

Residential Resource

The Newsletter of the National Association of Residential Property Managers

June 2000

“Don’t Lose that Important Call, because Your Phone Is Busy”

By Robert Alvarez, MBA, CRB, PPM

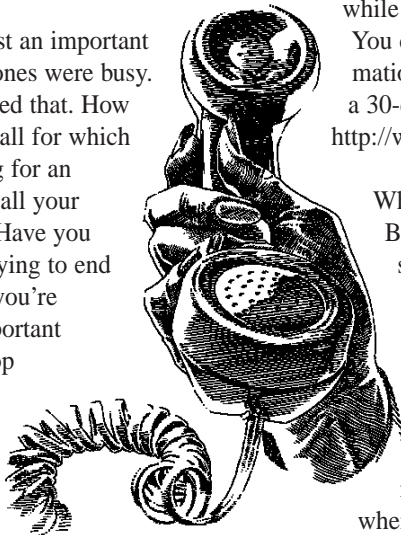
Dear NARPM member,

I am sure you have lost an important call when all your phones were busy. We all have experienced that. How about that important call for which you have been waiting for an hour, that came when all your equipment was busy. Have you ever found yourself trying to end a phone call because you’re expecting another important call? Now you can stop all this for a minimum cost.

The other day while surfing the Internet, I found you can

- get voice messages while you’re online;
- save the cost of an extra phone line (up to 75%); and,
- never miss an important phone call again.

And the amazing fact is you won’t need any additional hardware. All this can be accomplished with an inexpensive phone feature called “Busy Call Forwarding” from your local phone company. Once “Busy Call Forwarding” is activated, incoming calls will automatically be transferred to the phone you wish (your cell phone, your pager, or any other service) you can even route your calls to a long distance number, or to a service your phone company may offer. There is a company that takes voice messages and instantly plays them



for you in your computer — all while you are on the Internet.

You can get additional information about this company and a 30-day free trial at <http://www.pagoo.com/>.

What is “Call Forwarding — Busy/No Answer”? This service lets you forward incoming calls to another phone number of your choice when you’re either on your phone or not available to answer your calls. You can make or receive calls when Call Forwarding —

Busy/No Answer is turned on. You can turn the service on or off at any time.

Remember, even though you determine the phone number where you want to forward your calls, the phone company must set up the forwarding service. A service order request to your phone company is required to change the forwarding number. For more information, search the Internet with the following keywords “Busy Call Forwarding.”

Robert Alvarez, MBA, CRB, PPM is with MRA Realtors in Garland, Texas.



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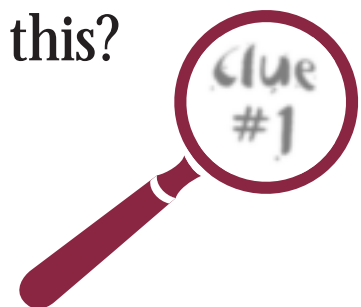
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What’s
this?



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

Have You Hugged Your Owners Today?

So often in this business we forget to “thank” our clients for their continued trust in us — the trust that says “here is my asset, please watch over it for me.” While we may look at it as a “business,” it is all about the trust. George MacDonald once said “To be trusted is a greater compliment than to be loved.” Think about these words, someone who did not know you from anyone, has “trusted” you enough to become your client. This is the type of respect that has to be earned, so do not take it lightly. It is easy to forget how important each and every one of our clients are. We must remember that regardless of whether your client has one unit or many units, they are just as important as the next.

What can you do to show your appreciation? Send your clients


- a “thank you” card once a year for their continued business,
- a bouquet of flowers for Christmas,
- a box of candy,
- a birthday card,
- an anniversary card, or
- an electronic “hello” card from americangreetings.com.

It’s all about the *little* things that separate you from your competitors. Set yourself apart by being *unique*. Let your client know that they mean more than just profits to you. Remember that a little goes a long way.

By now I hope you are making time on your calendars for the Annual Convention in New Orleans, September 21-23. This will surely be one of the top conventions we have ever had! I have had a chance to preview the workshops being offered, and I am very excited to attend, as there is truly something for everyone! The networking among your peers is second to none. As an added bonus, the city of New Orleans is a great place to visit; for those of you who have been there, you know what I am talking about, for those of you who have not, come on down and experience it! By attending the convention, you will be on your way to *Reaching New Heights!*

I wish you continued prosperity in the coming summer months.

All the best,


Raymond Scarabosio, MPM
NARPM National President



National President
Raymond Scarabosio
congratulating FARPM
State President Matt Schall

OFFICERS

Raymond Scarabosio, MPM
President
landlordsf@aol.com
415/379-9035

Melissa Prandi, MPM
President-Elect
Convention Chair
prandiprop@aol.com
415/482-9988

Jean Storms, MPM
Vice President
Long Range Planning
Editorial Chair
jslres@pacbell.net
916/771-3151

Michael Mengden, MPM
Secretary
Membership Chair
mengden@txlandlord.com
713/895-9966

Christopher Hermanski, MPM
Treasurer
Finance Chair
chris@mainlander.com
503/635-4477

DIRECTORS

Denise Snowdon, MPM
Past President
Nominations Chair
selectds@aol.com
719/593-9990

Andrea Caldwell, MPM
Membership Support Chair
Agetto@aol.com
408/978-8100

Bruno Friia, MPM
bruno@montana.com
406/523-9266

Sylvia Hill, MPM
sylvianarpm@aol.com
408/997-7100

Mike McCallum, MPM
Education Chair
Swpromgt@aol.com
707/576-0700

Peter Meer, MPM
meerandco@aol.com
303/322-1550

Tom Stokes, PPM
Marketing Chair
Tstokes@EpiCity.com
404/713-0202

Rose Thomas, PPM
Rose.thomas@pmpbiz.com
301/694-6900

Bill Wright, MPM
Certification Chair
bill@reidpm.com
360/698-4026

NARPM HEADQUARTERS
P.O. Box 140647
Austin, TX 78754-0647
Exec. Director: Roy Bohrer

Tel: 800/782-3452
Fax: 512/454-3036
E-mail: narpminfo@narpm.org
Internet: www.narpm.org

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NARPM'S MARDI GRAS PARADE



“Share the Vision” of NARPM at our National Convention in New Orleans, September 21-23, 2000. In true New Orleans style, this year’s Parade of Chapters is going Mardi Gras! Break out your chapter banners or make one, if you didn’t for last year’s parade in St. Louis. Then join in at the Thursday Opening Session on September 21.

“Sharing the Vision” of NARPM, prompts us to ask you — “What creative way has your chapter or CIF used (or is planing to use) in attracting new members?” Share your ideas, and win a special prize for your chapter.

What would a Mardi Gras Parade be without masks? A second prize will be awarded to the chapter or CIF who creates the BEST Mardi Gras mask in NARPM. Additional costumes are optional, but if you were in St. Louis last year, you know what fun they are. Additional information will be sent to chapter leaders on the rules for the contest.

Read future issues of *Residential Resource* for more details and look out for the return of Inspector P.M. Cluze, MPM, for the clues to who will be this year’s parade leader. Put your NARPM “thinking hat” on and win raffle tickets if you correctly guess this year’s leader.

Choose your chapter or CIF representative, and plan to be part of this year’s Mardi Gras Parade. “Share The Vision.”



1st clue:

**A Founding Member and an MPM
is waiting to lead the parade.**

Send your guess to Donna Housden at imh@flash.net or fax to 817/581-0893.

Watch the next two months for Inspector Cluze latest clues.

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Systemic Thinking in the Office

By Ted White, MPM

Our office is in the process of hiring a new staff member. We will be interviewing this week, and (hopefully) we will begin the training next week. All of these tasks (advertising, interviewing, training) can be time consuming, emotionally draining, and even have erratic or unpredictable results, especially if one were to start from scratch each time the need arose to hire somebody. I am a big believer in the "systemic office" where *Everything* is written down, step by step. Even a process that only occurs every eight, ten, or more months (such as hiring), can be less painful when the system rather than someone on the staff, is employed to take care of the details. A staff person may not have the experience or background to plan and carry out something as crucial to the success of a business as hiring a new employee.

Our office has a binder with the newspaper ads and advertising instructions that have proved successful in the past and have resulted in a significant number of resumes. Within five minutes, we can reach for this binder and call in an ad without discussing what should be written, in which category it should be placed, or on which days it should run. Already we have reduced what could take a half an hour down to five minutes. Do you begin to see the benefit of a systemic office?

Next, we print out all the documents we use for an interview. These include an application with all the questions that might be left out of a resume, some written test material, and a list of oral interview questions, all designed to give insight into an applicant's flexibility,

"trainability," grammar, and communication skills. Personally, I try to be prepared, but I have to admit that on occasion I have been so rushed that I have printed out the material while a prospective employee is in another room filling out the application. In other words, even though I was not mentally prepared (or did not have the full presence of mind) for an interview, I could still ask all the right questions because the system dictated the questions. The beauty of "the system" is that you are able to amend, add questions you have read about, or remove questions that no longer seem to be helpful; and you don't have to remember all these good ideas months later.

Finally, for the training, we will get out all the training check lists, procedures,

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Welcome New NARPM Members

The following is a list of new members from January 1 to April 30, 2000:

Fern Barnett Fern Barnett P O Box 888 Cedar Hill, TX 75106 972/293-1032	Virginia Galvin Petaluma Valley Property P O Box 5921 Petaluma, CA 94955 707/762-1991	Kevin Martin Prime Residential Properties 16990 Dallas Pkwy Ste 215 Dallas, TX 75248 972/407-9991	Kirk Schulz Premium Properties 1200 Mt Diablo Blvd Ste 206 Walnut Creek, CA 94596 925/930-8090
Karen Bartholf Apartment Hunters 2034 W Southern Ave Mesa, AZ 85202 480/898-3045	Mike Gerson Gerson Realty & Mgmt. Co 2121 S Mill Ave Ste 104 Tempe, AZ 85282 480/921-3332	Michael A. McCreary, CPM, GRI McCreary Realty Mgmt., Inc. 17 Aviation Rd P O Box 6040 Marietta, GA 30065-6040 770/427-5711	Donna J. Schwarzbach Donna J. Schwarzbach Real Estate Svcs P O Box 175 11000 Vineland Rd Ben Lomond, CA 95005 831/336-5436
Michael Bedsworth Proactive Property Mgmt. 6204-A Old Franconia Rd Alexandria, VA 22310 703/921-5000	Sally Goss Goss Management & Realty P O Box 22693 Little Rock, AR 72221 501/225-7968	Patty McKinney Professional Property Mgmt. 705-2 E Bidwell #304 Folsom, CA 95630 916/353-9249	Kathleen Smith Golden West Realty 1101 Washington Ave Golden, CO 80401 303/279-7979
Mitchell Bennett AmeriStar Realty, Inc. 10634 S US 1 Port St. Lucie, FL 34952 561/337-5137	David Gould Century 21 Signature Realty 2800 Buford Rd Ste 204 Richmond, VA 23235 804/330-0062	Trudy L. Miller Property Mgmt. Experts 200 W Harding Way Stockton, CA 95204-5607 209/465-5000	Norman Smith Norman Smith, Broker 106 Bristol Sq Woodstock, GA 30188 770/928-1170
Karen Bergendahl CWP Property Mgmt., Inc. 249 Estudillo Ave Leandro, CA 94577 510/352-6310	Dawn Hart Bailey Property Management 3060 Valencia Ave Ste 4 Aptos, CA 95003 831/685-8588	Anne Pence Windermere RE Sequim 990-E East Washington Sequim, WA 98382 360/683-4095	Dona Snyder Montgomery Realtors 1388 Country Club Rd Gulf Breeze, FL 32561 850/932-5535
Charmaine M. Brown Tara Properties, Inc. 3079-A Jodeco Rd McDonough, GA 30253 770/914-8272	Lisa Holmes HRW Realty Corp 3815 Barrett Dr Raleigh, NC 27609 919/783-1855	William Perrin Gulfstream Capital Management, Inc. 5096 N Cranberry Blvd North Port, FL 34286 941/423-9843	Ginney Sommers, GRI Tara Properties Rentals 35 SE Ely St Oak Harbor, WA 98277 360/675-9097
Dee Bumbarger, ABR CRS GRI Buck & Buck, Inc. Realtors 1709 St. John's Bluff Rd Jacksonville, FL 32225 904/641-9466	Kathy Jones Realty Group Property Mgmt. 6 Montgomery Village Ave #248 Gaithersburg, MD 20879 301/921-2663	Penny Plachy Gallatin River Realty Management Co P O Box 869 Manhattan, MT 59741 406/284-3200	Kathy Summers IPM Corporation 317 N Washington St Hendersonville, NC 28739 828/693-7631
Margo Cooper Giovannoni & Cooper Realty, Inc. 412 Healdsburg Ave Healdsburg, CA 95448 707/433-1497	Kara Julien McGinnis Property Management 300 Garden of the Gods Rd Colorado Springs, CO 80907 719/265-4347	Ellen Purdy Harbor Bay Realty Property Management 885 Island Dr #203 Alameda, CA 94502 510/523-1166	John Taylor Soniat Realty 3940 Canal New Orleans, LA 70119 504/488-8988
Letha Cordes Greg Flaniken & Associates 1101 Brazosport Freeport, TX 77541 979/233-7828	Charlene King Coldwell Banker D'Ann Harper Realtors 9100 I-10 W #300 San Antonio, TX 78230 210/614-2090	Robert Rapport Sundance of Florida 1962 E Osceola Pkwy Kissimmee, FL 34743 407/348-5678	Pati Teeft ERA Spencer-Black 1060 S Ponce de Leon Blvd St. Augustine, FL 32086 904/829-9061
Chuck Erickson The Property Management Group, Inc. 6720 E Camino Principal #103 Tucson, AZ 85715 520/721-7121	Arthur Larson Real Estate Offices, Inc. 1800 Bridgegate St Westlake Village, CA 91361 805/371-9889	Heather Reynolds Re/Max Coastal Real Estate 50 AIA North Ste 108 Ponte Vedra, FL 32082 904/285-5265	Michelle Vallejo Coldwell Banker D'Ann Harper Realtors 493 S Seguin New Braunfels, TX 78130 830/629-1192
Terry Flora High Desert Property Management, LLC 527 NW Fir Ave Redmond, OR 97756 541/548-0383	Barry Lowe Prescott Properties, Inc. 4230 LBJ Frwy Ste 109 Dallas, TX 75244 972/458-0300	Kipling Wilson Renaissance Prop Mgmt of Mid Michigan P O Box 1662 Okemos, MI 48805-1662 517/349-7355	

Affiliate Members Listing By Services

Advertising:

Homes & Condos For Rent™

HomeRentals.net

Rent Connection

Rental Wizard, Inc.

Value Rent.com, LLC

Appliance Sales:

Sears Contract Sales

Blinds & Drapery Sales:

Dick's Discount Blinds

Business Products:

Peachtree Business Products

Communications:

AMI — The Resort

Telecommunications Specialists

Home Warranties:

Fidelity National Home Warranty

Marketing:

Richter & Associates

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

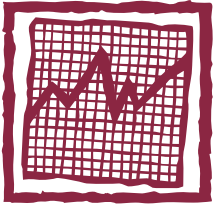
National Credit Reporting

For more affiliate information,
please visit the NARPM Web site

www.narpm.org

Millennium Forecast for Real Estate

By Joseph W. DeCarlo, MBA



What is the future of real estate in the Millennium year of 2000? Have the rules and perception of real estate investing changed? If so, how can we adapt and profit from these changes?

Real Estate has, by its nature, been a hard asset that, other than a few cycles of ups and downs due to speculation, is a conservative or defensive investment, like gold. The difference between gold and real estate is that you have to pay to store gold and even if you buy certificates, it doesn't pay you a return or dividends. Your only profit is if the value goes up. Real estate, however, usually has cash flow and tax benefits in the form of depreciation as well as appreciation. In the past three years, real estate has been a great investment as rents are going up 3-5% in most areas, while interest rates on an owner's adjustable mortgages were going down, leading to large cash flows for apartments and commercial buildings. Will this trend continue and will investors flock back to real estate as an investment strategy of choice giving rise to large value increases in the new Millennium like what we saw in the late '70s?

Supply and Demand

The supply in rental housing is at best remaining constant. Older buildings are being abandoned or converted to other uses to avoid dealing with heavy-handed city inspectors who are trying to generate more fees for building permits.

The new housing being built is high-end luxury apartments or tax credit apartments, which about equals the number of units being demolished, so the supply of housing is going to remain constant.

In other words, appreciation will be less in the future and owners will need to look at cash flows (net operating income minus debt service) as their main source of profit. This will require owners to be better managers or to hire an experienced, reputable property management firm, such as an AMO (Accredited Management Organization) to manage and increase their cash flow.

Joseph DeCarlo, MBA, adjunct college professor, Certified Property Manager, Counselor of Real Estate can be reached at 714/751-2787 or e-mailed at jdsml@jdproperty.com.

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NARPM Members Selected for Panel

by Elizabeth (Liz) Mowry, PPM

The Colorado Real Estate Commission has recently approved a property management course to be written that can satisfy the state's requirement for broker continuing education. The commission authorized a panel of four residential management brokers, four commercial leasing brokers, and four commercial management brokers to write the guidelines for this option of the mandatory class. The selected residential management brokers were exclusively NARPM members. Congratulations to Denny Snowdon, MPM of the Colorado Springs Chapter, and Peter Meer, MPM, CRMC, Bob Alldredge, PPM, and Elizabeth Mowry, PPM, of the Denver Chapter. This is a great step for putting NARPM in the lead on state issues.

Elizabeth (Liz) Mowry, PPM, is the president of the Denver Chapter.

Systemic

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and materials we have put together over the years. Because it is a system, we are not going to forget important elements of the training because it is all in writing. For anything that has been hard to explain in the past, we have extra training aids such as quizzes, articles to read, and mock hands-on activities in binders and on the computer.

The systemic office is defined by orchestration (which will be internalized or "can" procedures that allow duplication of results with little effort) and technological solutions (where there is a system rather than a personal judgment or a requirement that somebody remember something). The systemic office develops systems to make technological decisions.

The "principals of orchestration" involve the development of methods and procedures that are as free as possible of discretionary judgment (eliminate decision making), increase simplification, and include staff participation. Regularly review office systems and procedures (work "on" the job rather than "at" the job). An important concept is that it is unfair to expect or require your staff to improvise if they do not have the background, experience, or insight that you do...especially if you are not prepared to support the result. All orchestration must be in writing.

My staff sometimes jokes about all the forms, check lists, and procedures in the office, but those newly hired rarely go without a word of appreciation for not having to learn by being "thrown into the fire!"

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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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!

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TENTATIVE SCHEDULE

Monday, September 18, 2000, and Tuesday, September 19, 2000

8:30 am - 4:00 pm PPM and MPM Certification classes
(see page 11 for more information)

Wednesday, September 20, 2000

9:00 am - 5:00 pm Committee Meetings
6:30 - 8:00 pm Welcome Reception

Thursday, September 21, 2000

8:00 - 9:15 am Opening, Welcome, and Breakfast
8:00 am - 1:00 pm Exhibitor Setup
9:30 - 10:45 am Workshop Sessions I
10:45 - 11:00 am Break
11:00 am - 12:15 pm Workshop Sessions II
12:15 - 12:30 pm 50/50 tickets on sale
12:30 - 1:30 pm Membership 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
3:30 - 3:45 pm Break
3:45 - 5:00 pm Workshop Sessions IV
6:30 - 9:30 pm Scheduled Off-site event (ticketed)

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
10:45 - 11:00 am Break
11:00 am - 12:15 pm Workshop Sessions VI
12:15 - 12:30 pm 50/50 Tickets on sale
12:30 - 1:45 pm Certification Lunch
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
11:45 am - Noon 50/50 Tickets on sale
Noon - 2:00 pm NARPM Annual Meeting Luncheon
2:00 - 2:45 pm Farewell to Trade Show — Prize Drawings
2:45 - 4:15 pm Workshop Sessions VIII — “Hot Topics”
6:30 - 7:30 pm Cocktail Reception
7:30 pm - 12:30 am “Mardi Gras Ball” — *An Evening of Elegance* — Installation Dinner, Entertainment, and Dancing

For additional information contact:

Sherri Beck CPS, Executive Assistant
P.O. Box 140647 • Austin, TX 78714-0647
800/782-3452 or 512/381-6091
Fax: 512/454-3036
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



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

2. REGISTRATION FEES

Conference Registration

	Postmarked by Aug. 17	After Aug. 17	Fees Paid
<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

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 Mardi Gras Ball	\$60	\$60	\$ _____

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 Tenancy (Sept. 19)	\$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."

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.

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.

Advertisement
not available
for electronic
file placement.

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:

- ★ Call NARPM Headquarters 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.

Office Manager/Administrator for Large
N. Texas Property Management Company

Must be organized, computer literate, familiar with our industry and willing to work hard and succeed. Fax resume and salary requirements to 214-360-9266. Package includes bonus, insurance, Realtor dues, retirement plan, and car allowance.

2000 PPM/MPM Certification Classes

Date	Location	Class	Instructor
July 14-15	Tacoma, WA	MPM Personnel Practices & Employee Relations	Sally Backus, MPM
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	TBA
Sept. 19	New Orleans, LA	PPM Tenancy	TBA
Sept. 19	New Orleans, LA	PPM Technology	Jean Storms, MPM
Sept. 18-19	New Orleans, LA	MPM Risk Management	TBA
Sept. 18-19	New Orleans, LA	MPM Personnel Practices	Sally Backus, MPM
Oct. 20	Jacksonville, FL	Tenancy	TBA

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.

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.

PPM/MPM Class Registration

FEES

PPM Classes	Preregister	On-site
Member	\$195	\$225
Nonmember	\$250	\$280
MPM Classes	Preregister	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

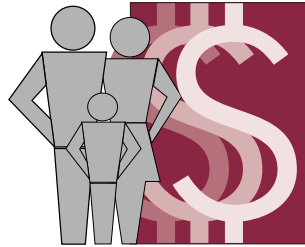
1. MAIL your form with payment to NARPM, P. O. Box 140647, Austin, TX 78714-0647.

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

Calculating Rent Increases & Keeping the Tenant

By Geoffrey W. Hall

Raising rent on an incumbent tenant is touchy. You must do it in a way to most likely keep the tenant in place and let the owner keep up with inflation and higher taxes. Annual increases of 3% to 5% will usually keep a tenant from shopping. A larger increase runs the risk of losing a good tenant.



Forty-five days before the lease expires, send a renewal letter telling the tenants how much you appreciate them and what the new rent will be. Be prepared for the tenant to try and negotiate a lower increase. If they have been the ideal tenants, work with them. In areas where rents have been increasing faster than the rate of inflation, you might want to wait for turnover time to catch up rather than cause the owner the expense of rerenting the property. Changing tenants is time consuming for the manager and expensive for the owner. Ads, lease up fees and other turnover costs can take months or years to recoup.

So that the tenant will see extra value for the extra rent they will be paying, the manager should schedule an inspection. The purpose of the inspection is to fix anything the tenant has not bothered to report and to take care of maintenance items (i.e. caulking, lubricating garage door rollers, adjusting doors, etc).

On turnover, let the law of supply and demand rule. Spend the effort to put the property in tiptop shape. This can be done in three to five days. In this time the home can be completely painted, carpet changed, if necessary, and cleaned from top to bottom. Any outside maintenance (i.e. pressure wash, painting, fence repair, even reroofing) should occur while the current tenant is in place. Research the other rentals in the area. Find the highest rent for a comparable property and raise that by 5%. Charging the highest rent is not a crime. After all you are giving superior service.

Geoffrey W. Hall is Owner/Broker of Flarent, Inc., Casselberry, Florida.

Deadlines for Residential Resource

August	June 16, 2000
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 78754-0647. All articles are subject to editing & approval of subject matter.

NARPM

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



**2000 ANNUAL
CONVENTION &
TRADE SHOW**

See page 8-9 for more information