

Residential Resource

The Newsletter of the National Association of Residential Property Managers

April 2002

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The Mission of NARPM is to increase the professionalism and ethics of residential property managers.

Who's in Charge?

By Steve Crossland, RMP®

The most successful businesses of any kind have well-defined business processes. They know what they do and how they do it. They have developed methods for executing their processes which bring consistent and effective results. They are confident in their abilities. Property management should be no different. Hopefully, you have put great thought and planning into how your company operates and there are guiding principles from which your policies and procedures have evolved. What then should one do when new or existing owners want special treatment that would represent a departure from these well-laid plans?

Many, if not all of us, have at one time or another adjusted our standard operating procedures to accommodate the unique wishes of a client. These wishes are almost always rooted in the owner's fears about control, trust, and money. At first, a few concessions here and there may seem harmless enough. This owner gets his statements earlier than the rest. That owner wants to be called before any repairs are performed, no matter how routine. Another owner negotiates your fees down when he hires you.

If you are not careful, your policies and procedures might no longer be those of your own design, but instead the collective result of the wants and desires of your owners. I have come to believe that accommodating certain demands and wishes of owners is counterproductive and can result in an inconsistent or chaotic operating system. Businesses of any kind that try to be all things to all people eventually lose their

focus and unravel. Instead, there has to be clear and concise rules of operation and those rules must be established by the company, not the property owners, lest you become the ineffectual captain of a rudderless ship.

Let's look at a couple of definitions from www.dictionary.com:

man·a·ger: *one who handles, controls, or directs. one who controls resources and expenditures. one who is in charge.*

sub·or·di·nate: *belonging to a lower or inferior rank. subject to the authority or control of another.*



Are you a **Property Manager** or a **Property Subordinate**? Is your operation a well defined system of policies and procedures that are executed with consistency, uniformity, and professionalism? Or is your operation an ever changing mix of special exceptions and accommodations subject to the wishes and desires of your various owners? Is the quality of maintenance your tenants receive a result of your responsiveness and your well established business practices, or does it depend on how fast you are able to reach the owner to obtain permission to make a needed repair? Ever told an angry tenant with no heat "I'm waiting for the owner to call me back"? How does this affect your company's reputation? Is this the best way to run a property management company?

As I see it, the only product I have to sell is my "system" — that combination of business

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Education – it is the backbone of our organization. I just completed my MCE (mandatory continuing education, CE in some states) requirements for the next licensing period. In Texas, brokers need 15 hours every 2 years. Since we do not have to have a license to manage real estate in Texas, guess how many property management courses are available through the normal sources? The course I took had 4 parts — a legal update (4 hours), working with the new and revised Texas Real Estate Commission promulgated forms (4 hours), property management (4 hours), and ethics (3 hours). The property management section is sometimes substituted with working in real estate in Mexico. The instructor told us that the two most requested classes are contracts and property management (in that order), yet the only property management courses offered were this 4 hour MCE and one 30-hour licensing course (we need 180 hours for a salesman's license). They had courses on all kinds of subjects, but only these two on property management.



NARPM President
Michael Mengden

I find this all over. Some areas have great education, but many do not. That's why the Education Committee has taken on the goal this year of bringing property management education for our members to another level. From what I have been told, FARPM (Florida), the Georgia State Conference, and the Arizona State Conference have received approval for CE hours for the RMP® and MPM® courses or the general education sessions that will be put on at their events. As I understand it, some from the area will be getting the same for attending the Midyear conference in Portland this month. There may be others. Unfortunately, I believe this is not the norm. Most of us still get our hours in sales-related classes. Not that I mind those (I thought the latest class was excellent) but I would like the choice.

Joe Medinger, RMP® from San Antonio is heading up the Education Subcommittee to have a property management speakers bureau education library at narpm.org. If you know of a property management related course taught anywhere, whether for CE or not, please contact Joe at manorrent@aol.com and get that information to him. Joe already has information on over 60 courses that should be up on the web shortly (and perhaps by the time you read this). There is no requirement that the course be taught by a NARPM member, or that NARPM receive money for it. The purpose is to get property managers educated, by whatever means. For those of you looking for your hour a month to give to NARPM, do a little research in your area. See what's available. And get it to Joe.

One of the other Education issues is Ethics. NAR (National Association of Realtors®) now requires an ethics course every 4 years for all REALTORS®. We require it for all candidates in order to receive the RMP® designation. Do we want to require it for all members? Will webbased education (which should be available for us this year) now make this feasible? You tell me. If you have an opinion one way or the other, please email me at mmengden@terraresidential.com and I'll get it to the members that could look into it.

Remember to get your registration in for Midyear or one of the regional events this month. Get out there and learn something, and then Make a Difference.

Michael Mengden, MPM®
2002 National President

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Protecting Your Digital Assets

By Mike Anderson

You've probably put a lot of work into the design and content of your Web site. The last thing you want is to have someone steal it all from you, especially if they compete with you. We'll discuss how to protect your creation.

What is the difference between use and registration?

In the United States, we have copyright and trademark laws that are very favorable to creators and inventors. Whenever you create something, you automatically own the copyright to your creation. You do not have to do anything else to receive the right to your creation.

However, it can get tough to prove that you are the creator of a specific item. The law permits proof in two forms: by use and by registration.

To prove a copyright by use, you must prove that you used the item before anyone else who contests your copyright. In the case of a Web site design, you must simply show that you used that design prior to the person who stole it from you.

Because of the myriad problems that can occur when trying to prove use of a design or creation, another opportunity exists to preserve your copyright. For the utmost level of copyright protection, you may register your creation with the U.S. Copyright Office or the U.S. Patent and Trademark Office. If someone tries to steal your creation, you can simply pull the registration certificate on file to prove your right to ownership.

Prior to 1978, all copyrights were secured by use — by being published with a specifically formatted copyright notice. While this is no longer the way copyrights work, it is still beneficial to display a copyright notice on all published material.

What is the difference between a copyright, a trademark, and a service mark?

A copyright refers to the right of ownership of a work of authorship, which may be a document, a song, a painting, or a variety of other works. A trademark is a word, graphic, or a device that distinguishes the goods of your company from the goods of another. A service mark is the same thing, but distinguishes services instead of goods. Trademarks are more widely used than service marks. In common use, many trademarks are actually indications of a service.

A copyright is typically indicated with a letter C in a circle (©). A trademark is indicated by a superscripted TM (™), and a superscripted SM (SM) indicates a service mark. A federally registered trademark or service mark is indicated by a letter R in a circle (®). This can get a little confusing — a copyrighted item does not need to be registered to use the C in the circle, but a trademarked or service marked item must be federally registered before you may use the R in the circle.

Do I need to register my company's logo and my Web site content?

That's a good question. How damaging will it be if someone steals it? In most cases, unless you publish highly valued intellectual property (such as an idea that came out of a lot of research, or a survey that was very expensive to conduct), it may not be worth your time and money to file registration. Remember, even after you file registration, somebody can still steal your creation! The copyright simply gives you the right to demand it back. If you're not prepared to monitor for thieves, registration may not be of much value.

There are some tried and true tricks that can be performed in the place of copyright and trademark registration. These are not all-inclusive bulletproof solutions, but in our industry they usually protect us sufficiently.

Be sure to include the appropriate indicia on all published content, whether you publish it on the Internet or use it only in your office. This means that on authored works you place a notice with the copyright symbol or word, the year it was published, and the name of the copyright holder. On things like logos, put the trademark symbol alongside it. (Not the registered trademark symbol — using that without federal registration is a no-no!)

Establish a "date first published." This can be done in a variety of ways. The quickest and cheapest (but least useful) is to ensure your publication exists in a format that cannot be easily changed, like printing it on a light colored paper than can not be easily photocopied or whited-out. Make certain the date is obviously printed on the page. For more assurance, seal your publication in an envelope and send it to yourself via registered mail. When you receive it, keep the original seal intact and file it. When you go to court to prove you had it first, the judge will consider the postmark and sealed content as more solid evidence than spoken testimony. For the most assurance (short of federal registration) use a time-stamping service like FirstUse.com. They will securely date-stamp your digital publication and store the date so it can be retrieved in the case of a dispute.

Show your publication to a number of friends and have them notate the fact they saw your publication as it exists on that date. Again, with a Web site that can change easily, make sure you have them write their comments on a printout of the Web site, not in an email or on a post-it note.

How do I find out who is stealing my Web site content?

This is where the whole concept of copyright law falls into a weak spot. If someone stole your car, you'd know it when you walked out to your garage and found nothing more than an oil spot on the floor. However, if someone snuck in and made a copy of your car, you wouldn't know it.

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Direct Deposit – It’s Easier Than You Might Think

By Mike Nelson

What you and I refer to as “direct deposit” is known as Automated Clearing House (ACH) among banks. It’s the process of transferring money from one account to another without the use of a check. We have been offering our clients the option of payment by direct deposit for about three years now. Of our 500+ owners, about 50 percent utilize it — and they love it!

If you don’t offer direct deposit already, I have a good idea what you’re thinking right about now — “I have enough to do already. I don’t need any more chores.” Well first look at some of the reasons *why* you should offer ACH services. Then we’ll look at *how* to do it. Like any successful business person you need to look at “what’s in it for me?” More importantly, what’s in it for your client? Here’s a list that addresses both.

Every month I get a call from one or more clients telling me they didn’t receive their monthly check. Yet I have never once had a problem with a direct deposit getting lost or delayed in the mail.

Instead of opening their statement, retrieving the check and either mailing or driving their check to the bank, clients simply open their statement and see how much money has just been added to their account.

Direct deposit transactions processed by me today will post to my client’s account tomorrow. The mail sometimes takes longer than that to reach my clients who live locally, and much longer to reach my clients who are out of town or out of the country.

Bank account reconciliation is quicker since ACH payments show up as one item for each day that transfers were made. This is in contrast to the several hundred individual check items, some of which might remain as outstanding items for months for clients who don’t or can’t quickly deposit their checks.

Owners who are moving out of town sometimes elect to use our service purely based on the fact that we offer direct deposit when the other prospective managers do not.

Now let’s look at how to set up ACH services for your organization. Our company uses Yardi¹ property management software, and we bank with Bank of America. While the illustration below will refer to these providers, the general elements will be applicable to your system and processes with ease and success.

The first step is to speak with your bank representative. Your bank will put you in touch with the person or department that handles ACH customer service. They will want to “sell” you the software required to conduct ACH transactions.² The most common program for providing ACH service is a software program called “Microcash” by Bank of America. The same program is used by many banks but goes by different names (MAXXUS, Wachovia Connection, etc.) In your negotiations with the bank, remember

that you are saving the bank time and money by utilizing ACH. Make sure to negotiate and try to reduce your costs or bank charges in the process.

Next you will need to develop a document that your clients will sign authorizing you to make ACH deposits directly to their accounts. This can be very simple, and some managers, including our company, incorporate the language into the management agreement. The bank can provide you with sample forms and text. However, the essential information you need to collect from each client is the account number and routing number for the account to which you are to make deposits. The routing number is the nine-digit number in the lower lefthand corner of each check. That is the bank’s unique identifier in the U.S. banking system. Once you have this information you will set up a new “batch” in Microcash that includes each owner and their account information.

The program allows you to set up a recurring payment amount for each person if you choose. Our technique is to enter new owners with a default payment amount of zero so that we don’t accidentally send out money that we didn’t mean to send. Then each month, or whenever you pay owners, you simply scroll through the list entering the amount of the payment to each owner for that payment cycle. When the list is complete you transmit the data to your bank via a dialup connection or through the Internet (depending on your bank’s setup). While there are a few more details, that covers the basic process. Your bank will assist you in getting ACH set up and working to your requirements.

Now you need to figure out how to account for these transactions in your bookkeeping process. Our technique is to process two direct deposit cycles per month. This cycle is spelled out in our management agreement, so our clients understand that if their resident has not paid by the time the first cycle is processed, around the 10th of the month, they will have to wait until the second cycle is processed, around the 23rd of the month, or pay an additional fee for handling their transaction as a special case. We have found this technique to be very well received by our clients. In our bookkeeping system we enter each direct deposit payment as a manual check. We enter the same check number, our technique is to use the date (YY/MM/DD) as the check number, for all of the transactions related to that date/batch. This makes our bank reconciliation process faster, since we can match up one large transaction with one reference number instead of reconciling hundreds of individual transactions.



Finally you need to develop a way to tell which owners/properties are paid by direct deposit versus those paid by check. Imagine printing several hundred statements, then trying to figure out if you are missing several checks or if those owners are paid by direct deposit. Our convention is to add four asterisks (*) to the end of the owner's last name and at the end of the rental property's address. This enables everyone in the office to easily determine the difference between those owners paid by check and those paid by direct deposit.

While this may seem complicated, I encourage you to investigate the benefits. Years ago I was somewhat intimidated by ACH. But once I started using ACH I found out that it is really quite simple. Now, as clients call to inquire about a lost check, I use it as an opportunity to move them over to ACH. We also use Microcash to automatically deduct rental payments from some of our residents. Many people like the convenience of having recurring payments automatically drafted from their account and now we can offer that service, too. But that's a topic for another day.

Our industry is all about providing convenience and handling details. I'm convinced that successful property managers must continue to look for ways to offer better and faster service as we compete in the 21st century. If we don't move forward with technology then we are doomed to be left behind.

Mike Nelson is the owner and managing broker of Excalibur Group, LLC, in Atlanta, GA. Excalibur provides leasing, management, brokerage, and maintenance services to over 600 rental homes in the Metro Atlanta area.

Footnotes

¹ Yardi cautions: Microcash and Yardi run on different versions of Btrieve. Do not have both programs open at the same time or your computer will tend to lock up. Both programs will install a file named WBTRCALL.DLL in the Windows\System folder. You need to "cut" the Microcash version out of the Windows\System file and paste it into the Microcash program folder. Then do the same with the Yardi version of WBTRCALL.DLL, and paste it in to the YARDI\PMWPROG folder. This will help you avoid system conflicts.

² (Note: We "paid" for our Microcash software through the earnings credit that Bank of America applies each month to our accounts since they can't pay us interest on our operating accounts.

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Training for Leasing and Marketing Professionals

By Cynthiann King, President of C. King Unlimited

(Portions originally used in NAA UNITS Magazine article.)

As a leasing and marketing professional, it is important to keep your professional edge. One way to accomplish this is through an ongoing educational process of practicing and upgrading your skills. The following are effective techniques, activities, and resources you can use immediately to enhance your sales and marketing savvy.

1. At your next staff meeting ask your entire staff to *brainstorm all the reasons why your residents live at your property*. Use these answers as key benefits in your marketing materials as well as in your leasing and renewing conversations.
2. Review your inventory of current or future vacant apartments. Note which floor plan is most often listed or is the most difficult to lease or renew. Take your leasing and marketing team members to a vacant apartment of this floor plan. *While in the vacant apartment, list why this apartment home is still a great value*. Use these benefits in your sales demonstrations.
3. *Shadow a savvy professional in our industry*. Ask your local apartment association for the names of winners of local leasing awards programs. Call a few of these individuals and ask if you can join them on their next tour.
4. *Shadow a professional out of our industry*. Visit a top sales professional from the following departments: large scale hotel banquet managers, corporate meeting planners, high-end copier sales persons, retail sales persons from stores like Eddie Bauer, The Leather (furniture) Store, Merle Norman, Home Depot, and upscale travel agencies and resort time-share sales persons.
5. Pair up with a fellow leasing professional and play the “*What If*” game. It works like this: The first player completes the sentence, “What if...” Then the second player lists all the reasons why the stated idea will work. For example the first player states, “What if I asked the next prospective renter for a referral at the end of my sales presentation?” The second player then lists all the reasons why asking for a referral would be a great idea. Play continues as each player switches roles.
6. At a future sales and marketing team meeting ask everyone to participate in a timed contest, “*A to Z*.” Ask each participant to list each letter of the alphabet vertically in a column along the left side of a sheet of paper. Choose a specific topic (i.e., Closing Statements). Tell the participants to try to use each letter of the alphabet as the start of a phrase or statement that is appropriately related to the chosen topic. The winner is the one with the most answers within the allotted time. Award a prize (an uninterrupted hour lunch break?) to the winner. Ask all participants to read their lists for great additional answers. Use these answers in future leasing and marketing situations.
7. Ask each sales professional to *act out his or her most effective objection strategy*. Ask fellow team members to play the part of the prospective resident or potential renewing resident.
8. Grab a flipchart pad and brainstorm with fellow staff members on ways to *enhance the merchandising* of your community and apartment homes. Areas to consider include curb appeal, sales tools, tour route, signage, services, personal marketing, and vacant apartment homes.
9. Take at least two of *our five senses* and think of ways in which you can involve your prospective resident in the use of those senses. Can you involve your customer in all five senses throughout the leasing tour?
10. Review the following list of the *most persuasive words in the English language* (as per the Yale School of Business). Try your best to include as many of these words as is feasible in your future telephone leasing conversations, on-site leasing demonstrations, and marketing materials. “*Love, How to, Easy, Free, Convenient, You, Save, Guarantee, Proven, Results, and Discover.*”
11. Visit *each floor plan and list at least 10 key benefits* of living in that apartment home. Then *visit each amenity* and do the same. Place these great checklists *in your personal Leasing Kit* for easy reference while on the telephone or with a prospective resident while on tour or while performing your follow-up communication with a future resident.
12. Consider enrolling in the NAA’s *newly revised NALP designation course* for additional training in the leasing area. Call and speak with your local apartment association for details.
13. Attend the national *NAA Exposition and Education Conference held in June*. Call your local apartment association for details.
14. Attend the *Annual Multifamily Housing Brainstorming Sessions conference in November*. Call 727/784-9469 for details.
15. Subscribe to these excellent magazines: *Sales and Marketing Magic* (727/784-9469), *Rent & Retain* (888/2RETAIN), *The Apartment Professional* (818/907-7747), *MultiHousing Letter* (301/588-6380), *Professional Apartment Management* (800/643-8095), *Landlord Law Report* (800/666-6380), *Fair Housing Coach* (800/643-8095).
16. Participate in a *teleclass with professional subject matter experts* (and learn from your desk) by contacting Carey Fried at *CallSource* at 800/500-4433 extension 3439.
17. Join a *live chat* or post a challenge for property management professionals by visiting *Gracehill.com*.

Training professionals: consider the following resources that I have found to be very helpful when I develop and design sales and marketing training courses, seminars, activities and job aids:

- ASTD’s Info-Line subscription series of relevant training topics and techniques
- *Creative Training Techniques Handbook* by Robert Pike

- *High Performance Sales training Interactive Projects* by Lee Boyan & Rosalind Enright
- *Training and Development Handbook* by C. E. Hanhe and Robert Craig
- *Training Program Workbook and Kit* by Carolyn Nilson
- *Train Your Salespeople for Success* by Madelyn Callahan
- *The Complete Games Trainers Play* by John Newstrom

The key to success in our industry today is in managing your own career by enhancing your skills and becoming an ongoing learner for life. If you can pursue one of these educational opportunities or activities each month, you will excel as a true multifamily professional. As Dr. Robert Schuller states, "What would you attempt to do if you knew you couldn't fail?" What's stopping you? Nothing! Become a stellar property management professional by attempting just one of these ideas today. Here's wishing you stellar success!

Cynthiann King is president of C. King Unlimited and provides an array of innovative training seminars and services for multifamily firms and associations. Available for seminars, conferences, and curriculum design and development, contact Cynthiann at 847/487-8791, or e-mail: cynthiann@mindspring.com. Permission to use in association magazine granted.

Mr. Internet

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Some companies claim they can "watermark" your digital content and do periodic searches on the Web for unauthorized copies. While this is true in theory, it doesn't work quite as well as they'd have you believe. Besides that, it is expensive and you do have to rewatermark things every time they change, which can become a huge headache.

Your bigger practical risk is in competitors stealing your ideas and making them their own. In this case, you'll most likely stumble upon their infringement, or a client will tell you about it. When this happens, send your competitor a nice cease-and-desist letter telling them you have recorded (not registered, unless they really are) copyrights on everything they stole. This will usually solve the problem.

What if an employee leaves and copies all our ideas?

Thankfully, U.S. copyright law covers this and favors employers. If someone is in your employ and they create a work or contribute to a work for the company, the copyright is owned by the employer. This also applies to works created for hire by a third party, as long as the contract is fulfilled on your end. So, if you've paid your Web designer according to the terms of the contract of work created for hire, the Web site content and design are yours regardless of what the Web site designer may claim. The only major difference between a work created by you and a work created for you by hire is the duration of the copyright — if the work is done for hire the copyright is valid for 120 years, instead of 70 years after your death. So be careful — in 2122 someone just may legally steal your Web site!

The bottom line is that you need to be wise and prudent, but avoid going overboard. Don't fall into the trap of spending more time and money protecting your Web site than the Web site and content are worth. Use simple and obvious methods to ensure you can prove your right of authorship, and you'll be in good shape.

Mike Anderson of HomeRentals.net prepares this column. If you have a question you would like answered, e-mail him at mike@home-rentals.net.

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AMI Telecommunications Corporation

Tenant Screening:

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National Credit Reporting
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SafeRent, Inc.

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

Who's in Charge

continued from page 1

processes that define how my property management mission is carried out. Or as I like to put it, what I sell is "My Way," and it's nonnegotiable. If a prospective owner is interested in hiring a property management company, I will explain in great detail what "my way" is, what I do, how I do it, why I do it, and what the cost and benefits will be for him and his property. If that owner likes what he hears, I will have a new client. If he wants to offer changes, adjustments, or improvements to my system that serve no purpose other than to appease his particular fears and wants, I'll pass. Or if he wishes to purchase my system for less than its true value, and I can't convince him otherwise, I'm happy to send him down the road to find a company that sells what he is looking for at a price he can afford. This also serves nicely to weed out the tightwad owners who are the most difficult to deal with anyway.

The result of this philosophy is that I spend time getting things done instead of spending time trying to get permission to get things done. The authority and permission needed was obtained in the management agreement at the outset of the business relationship. Everything happens the same for everybody — owners and tenants alike. So, when a water heater needs replacing, it gets replaced without delay. When an A/C needs a new condenser motor, it is handled without having to call the owner first. I decide the proper rent price for a property and determine if the applicants meet our criteria, not the owner. Every owner is mailed checks and statements on the same day of the month, no exceptions. Every tenant has the same late fee date and late fee structure, no exceptions. And so it goes with nearly every facet of the operation. Owners are called for the most part to be advised of matters that have already been, or are being handled; not to seek their guidance or permission unless it is an item of substantial cost. This is what I've been hired to do. This is the service I sell.

The power of this 'uniformity of operation' is incredible. You will be able to manage more properties with less effort and your bottom line will improve. The right owners will hire you for the right reasons and they will truly appreciate the service you provide. They will trust you and stand behind the decisions you make because you are confident, steadfast, and know what you are doing. Good owners don't want a wishy-washy, do-nothing property manager who can't even replace a broken mini-blind or disposal without bothering them. They want someone who will manage their property with competence, be careful with expenses, and keep them reasonably informed.

You might say, "what if I already have a portfolio of spoiled and pampered owners who are used to having special favors and things done their way?" I've been there and done that. After purchasing a company whose property owners were spoiled, pampered, and consulted on every decision, I allowed about a four month break-in period. Then I mailed a letter stating how things were going to be handled henceforth and that they should call if they had any questions. Of forty-eight owners, a few complained, and nobody quit. Fees were all brought into line as were repair reserves and repair limits, and every owner was successfully assimilated into the system. Your results may vary,

but I've heard many similar stories from other NARPM members who made changes to their fees or policies.

If you'd like to spend more time managing properties instead of personalities, take some time to examine how decisions are made within your operation. If an inordinate amount of time is spent waiting for owners to tell you it's OK to do the obvious, ask yourself whose system you are serving. If your property management agreement doesn't afford you the freedom and authority to handle most decisions without owner involvement, you may want to consider rewriting the terms and conditions so that you can become fully effective. If you have a hard time saying "no" and asserting your authority, find a way to work on that. Be willing to let go of or not take on stingy or controlling owners who don't fit into your operating style. Don't manage run-down properties. Charge what you are worth and celebrate joyously when you lose a tightwad prospect because you wouldn't meet his demands. Decide how you want to run your business and either keep up the good work or go make it happen *your way*.

Steve Crossland, RMP® is owner/president of Crossland Real Estate in Austin, TX. He is a graduate of the University of Texas at Austin with a bachelor's of business administration degree in management information systems. He also has a degree in restaurant management. He has managed real estate for 11 years and has been an active real estate investor for eight years. He currently handles 193 units. A NARPM member since 1996, Steve currently serves as first vice-president of the Austin NARPM Chapter. He has been married to Sylvia for 11 years and has two daughters, Caroline five and Shelly eight. He is an active volunteer at his children's school and likes to take family vacations whenever possible.

Contribute to the Residential Resource

<u>Issue Date</u>	<u>Submission Due Date</u>
June	April 15, 2002
July	May 15, 2002
August.....	June 15, 2002
September/October	July 15, 2002
November	September 15, 2002
December	October 15, 2002
January	November 15, 2002

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

Pets Offer Health Benefits

By Judy Cook

A number of property managers have expressed to me their concerns that “anyone who wants a pet can have one just by getting a doctor’s letter, regardless of the landlord’s rules and policies.” The frustration lies in the fact that, despite pet restrictions in some rental dwellings, animals are being brought into homes as accommodations for persons with disabilities.

Although, to some, the need for such accommodations may seem unrealistic and exaggerated, medical science is continually proving that pets DO provide quantifiable health benefits. The Delta Society (www.deltasociety.org) has a number of articles on its Web site substantiating these facts:

- Seniors who own dogs report fewer doctor visits than those who do not.
- Seniors who own pets are more active than those who do not.
- Pet owners have lower blood pressure.
- Pet owners have lower triglyceride and cholesterol levels.
- Children adjust better to the serious illness or death of a parent with a pet as companion.

- Pet owners feel less afraid of being a victim of crime.
- Pet owners have fewer minor health problems.
- Pet owners have better psychological well-being.
- Pet owners have a higher one-year survival rate following coronary heart disease than those who do not own pets.
- Dogs are preventive and therapeutic for everyday stress.
- Children exposed to pets during the first year of life have fewer incidences of asthma.
- Pets fulfill many of the same support functions as humans for both adults and children.

When you are presented with a request by someone with a disability to allow a companion or assistance animal, consider your response in light of these healthy facts!

NARPM Members, if you would like to submit questions or comments for discussion in an upcoming column of “Fair Housing Corner,” please send your suggestions to judy@cookcompany.net. DISCLAIMER: Judy Cook is not an attorney, but a speaker and trainer in property management issues. This article is written from that perspective and is not to be construed as legal advice.

Welcome New NARPM Members

The following is a list of new members who joined NARPM from February 1 to February 28, 2002.

Shawn Beard
Re/Max 200 Realty
954 South Orlando Avenue
Winter Park, FL 32789
407/629-6330 x350

Amy Benson
Wilson Management Group, Inc.
2203 Hillcrest Street
Orlando, FL 32803
407/896-1200

Julie Collins
Cal West Property Management
1777 Hamilton Avenue, Ste. 204A
San Jose, CA 95125
408/978-5466

Tom Corcoran
Management Specialists, Inc.
3727 SE Ocean Blvd., Ste. 200
Stuart, FL 34996
561/220-6060

Thomas Cowan
Re/Max Professionals
5161 Brook Hollow Pkwy., Ste. 100
Norcross, GA 30071
770/446-5000x3017

Charles De Void
C & D Properties
PO Box 12544
Tucson, AZ 85732-2544
520/790-1030

Alexandra Green
Re/Max Executive Group
715 E Oak Street
Kissimmee, FL 34744
407/847-0377

Terriann Hawkeswood
Hometown Property Management
6326 Martin Way E, Ste. 101
Lacey, WA 98516
360/456-7368

Ann Hearn-Butler
Innsbrook Village Country Club & Resort
146 Coenena
Ruidoso, NM 88345
505/258-3589

Kenneth Hubert
A Affordable Property Management
6216 Via Casitas
Carmichael, CA 95608
916/630-2157

Amy Jo King
Park 52, Inc.
5210 S Puget Sound
Tacoma, WA 98409
253/473-5200

Pamela Knight
Century 21 Advanced Realty Concepts
6830 Quicksilver Drive
Colorado Springs, CO 80922
713/574-5000

Kevin Ross
Triune Realty
3650 S Hampton Road, Ste. 108
Dallas, TX 75232
214/467-0914

Donald Scott
ERA Bill Wallace Realty
5486 Dogwood Drive
Milton, FL 32570
850/623-5330

Cheri Scranage
Tri-City Realty Services, Inc.
135 Bastille Way
Fayetteville, GA 30214
770/461-3525 x139

Deborah Wilson
Home Hunting Headquarters
2543 E Irlo Bronson Highway
Kissimmee, FL 34744-4993
407/870-5774

Tressa Young
Fox Management Inc.
1734 NE Broadway
Portland, OR 97232
503/750-8124

Affiliate
Rebekah Near
Orca Information
PO Box 277
Anacortes, WA 98221
800/341-0022

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Convention Corner

By *Andrea G. Caldwell, MPM®*, Convention Chair

Spring has sprung and hopefully we are seeing many of you in Portland, Oregon this month at Midyear! As always, we are looking to the future of NARPM and planning the next event for your education and fun!

The National Convention is September 18-21, 2002 in Atlanta, Georgia at the Swissotel in Buckhead. We have planned a unique event at a very different locale. "Where the Old Meets the New; Make a Difference in Atlanta, 2002!" is the convention theme and you will be reminded in this monthly feature how we will make that theme come alive for you in September! So look here for details of why you cannot miss this year's convention.

Support staff members-we have special educational offerings for you and owners/managers-we have courses tailored to your needs in every session of breakouts. Each of these sessions will be highlighted for easy reference. NARPM has invested significant funds in bringing nationally recognized speakers to this convention. Are you concerned about the burgeoning problem of mold? Come see what the experts have to tell you about how this issue will affect your industry. And always the fun...the chance to laugh with those who understand what you do best-other property managers from all around the country....we are planning some exceptionally fun times.

Education, networking and professionalism are what we are all about. Our national convention is our premier event for you, the member.

Join us in Atlanta and begin thinking of Hawaii in 2003. More to come later.

Andrea Caldwell, MPM®, has served on the National Board for the past three years. and currently serves as National Vice-President and Committee Chair of the 2002 National Convention.

Ambassador Program

February 2002 New Members

New Member

Kenneth Hubert
Ann Hearn-Butler
Amy Benson
Charlene Duffus-Nielsen
Cheri Scranage
Charles De Void
Julie Collins
Shawn Beard
Tom Corcoran
Pamela Knight
Terriann Hawkeswood
Deborah Wilson

Ambassador Member

Mae Clark-Hay
Beverly B. Rodriguez, RMP®
Laura E. Wilson
Lois S. Carwin, MPM®
Cindy D. Lester
Alyce Little, GRI
Julian Luci
Fred Thompson, RMP®
Brenda F. Gerdes
James Robinson
Andrew Barkis, RMP®
Deborah Crain, RMP®

2002 RMP®/MPM® Certification Classes

Date	Location	Class	Instructor
Apr. 16-17	Portland, OR	MPM® Personnel Practices	Fred Richter, MPM®
Apr. 16-17	Portland, OR	MPM® Operating a Maintenance Company	Kit Garren, MPM®
Apr. 17	Portland, OR	RMP® Tenancy	Jean Storms, MPM®
Apr. 17	Portland, OR	RMP® Marketing	Dave Holt, MPM®
May 20	FARPM	RMP® Tenancy	Peter Meer, MPM®
May 21	FARPM	RMP® Operations	Peter Meer, MPM®
May 21-22	FARPM	MPM® Personnel Practices	Sally Backus, MPM®
May 22	FARPM	RMP® Marketing	Raymond Scarabosio, MPM®
May 22	San Jose, CA	RMP® Operations	Suzanne Reeder, MPM®
June 19	Colorado Springs, CO	RMP Operations	Mark Kreditor, MPM®
July 10	Los Angeles, CA	RMP® Marketing	Raymond Scarabosio, MPM®
July 19	Southwest, Idaho	RMP Operations	Suzanne Reeder, MPM®

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 Marc Banner at 208/377-8889 or e-mailing him at mbanner@fiberpipe.net. Marc 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.

RMP®/MPM® Class Registration

FEES

RMP® Classes	Preregistration*	On-site†
Member	\$195	\$225
Nonmember	\$250	\$280
MPM® Classes	Preregistration*	On-site†
Member	\$395	\$450
Nonmember	\$450	\$505

* To receive the preregistration price payment must be postmarked, faxed, or e-mailed 30 days prior to the class.

† Attendees must pay the on-site fee when registering on-site or sending payment in less than 30 days prior to the class.

CLASS INFORMATION

- On-site registration begins at 8:00 am. Class hours are 8:30 am to 4:00 pm.
- RMP® 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 NARPM to charge my credit card. I understand that my billing statement will read "NARPM."

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.



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Maintenance and Management Corner

Tricks of the Cleaning Trade

By Rick Ebert, MPM®

Fireplaces. Everyone loves them, but most of us don't know how to use them. To clean soot residue from fireplace rock or brick try this handy solution. First try knocking off the soot with a stiff wire brush with one hand with a vacuum in the other hand. Next, step is to use a soft abrasive product such as Ajax or Comet with a mixture of trisodium phosphate (TSP). You may have to repeat the second step two or three times, but it will work. To prevent soot build up, educate your tenants on how to use the fireplace. First things first, be sure the damper is open, and then check to be sure that birds, bats, cats, rats, and possums aren't in the chimney — which makes a good case for having a spark arrestor. Next, after hauling in the wood (seasoned oak is best) prepare a good fire bed by using stack kindling and a small amount of crumbled newspaper beneath that. Taking a small section of a newspaper (editorials work best) light the end of that bundle and preheat the chimney flue, since cold air settles and cold air is not conducive to starting this romantic fire. Next, and it does sound strange, open a window or door opposite the fireplace to allow a draft of air to feed the fire. With these steps in place, cleaning soot from the fireplace face shouldn't be necessary.

Stains in Marble can be removed by using peroxide for light-colored marble and lacquer thinner for darker colored marble. Use old cloths, shop rags, or lots of paper towels to place the liquid over the stain, and then use plastic garden bags to cover the saturated area. Be patient as the removal process is slow. Some polishing of the treated areas may be required to get a close match. Of course the best way to keep stains out of marble is to keep them waxed and clean.

Mold & Mildew in bathrooms can be minimized by having the property owner replace any existing carpeting with vinyl or hard tile. Tenants can minimize mold and mildew buildup by using the exhaust fan or opening the bathroom window during showering, and by removing wet towels and floor mats. Of course nothing can beat a through weekly cleaning of the bathroom with a mild detergent.

Rick Ebert, MPM®, is a founding NARPM member and has been an instructor of the RMP® Maintenance Class for several years. He has authored over 100 hours of property management classes and is a frequent lecturer, instructor, and author.

Hear Ye! Hear Ye!

In accordance with NARPM's guideline for approval of the Certified Residential Property Management Company (CRMC®) designation, notice is hereby posted that:

Prandi Property Management in San Rafael, CA
Samaras Associates in Lynwood, WA
Secure One Properties in Westlake Village, CA.

Have all applied for their CRMC® designation.

If you know of any reason why any of these firms should not be certified by NARPM, please submit objections in writing to: Greg A. Fedro, RMP®, Certification Chair, c/o NARPM Headquarters, PO Box 140647, Austin, Texas 78714-0647 or fax to: 512/454-3036.

Objections must be received at Headquarters no later than **30 days after publication date.**