding their respective rights and responsibilities under the law.

Bill Thompson noted, "The active participation of landlords will result in a triple-win situation. By getting working Black families out of inner-city housing developments and into mainstream communities. Youngsters may have access to better schools, their parents will have access to better jobs, and significant headway will be made toward breaking the self-perpetuating cycle of poverty." Thompson added, "No less important, by training these Section 8 recipients and closely monitoring the tenant-landlord relationship, we will be providing landlords with reliable tenants and a steady flow of income. Lastly, by guaranteeing equal access to good housing, we all win because a community is only as strong as its weakest link."

To promote this program to landlords, H.O.P.E., Inc., is implementing an outreach campaign. The objective is to raise awareness and underscore H.O.P.E., Inc.'s, commitment to ensuring

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Landlord-Tenant Dot.Coms

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Fair Housing Advocate (<http://www.fairhousing.com>) is an excellent site for discrimination issues with responses by knowledgeable fair housing advocates and attorneys. There is also a general landlord-tenant discussion that often has whiney tenant postings; however, the discrimination discussions are well worth a bookmark and occasional visit.

If you don't want to jump through hoops, save sign-ins and registrations, AOL users should check The Work Place real estate topics under KEYWORD: Real Estate. Discussions and chats are ongoing. If you want to "volunteer" you can work your way up through the ranks of moderators and chat hosts on this board for free AOL service. There are weekly Real Estate and Property Management chats and AOL users can have e-mail notices with links to these chats sent to their mailboxes reminding them to attend. These discussions are general, chatty, and often dissolve into employment/hiring issues as many chatters are on-site management staff.

An excellent landlord site is Jeffrey Taylor's Mr. Landlord (<http://www.mrlandlord.com>). Jeffrey spoke at the NARPM September 1999 Convention in St. Louis, and his enthusiasm and wealth of knowledge flow from every inch of your screen's surface. Want a quick method to remove grease from a driveway? Or how to insulate between units? How to organize your keys without a master key system? Post a question and savvy, experienced landlords from all over the country will share their tips, hints and successes. Each time I visit, I learn something new. Put your e-mail address in to ensure receipt of his columns and newsletters, and look forward to his bon-mots arrival.

Need fodder for your client or tenant newsletter? Check out Bob Cain's Real Property Reporter (www.rentalprop.com). Again, weekly landlord tips arrive at noon on Mondays, and he readily shares his monthly landlord column for reproduction — with proper credit in the prescribed manner. His site is evolving much like Mr. Landlord, so that landlord services are being sold — tenant-screening services, prepaid legal services — and his site also has links to the various state laws and statutes.

A new "LeftCoast" site that has forms, surveys, and Q&A is Landlord.com (<http://www.landlord.com>). Lots of very good forms can be downloaded and used, as well as articles and timely information. Again, bookmarks help avoid the ads and "fluff" so you can get to the site's meat that is being added almost daily.

Lastly, my personal favorite is the Rental Housing On-Line site, (<http://cses.com>) for which there is a nominal fee; however, the information contained on the site is very timely as it is being updated by various Contributing Editors throughout the United States. This site's links to other rental management/landlord sites as well as their Q&A section are very well presented, and the site's webmasters — Larry Lick, Junior and Senior, — are very responsive to individual requests for specific information.

If you visit these Q&A sites often enough, you will find the same landlord/property owners responding as there are frequent cross references and requests for help from the various board moderators who get overwhelmed from time to time.

Current FAQs on these sites involve rent and deposit increases, as well as tenants having to make up their minds on signing another 12 month lease OR going month-to-month at a slightly higher rental rate. The miscommunication when rental properties are sold also seems to be of great concern with regard to who has their deposits and why the property rules are being changed.

By visiting these sites, you can see the trends occurring in different areas of the country and see what to expect as the current economic conditions change. Click and enjoy!

Wallace S. Gibson is the owner of Landlord Tenant Services and Gibson Management Group, Ltd., in Charlottesville, VA. She is the 2000 chairperson of the Virginia Association of Realtors Property Management Advisory Council as well as being NARPM's 2000 legislative chair. Wallace currently serves as president of the Central Virginia Chapter of NARPM.

Unique Presentation

NARPM members are in for a rare treat with the Friday Breakfast keynote speaker, Ravi Patel, at the 2000 National Convention in New Orleans. The unique speaker will be an exciting start to this event.



Ravi Patel, a noted sociological analyst and scholar, will present an entertaining multimedia lecture on "Landlord Tenant Perceptions throughout the World." His logical insights and extensive film library will document and detail how and why most landlords are so hated by their residents. Throughout the world, the relationship is quite similar, even in countries where the landlord loses money often because the government or local agencies limit rental income fees.

Mr. Patel has an extensive family history dating back many years in Bombay, India. As he studied in later life, eventually settling in the United States, he saw how and why the relationships between landlords and tenants are so similar despite language or regional differences. He is most excited about meeting the NARPM members since they truly represent the highest standard of professional service found in our industry. His formal presentation will take our convention attendees through an analysis of statistics and an entertaining and uplifting film of landlords in the media and NARPM members on film. This should be a very interesting and entertaining program.

Nominated Slate of Officers and Directors for 2000-2001

In accordance with the Bylaws of the National Association of Residential Property Managers Article VI, Section B, the Nominating Committee proposes the following slate:

Melissa Prandi, MPM	President	San Rafael, CA
Michael Mengden, MPM	President - Elect	Houston, TX
Christopher Hermanski, MPM	Vice President	Lake Oswego, OR
Andrea Caldwell, MPM	Secretary	San Jose, CA
Peter Meer, MPM	Treasurer	Denver, CO
Elizabeth Mowry, PPM	Appointed Director	Denver, CO
Sylvia Hill, MPM	Appointed Director	San Jose, CA
Wallace Gibson, PPM	Appointed Director	Charlottesville, VA
Marcy Walsh, MPM	Elected Director	Naples, FL
Marc Banner	Elected Director	Boise, ID
Karen Hull, PPM	Elected Director	Stockton, CA
Rose Thomas, PPM	Elected Director	Frederick, MD
Tom Stokes, PPM	Elected Director	Atlanta, GA
Raymond Scarabosio, MPM	Past President	San Francisco, CA

Nominations for any other candidates for the board must be made in writing in the proper form per the bylaws. Nominations will be closed 30 days prior to the elections. Elections will be held during the Annual Meeting at the National Convention, September 23, 2000, in New Orleans.

H.O.P.E.

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the program is as assiduous in protecting landlords from abusive and irresponsible tenants as it is in asserting tenant rights. In fact, the Fair Housing Centers' responsibilities to both tenants and landlords will not end with a tenant's placement in the housing of their choice, but will continue for at least as long as the 10-year term of the decree. To encourage landlords to participate, a cooperative relationship is being fostered. The services of H.O.P.E., Inc., will be made available to landlords to review complaints and resolve any grievances that may arise. The outreach campaign is being most aggressively directed at landlords who own or manage suitable units located outside of areas of low-income or minority concentration, the objective being to achieve the maximum geographic diversity possible for Section 8 voucher holders.

The federal Section 8 program has also been modified to make it significantly more landlord-friendly. Landlords have the right to accept one Section 8 tenant and no others. The "take-one-take-all" requirement has been eliminated. Landlords can now

require Section 8 tenants to pay the same security deposit as other residents.

Additionally, the Section 8 program enables landlords to use their own or any of the following screening criteria for prospective Section 8 tenants: landlord references for the previous five years, police background checks of all household members over 16 years of age, verification of employment, credit and previous evictions. And finally, each landlord is allowed to make the final decision regarding whether or not to accept prospective Section 8 tenants.

Concluded Bill Thompson, "We want to make long-term matches between landlords and motivated prospective tenants. If we can do that, then everyone comes out a winner."

For further information regarding Section 8, call Kelly Arnemann, Expediter, at 305-655-ADKR (4673), Ext. 25, and visit the H.O.P.E., Inc., Web site at <http://www.thechamber.com/hope.htm>.

PPM Technology – a Source for the Property Manager

By Jean Storms, MPM

Technology is part of our lives. When you think about it, it follows you all through your day. Technology is there when we do our banking, buy our groceries, operate our cars, make our telephone calls, get cash out of an ATM, and of course, while we conduct our property management business.

In this millennium, we can no longer conduct our property management business without it. The question is, “how do we keep up with it?” This has become the challenge within our business. While we purchase new equipment and software, it is already outdated. Often it frustrates us to know what to buy, when to buy, and how to buy for our companies. Once we do buy, it becomes a further challenge to implement these new resources.

Yet the wonderful thing about technology is that it can enhance our lives and businesses. Look at the fax, cellular phone, e-mail, digital photography, bookkeeping systems, and more. These devices and programs have reduced what were once very laborious or expensive steps. Today, instead of picking up the phone, you can communicate within minutes with a client in Japan. Not only can you communicate, but you can transmit a statement, a picture of their property or their rental agreements! We can do more marketing because of the many resources available as well.

The PPM Technology class is structured to help you learn what is out there today and how it will enhance your property management business. This September in New Orleans, we will cover the newest in digital photography, scanning, communications, and mobile computing. Have you investigated the new Palms? Perhaps you have wanted to investigate the latest in laptops? How can scanning and digital photography help your clients? What are the trends of the future in software and the World Wide Web? How can you use the Web to be more productive?

Discover how to use the powerful tools you already have in your computer or are contemplating buying to improve your office performance and professionalism. Discuss how you can handle the challenges you face and where to find the needed help.

You can't escape technology in business today. Don't avoid the challenges. Pick up the gauntlet! Take the PPM Technology class to learn more, so you can make intelligent and informed decisions. Plus earn credits toward your PPM designation.

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2000 PPM/MPM Certification Classes

Date	Location	Class	Instructor
August 17	Los Angeles, CA	PPM Operations	Mark Kreditor, MPM
August 17	Atlanta, GA	PPM Operations	Peter Meer, MPM
Sept. 14	Sacramento, CA	PPM Maintenance	Rocky Maxwell, MPM
Sept. 18	New Orleans, LA	PPM Marketing	Fred Richter, MPM
Sept. 18	New Orleans, LA	PPM Maintenance	Rocky Maxwell, MPM
Sept. 19	New Orleans, LA	PPM Operations	Peter Meer, MPM
Sept. 19	New Orleans, LA	PPM Technology	Jean Storms, MPM
Sept. 18-19	New Orleans, LA	MPM Risk Management	David Holt, MPM
Sept. 18-19	New Orleans, LA	MPM Personnel Practices	Sally Backus, MPM
Oct. 20	Jacksonville, FL	Tenancy	Robert Machado, MPM

To register for classes, complete the registration form and mail or fax with payment to NARPM Headquarters. For more information call Headquarters at 800/782-3452.

Interested In Sponsoring Certification Classes?

Opportunities are available to chapters that would like to further member education, promote certification, and increase their chapter funds by sponsoring a Certification class. However, it takes time to plan a class — so give your chapter five to six months lead time if you wish to sponsor one of these events.

Please find out more by calling Sylvia Hill at 408/997-7100 or e-mailing her at sylvianarpm@aol.com. Sylvia can provide you with the details you need to make a Certification class a successful venture.

PPM/MPM Class Registration

FEES

PPM Classes	Preregistration	On-site
Member	\$195	\$225
Nonmember	\$250	\$280
MPM Classes	Preregistration	On-site
Member	\$395	\$450
Nonmember	\$450	\$505

CLASS INFORMATION

- On-site registration begins at 8:00 am. Class hours are 8:30 am to 4:00 pm.
- PPM classes qualify for 6 hours of NARPM certification.
- MPM classes qualify for 12 hours of NARPM certification.
- All materials will be given to students on the day of the class.
- All 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 class; however, the registration fee can be applied to a later class with a \$25 transfer fee.

Due to low registration, a class may be cancelled with 15 days prior notice. Registration fee would be credited to a future class.

(Please print or type)

Name _____

Company _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

List Classes

Name of class	Class Date	Cost
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
		Total \$ _____

Method of Payment

I have enclosed a check for \$ _____ Ck/M.O. # _____ Date _____

Please charge my credit card in the amount of \$ _____ as follows:

VISA MasterCard Discover American Express

Card Number _____ Exp. Date _____

Name of Cardholder _____

Billing Address _____

Signature _____

I authorize Association Headquarters to charge my credit card. I understand that my billing statement will read "Association Headquarters."

Two Easy Ways to Register

1. MAIL your form with payment to NARPM, P. O. Box 140647, Austin, TX 78714-0647.

2. FAX your form with credit card payment to 512/454-3036. Please do not mail the original.

Preparing to Eat in New Orleans

By John Taylor



Being a heavy set “N’awlins” native, I can attest to the fact that this is the ultimate dining city. There are many great restaurants/bars you can wander into for a great lunch, such as Maspero’s, Central Grocery, or Lucy’s. There are also many must-dine restaurants in the city where you can make same-day reservations, such as Red Fish Grill, Palace Café, and K-Paul’s.

However, if you are looking forward to a one-of-a-kind

dining experience, you need to make your reservations early. Antoine’s serves French Creole Cuisine and is located at 713 St. Louis. This is one of New Orleans’ oldest restaurants and reser-

vations can be made at 504/581-4422. Chef Emeril Lagasse has three restaurants in the city. Delmonico’s at 1300 St. Charles Ave. (504/525-4937), NOLA at 534 St. Louis (504/522-6652), and his flagship restaurant, Emeril’s at 800 Tchoupitoulas (Chop-a-to-las) (504/528-9393). New Orleans is also proud to be host to Commander’s Palace which has been renowned as being one of the finest restaurants in the country. Located in the heart of the Garden District at 1403 Washington Ave., Commander’s is truly a unique dining experience. Reservations can be made at 504/899-8221. See you in September.

P.S. Beignets at Café Du Monde is a good morning cure for a long N’awlins night of partying.

John Taylor is with Soniat Realty in New Orleans, LA.

NARPM

P.O. Box 140647
Austin, TX 78714-0647



**2000 ANNUAL
CONVENTION &
TRADE SHOW**

See page 8-9 for more information