

Residential Resource

The Newsletter of the National Association of Residential Property Managers

August 2003

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The Mission of NARPM is to support professional and ethical practices of rental home management through networking, education, and certification.

Rejecting Tenant Applications

by Kate Kemp

You've done the background check on your new tenant and you see it's a no-go. As long as the reason isn't discriminatory (rejecting a tenant due to race, religion, national origin, ancestry, age, sexual preference, sex, or disability) you'll be okay, right? Not necessarily.

Patty Lang, an associate broker/property manager for Ambrose & Shoemaker Rental & Property Management Services in Corning, NY, gives landlords a few pointers. "In order to stay out of trouble with Fair Housing, it is important to set standards for evaluating applications. The standards must be legal and they must be applied to all applications. One of the biggest things we are judged on is that our standards are uniformly applied and that the unit is rented to the 'First Qualified Applicant.' The important thing is that people must keep good records of how they apply the rules to all potential tenants equally."

If you simply tell a tenant "Your application has been rejected" with nothing to back up the reasons for your decision, the tenant could then draw a number of conclusions: It's because of my race. It's because of my sexual preference. It's because I have kids, etc.

This might not be what you intended at all, but unless you have proof to back you up otherwise, your rejected applicant may be able to make it seem that way.

To avoid any sticky situations with false accusations, Ms. Lang advises you accompany each application with a cover letter explaining to the tenant how you will evaluate their application. The following is the letter she created for her tenants:

Welcome to Ambrose & Shoemaker Rental & Property Management Services. We hope that you will find a property that meets all of your needs. For your convenience, the following is a brief overview of the general guidelines used to process an application.

A completed application form, in order to tell us about yourself. Each adult wishing to live in one of our properties must fill out an application and be approved. All sections of each application must be complete and accurate.

Employment, in order to verify that there is adequate income to make rental payments. In general,

we expect an applicant to have been in their current place of employment for at least six (6) months, and that income is equal to three to four times the monthly rental amount.

Rental history, in order to verify that the prospective tenant has demonstrated a desire to meet lease obligations. In general, we want to verify the amount of current rent and that the rent was paid in a timely manner; that the property was kept in good condition; that there is no history of complaints from other tenants; that all lease obligations have been met; and, that the tenancy has been a positive experience.

Credit history, in order to verify that the prospective tenant has demonstrated fiscal responsibility. In general we look for payments that are made on time, that there are no judgements or bankruptcy records, and that credit responsibilities are in line with income.

Vehicle information, including make, model, color, and year of any vehicle to be kept at the rental property.

A valid photo ID, so that we can assure the property owner that the person applying for



PRESIDENT'S MESSAGE

Aloha Kakou! (Hello everyone)

Greetings, I hope you are all enjoying our wonderful summer and the excitement it brings. Our office is busy as we are still trying to make sense of this interesting and unpredictable rental market! I am envious of members who are in markets with a degree of normalcy. Maybe next year...

The report of the Nominations Committee was in last month's *Residential Resource* presented the 2004 slate of Officers and Board of Directors. Once approved at the annual meeting, there will be some new faces among those that will be returning. These officers and directors will be expected to help carry the torch as leaders of our Association. All are seasoned and long term volunteers in NARPM. Some are coming into the job with new goals on top of firmly established duties; others are creating their blueprint for the first time. The new strategic plan will guide them and help keep them focused. Please congratulate, support, and encourage all that are approved and express appreciation for the job that they do so well.

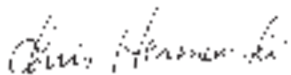
Our 15th Annual Convention in Hawaii is only a few short weeks away, registration is strong, the hotel is filling up, and final details and arrangements are flowing together. This promises to be a wonderful and special time for all of us and NARPM. The convention will certainly be historic. If you're still undecided about going, you have my encouragement to be there and join the experience. You won't be sorry.

I also want to encourage any of you working on or contemplating a designation. At the convention, the three RMP® and one MPM® classes still have space, and the required ethics class will be available; please don't miss these opportunities. If you have not started or have not progressed on the requirements, this is an excellent time to become re-energized and focused on what's left to be done. Speaking from experience, it takes a lot of effort and some time and work, but looking back, it is worth all of the time and energy. The confidence and accomplishment is invaluable.

As I have said before, *We're Building Your Future!* I want to express appreciation to our strong army of volunteers who do so much, those silent helpers who quietly are always there, serving all of us. Thank You! I also want to thank our Executive Director, Roy Bohrer, and his assistant Sherri Beck, and the remaining staff at our headquarters who "keep it all together." Nice Job!

See you in Hawaii in September!

'O au no me ka 'oia'i'o, (Sincerely Yours)



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Why Property Owners Should Use Fertilizers Carefully

by Stuart Lieberman

Property owners, and often those involved in the property rental process, may have legal liability for injuries to home dwellers relating to materials used for property upkeep. Thus, most readers know that they need to be careful about certain cleaning agents, insecticides, and even carpet adhesives. But have you ever thought about dangers associated with fertilizer? Don't feel bad if you have not, I do not think most people have.

I did not either until I read two copyrighted stories written by Duff Wilson of the *The Seattle Times*. Wilson uncovered really startling information: it appears some of the fertilizer being sold directly to the nation's farms, and in some instances to companies that manufacture residential fertilizers, may contain hazardous industrial wastes, sometimes at dangerous levels.

Both articles may be viewed on the internet and if this issue interests you, I suggest that you visit *The Seattle Times* web site. One article was published on November 13, 1997, titled Product or Waste. The second article was published on May 17, 1998, and was titled Testing on Garden Fertilizers Finds Some Safe, Some Not.

Twenty home pesticide products were tested and discussed in the 1998 article. These were companies with names generally familiar to consumers. These products were purchased at local stores and hand-delivered to an accredited laboratory for analysis.

Six of the 20 tested home products contained undisclosed toxic chemicals that were derived from industrial waste. This information is not readily discernable from package labeling. Thus without an investigation, consumers would have little hope of learning that their fertilizer contained hazardous industrial waste, waste that might have to be disposed of at a facility approved to handle hazardous waste — had it not been mixed into a consumer fertilizer product.

Three products contained particularly high levels of dangerous wastes. One product contained very high cadmium levels. Another contained very high lead and arsenic levels. The third contained excessive zinc levels.

Presumably, this occurs because industrial manufacturers end up with waste as a result of their operations. Often, the waste has hazardous levels of metals and other substances. Normally, the manufacturers must pay a company large sums of money to properly dispose of such hazardous wastes. Thus, as a rule, industrial waste represents a fixed cost to the manufacturing concern — it generally is not a saleable asset.

However, in certain cases the waste can be resold for a beneficial use, such as, in this case, fertilizer. When the waste is sold to a farm or a fertilizer company, many of the same laws that apply to disposal of hazardous waste do not apply. And, when fertilizer companies resell this material to all of us, under current law there is no need to reveal that the material originated as a hazardous waste from some company's waste stream.

Thus, we have an environmental loop-hole. Just what we needed.

I believe this is of particular concern because homeowners often use more fertilizer than called for on product directions. The idea is that more is better. But, the result might be that even small levels of bad materials can become harmful because of over-use.

Also, I have been told that children tend to eat small amounts of soil, according to federal studies. If the soil contains dangerous fertilizer levels, the kids can become ill.

As if this is not bad enough news, recent studies have suggested that certain fertilizers may also contain another harmful substance, called perchlorate. Perchlorate is traditionally used to manufacture explosives and other products. The substance has been found in drinking water throughout the country and has long been a health concern to scientists.

Are fertilizers all bad? Clearly not. But, I do not think that industrial waste should be mixed into consumer products, absent our knowledge. Regardless of whether you agree or disagree with this practice, one thing is clear: You need to know what materials you are applying to residential properties for which you have legal responsibility. I suggest that you provide clear written guidance to your service vendors that they can only use consumer products that are tested and hazardous-waste free. And keep a copy of your directive in your files.

Stuart Lieberman is a partner in Princeton's Lieberman & Blecher. The law firm specializes in environmental law and also focuses on land uses, real estate, and toxic tort litigation. The firm's Web site is www.liebermanblecher.com.

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Welcome new NARPM members! The following is a list of new members who joined NARPM from June 1 to June 30, 2003.

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Why Your Life Sucks — and What You Can Do About It.

by Tracie Harris, NARPM Headquarters Publications Director

Why Your Life Sucks — and What You Can Do About It by Alan H. Cohen. (Second printing) ISBN 1-58872-028-4. Jodere Group, Inc., San Diego, CA. Available for \$11.20 from amazon.com.

Alan Cohen's message in *Why Your Life Sucks — and What You Can Do About It* can best be summed up as "life is what you make it."

The author begins with the personal anecdote of a friend who had it all, and yet who still decided to end his own life. This happened to a respected coworker when Cohen was in his early 20s, and it began his search to define happiness and success in life. In *Your Life*, he shares his observations and lessons in a friendly and conversational style that make for fast and easy reading.

The book is full of practical advice and easy-to-understand explanations of how and why the advice works to promote happiness and success. He uses helpful analogies and qualifications where necessary. One qualification is, not ironically, an explanation of the term "sucks." The author explains that "'Sucks' used to be a dirty word, but now we hear it everywhere. You can say it on television, in school, and read it in movie reviews. The word is brilliantly descriptive! When something sucks, it saps your energy and undermines the quality of your life. It makes you feel smaller and wish you hadn't participated. It sabotages your joy and you walk away feeling crummy." He goes on to explain that when your life sucks, you can't disregard it, because you're in it. You must address it and change it if you want to make it stop sucking, and you must do this for yourself. No one and no thing can do this for you.

There are many wonderful analogies in Cohen's book. A particularly good one is his comparison between holding someone in judgment and holding yourself prisoner. Just as a prison guard must be in prison with the prisoner, so too in order to continue thinking someone is behaving wrongly, or has wronged you, you must expend your time, resources, and thought on that event or action continually. And while you maintain a holding pattern of focusing on the wrong-doing or wrong-doer, you are not able to engage in self-improving, self-affirming, or self-motivating activities and thoughts. While you judge, you make the choice to hold yourself in a negative world full of negative focus.

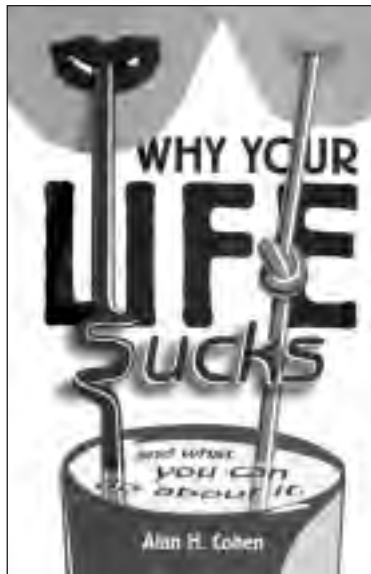
Similarly, Cohen points out that we sometimes hold ourselves prisoner not from judging others, but from focusing on the negative events and aspects of ourselves. Recent media attention has been focused on Dr. Richard Wiseman's research on luck and what it means to be lucky. He has tested subjects to try to determine who is lucky and what

exactly it means to call someone "lucky." One of his findings deals specifically with focus and interpretation and how that affects whether or not a person considers him/herself to be lucky. As an example, two people might have an accident that leaves them partially paralyzed. The unlucky person will view this as a negative event that negatively affects his/her life. However, a lucky person seems to have the ability to wake up paralyzed and still consider themselves fortunate—fortunate, for example, to have even survived such a tremendous trauma. Only the individual can control his/her interpretation of an event as having a positive or negative impact.

The realization that each of us has this power is the first step to understanding the high level of control we can exercise in our own lives. But even though we can control our reactions to all events, we cannot control all events. And Cohen addresses this as well. He points out that if our happiness and success are our priorities, we will work consciously to foster them. Any person or situation that compromises our happiness or success, will be consciously avoided. If we feel as though the people and situations we are surrounded by do not foster consistent, positive direction, Cohen has some thoughts, "Drama is a choice. It is not forced upon us by fate; it is an experience we generate."

He provides examples of how people promote or avoid drama or negativity, and of why some people feel rewarded by drama and negativity. And he explains why some people are drawn to create or involve themselves in drama and dramatic situations. At one point he makes the observation that people with high drama thresholds seem to have a lot of drama in their lives — always; people with low drama thresholds have little or none — always. This is because it isn't about the amount of drama that surrounds them, it is about the amount of drama they are actually fostering and with which they are consistently surrounding themselves. Changing the environmental factors affecting a highly dramatic person will not reduce or increase their level of life drama—because they will return always to their drama comfort level, whether it be high or low.

Cohen points out that when you avoid negativity, make light of your troubles, and stop worrying about other people, life will flow effortlessly toward good health, happiness, and success. If you feel as though this is not happening for you, then Cohen's book offers some sound explanations about what you are probably doing to sabotage yourself, and why you are motivated to do so.



The author, Alan Cohen, will be a speaker at the 2003 Hawaii Convention.

Where Have All the Tenants Gone? Far, Far Away

by Clifford A. Hockley, President of Bluestone & Hockley Realty, Inc.

This month Fannie Mae reminded investors that national vacancy rates are exceeding 10%. Despite the fact that multifamily starts nationally are still going strong, developers must have some target tenants in mind.

SO WHO ARE TODAY'S TENANTS?

Currently about 35,000,000 Americans rent. This is down from 35,500,000 in 1994, due in part, to today's low interest rates. Renters include: students, people in the 20 - 34 age bracket (also known as 'echo-boomers'), single individuals, young families, senior citizens, and legal and illegal immigrants.

Historically low interest rates have encouraged many people who would have been renters to buy homes or condominiums. This has kept the homebuilders market growing nationally and has encouraged many Americans to become homeowners in the last five years.

HOMEOWNERSHIP 4TH QUARTER

YEAR	AS A PERCENTAGE
2002	68.3
2001	68.0
2000	67.5
1999	66.9
1998	66.4
1997	65.7

*Data from Census Bureau

Be aware, however, that both the rental market and the home ownership market depend upon people being employed. The increase in unemployment numbers nationally is an important indicator of the ability to pay rent or a mortgage. With today's high unemployment rates, many first-time renters have chosen to remain at home until they can find a job that pays more than minimum wage, or find a job in the first place.

The hidden secret to the survival as an investor with today's high vacancy rates is the high immigration level into the United States. Since most immigrants rent in their first five years in the United States before fulfilling the American dream of owning a home, they have helped investors carry on. In order to better understand this trend, I have included some 2001 statistics from the Census Bureau.

YEAR	NUMBER OF IMMIGRANTS
1998	654,451
1999	646,568
2000	849,807
2001	1,064,318

WHAT AREAS ARE THE IMMIGRANTS FROM? (2001)

Europe	175,371
Asia	349,776
Africa	53,948
Oceania	6,113
North America	407,888 (includes Mexico)
Caribbean	103,546
Central America	75,914
South America	68,888

LARGEST IMMIGRANT COUNTRIES ARE

Mexico	206,426
India	70,290
China	56,426
Phillipines	53,154
Vietnam	35,531
El Salvador	31,272
Cuba	27,703
Haiti	27,120
Boznia Herzegovina	23,640
Ukraine	20,975
Korea	20,742
Russia	20,413

Most of these immigrants (over 600,000) have been admitted as close family members of existing U.S. citizens.

WHERE ARE THE IMMIGRANTS GOING? (2001 NUMBERS)

California	282,957
New York	114,116
Florida	104,715
Texas	86,315
New Jersey	59,920
Illinois	48,296
Oregon	9,638

“Your Toolbox Is Showing!” Property Maintenance Made Easier (and Cheaper)

by Curtis Burroughs, Mr. Handyman International, LLC

Ah, property maintenance! This subject has struck fear in the hearts of many a property manager. “Who do I call? Should I do it myself? What about my brother-in-law? He’s pretty handy. Do I charge the tenant? Do I eat the cost? DO I JUST FORGET THE WHOLE THING?!”

I hear your deep sighs all the way from here. Yet, I ask, should a simple problem with a light switch or a doorknob cause the ulcers it does? I’ll answer the question right now — NO! It shouldn’t. But it still can. So let’s look at some money- and time-saving ideas to keep those ulcers from growing and maybe appearing in the first place.

Many of the property managers I know say that the three things that keep coming up are 1) clogged drains, 2) broken door locks, 3) dry-wall repair. Common problems? For the most part, yes. No. But you can manage them.

1) Clogged drains. Granted, the reason for a clogged drain usually lies with the tenant: hair, toys, dishrags, you name it. But if you’re like most managers, you have a hard time charging the tenant for clearing up such problems, especially considering that most drains have a certain amount of natural gunk buildup anyway. Try scheduling a drain-cleaning company to do a regular quarterly clean-out on all drains in your properties, before problems arise. This will decrease your costs. Example: A drain cleaning company for the day (to take care of approximately 10 units) will cost \$700-900. Those same 10 units, done at different times including some middle-of-the-night trips, would cost around \$2,000! Look over your old receipts to see how much you spend cleaning drains reactively, and you’ll see that proactively is a better way to go.

2) Broken Door locks. By this, I mean everything associated with locking the door, including the door jamb itself. When turning rentals, you most likely are changing the locks for the new tenant. Why not talk to a local locksmith about getting a bulk order of locksets and deadbolts ahead of time? He can make sure they are all keyed differently, and through his source, he may be able to get a quality lock at a home center price and provide you with the service if ever needed. Most sole-proprietor-type smiths don’t have the large overhead of a bigger lock-and-key company, thereby keeping their prices down. Then you will have locks available when one breaks or is damaged.

As far as the jambs are concerned, a simple preventative measure can save a lot of money. Replace the short screws in the strike plate with 3" screws that go into the framing around the door. This will keep the common problem of broken door jambs to a minimum.

3) Drywall Repair. This is, of course, an area where you will most likely be charging tenants for any damage to the walls, but there will be the occasional plumbing or electrical repair that will damage drywall or the occasional unfortunate roof leak that will necessitate drywall repair. Here’s a tip: Never schedule a drywaller or painter to come in and just fix the walls. The nature of small dry-wall repair work is that there is a lot of down time waiting for coats

of mud to dry. During that time, the repair person will be sitting in his truck smoking a cigarette and listening to the radio, all on your clock. Make sure to hire someone who can take care of other maintenance items around the unit while the mud is drying. It’s amazing how many little items a guy (or gal) can do while waiting to put on the next coat. Besides, the paint job will be higher quality by not being rushed before the mud is dry.

Here are a few more quick tips for keeping disasters away. Make sure to replace all rubber washing machine hoses with the new flexible, metal-jacketed ones. It could save you a disaster when someone’s on vacation. And replace those dryer vent ducts! If you haven’t been nailed by the inspector on this one yet, you will be. Code requires the use of the flexible aluminum ducting, eliminating the wire-backed vinyl. One more thing: Make sure to have your gutters and downspouts cleaned regularly, maybe twice a year. Gutters that back up can cause one heck of a basement water problem.

By using these and many other cost-saving ideas, you can keep your 2 a.m. trips out to see your tenants down to a minimum and leave more of the rent money in your bank account!

Curtis Burroughs, strategic alliance manager, Mr. Handyman International, LLC, Ann Arbor, MI, 800/289-4600, Service line-877/MRHANDYMAN.



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New Member Spotlight

by Andrea C. Caldwell, MPM®, NARPM Membership Committee



Q. WHAT IS YOUR NAME?

A. Troy Hill.

Q. WHAT IS THE NAME OF YOUR COMPANY?

A. H.M.S. Development, Inc. CRMC®

Q. YOUR FAMILY INCLUDES?

A. My wife Patty and four kids: Jesse, 8; Samuel, 6; Nathan, 4; and Anna, 2

Q. HOW LONG HAVE YOU BEEN IN REAL ESTATE/PROPERTY MANAGEMENT?

A. I began working at H.M.S. in September of 2001, and I received my real estate license in July 2002.

Q. TYPE AND NUMBER OF PROPERTIES THAT YOU MANAGE?

A. I currently manage 73 properties — they range from single-family residences to a 16-unit Victorian home.

Q. WHY DID YOU CHOOSE PROPERTY MANAGEMENT AS A CAREER?

A. My first career was as a youth minister. After 10 years of part-time and some full-time work, I came to the end of a position at a church without a new prospect. At the same time, my mom and dad entered into an agreement to purchase H.M.S. Development, Inc. CRMC®. They knew I was looking to provide a more stable income for my family. I moved back to the Bay Area and began part time at H.M.S., first showing properties. In January 2002 I was offered a full time position at H.M.S. I had already realized that the staff at H.M.S. was great to work with, that I would still be able to help people by finding them places to live, and that I could provide a stable income for my family. I took the position and started my new career in property management.

I never had a doubt about working for my mom and dad, after all I lived with them for 18 years, more or less. We have a great relationship and enjoy having our children's grandma and grandpa so close. When I look at life, it is the relationships with other people that seem to bring the greatest joy, and of those relationships, I have found that it is my family that has always been with me. I am encouraged to look at the future because of the foundation that is being built not just for me but also for my kids.

Q. WHAT IS THE FUNNIEST MEMORY IN YOUR PROPERTY MANAGEMENT CAREER?

A. There are many jobs that take up the property manager's time, which can be delegated to others who do not have their license yet. One of these jobs is property walk ins and outs. During training, I went to a property to survey it with the property manager. As we were inspecting this property we were testing the smoke alarms in each room. Everything was going fine until I pushed the button for the fire alarm in the hallway above the alarm system. We quickly found out that particular fire alarm was wired into the alarm system, which immediately called the police and fire department. I looked around just in time to see the classic "oops" face on the property manager. We scrambled to call

the office and get the alarm companies phone number but found it extremely difficult to hear with an ear-splitting siren going off a few feet away. Since we didn't have the alarm company's phone number with us, we were promptly visited by the local police before we could cancel the call. Of course in that community, it was probably the first time they turned on their siren all week. Fortunately they understood and let us go with a warning that if this happens again we would be charged. The worst part was walking into the company staff meeting to which we were now late and explaining why.

Q. WHAT IS YOUR GREATEST PROFESSIONAL CHALLENGE AND WHAT IS YOUR GREATEST PROFESSIONAL ACHIEVEMENT?

A. My greatest professional challenge will be to live up to the standards and character initiated by Rocky Maxwell and reflected in Sylvia Hill. Rocky had a strong commitment to God and His word. Sylvia has a personal conviction to follow God's principles in her business.

As far as achievements are concerned, obtaining my real estate license was my first measurable achievement.

Q. HOW DID YOU HEAR ABOUT NARPM?

A. Being the son of Sylvia Hill, I have heard of NARPM for many years. It was natural to join as soon as I received my license.

Q. WHAT WAS THE DECIDING FACTOR IN CHOOSING TO JOIN NARPM?

A. NARPM gives depth to the industry in which we work. It gives the credentials to be trusted and to be valued. It also provides the education needed to succeed in the property management arena. With classes on new laws, ethics, and practical tips it is a resource to learn the best way to do things. Trial and error tends to be painful.

Q. ARE YOU A MEMBER OF A LOCAL CHAPTER. IF SO, WHICH ONE? ARE YOU A MEMBER OF A STATE CHAPTER? IF YES, WHICH ONE?

A. I am a member of the Santa Clara County Chapter, which is a part of the California State Chapter.

Q. HAVE YOU ATTENDED A NATIONAL, STATE, OR REGIONAL CONVENTION OR CONFERENCE?

A. I have only attended the California State Conference but I have already registered for the National convention this year.

Q. WHAT IS YOUR ADVICE TO THE NEW NARPM MEMBER TO INCREASE THE NARPM EXPERIENCE AND YIELD THE MOST BENEFITS FROM MEMBERSHIP?

A. I would advise new NARPM members to take advantage of the wisdom within the organization and get involved because islands can be lonely places.

Q. WHAT DO YOU FEEL IS THE BEST BENEFIT OF YOUR MEMBERSHIP?

A. The best function of NARPM so far has been the education at the monthly meetings and at the conference.

Why Your Life Sucks

Continued from page 5

Cohen also issues loud and clear warnings about relying on others and on things to make ourselves happy. He uses the illustration of plastic surgery—which has become a common procedure in our society. Cohen points out that one might contend that “looking good helps you feel better about yourself.” But he replies that “the real test of self-love is to feel good no matter how you look.”

There are certainly a number of other helpful messages and suggestions in Cohen's book to make it worth reading if you feel you are not living up to your full life's potential. And if you prefer a lighter, more casual tone, and a greater focus on the personal rather than the professional, you might actually enjoy Cohen over Stephen Covey's *7 Habits of Highly Effective People*.

There are only two warnings for readers of *Your Life*:

1. There is a tendency in all of us to hear what we want to hear rather than what is being said. Cohen goes to great lengths to qualify his statements so that there is little room for misinterpretation. Cohen's message, like every other self-help message, will only have an affect on your life if you are honest with yourself about how people and things are affecting you and about acknowledging your part in the events of your own life. For example, I could read the section about changing my attitude (to be more positive) toward a person or event, and then decide I can stay in my abusive relationship by just creating a better attitude about it. I could only accomplish this skewing of Cohen's message, however, by refusing to hear Cohen's other statements regarding avoiding people and things that drain my ability to be positive. His message is a whole and should not be used in part to maintain a life that “sucks.”
2. The author's free-spirited style and personality sometimes lead down paths where the reader must exercise either a very open mind or be able to disregard some ideas and still appreciate the good points of the book. Cohen appears to support some highly intangible concepts, such as subconsciously knowing the future and a rather amorphously defined god. But if you are able to either accept these ideas, or disregard them and still enjoy the more practical messages, you will have no problem reading, enjoying, and learning from Cohen's work.

Tracie Harris has managed the publications department of Association & Society Management, Inc. — NARPM's management company — since 1997.

Rejecting Tenant Applications

Continued from page 6

the property is indeed the person moving in. Authorization for us to verify information given on the application and to order a credit check.

No person shall be denied the right to rent one of our properties based on applicant's race, color, religion, national origin, sex, age, disability, marital status, or familial status.

By providing tenants with the above information before they even fill out the application, they will know exactly what you're looking for, and for what possible reasons their application may have been rejected. In the event that you do choose to reject an application, you should be prepared to provide the applicant with written documentation about the reasons why!

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First American Registry, Inc.

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

Member Retention and Leadership Training: A Mission ^{Possible} Impossible

by Betty Fletcher, MPM®, NARPM Membership Chair 2003

NARPM Agent, welcome to your Objective 5 briefing.

Our mission has thus far been successful in helping the property managers pictured here to join NARPM. Most realize and are taking advantage of the seemingly endless benefits and educational opportunities their NARPM membership provides.

During the previous Objectives we have Found them, Invited them, Joined them, Educated them and now to succeed in Objective 5 we must Retain them.

Objective 5: Effective retention starts the day a member joins, not the day the renewal notices are ready to mail.

Start each meeting by having everyone introduce themselves and tell a little bit about their business. *Tip: Have a time limit — after all some of us enjoy more recognition than others!*

Present new members with a plaque or certificate of chapter membership.

Get members involved. Ask them to help with a specific task. It could be a real ice-breaker for a new member to help get everyone to complete the sign-in sheet. It gives them a reason to talk to everyone.

Build on their initial attraction to NARPM — This means you have to *intereact* with members one-on-one to learn what initially attracted them to NARPM.

Be a good host — greet members and then introduce them to everyone you know at the meeting. *Tip: To increase your benefit of membership — sit with someone different at each meeting. You just might learn something new!*

Invite every member to a national event — like the 15th annual convention in Hawaii! What a first national event to attend! By the way...Have you sent in *your* registration yet?

Encourage every member to join a national committee. There is no better way to acquire new NARPM friends than by working side-by-side on a national committee.

Recognize member achievements. Send a press release when a member achieves the RMP®, MPM®, or CRMC® designation.

Talk the 'Good NARPM Talk,' and remind members of all the benefits of NARPM membership. Offer your NARPM friendship. *Tip: Your chapter members will renew for the same reason you do — which is?*

In the interest of NARPM national security this not-so-top-secret information will be presented in a series of articles. Skipping ahead is allowed on a Need-to-Know-Sooner basis. If you Need-to-Know-Sooner, your contact at Mission Control is Betty Fletcher, MPM® a/k/a Membership Chair. You can drop her a dime at 501/907-7091 ext 101 or a line at Betty@FletcherPM.com.

Please note: The articles in this series will NOT self-destruct in 15 seconds — so keep them around for future reference! Collect them all.

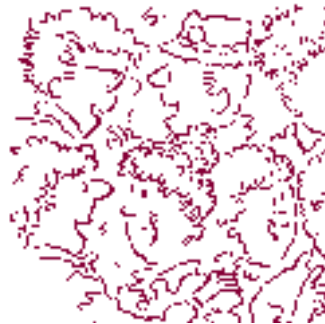
And last but not least — remember the successful completion of your mission times five will reward you with *free NARPM dues* or discounted national event registration not to mention your five new NARPM friends.

Here's to *your* successful mission.

Mission Control,

Betty Fletcher, MPM®

Betty Fletcher, MPM®, is owner and principal broker of Fletcher Property Management, Inc., in Little Rock, AR. She is the founding president of the Central Arkansas Chapter of NARPM. On the national level, Betty serves as chair of the NARPM Membership Committee 2003.





Ambassador Program

The Ambassador Program was designed a few years ago to reward our current members for referring new members to our organization. Who better to spread the word of the benefits of NARPM than its members? If you refer five new members in one year, you will receive an award certificate

that may be used toward your next year's dues or for events for the coming year. When you achieve ambassador status and receive your \$195 NARPM credit, it can be used toward your annual dues or applied toward the 2003 Hawaii Convention Registration. It's flexible! Just follow the simple steps outlined here:

- ★ 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 Award 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 Award Certificate can be used to pay NARPM annual dues, or like amount can be applied toward National Convention.
- ★ It must be used in full at the time of use and attached to your dues or registration for Convention. The value of the Award Certificate is equal to what the national dues were at the time the Award Certificate was issued. It also must be used within 12 months of the issue date.
- ★ A member can earn more than one Award Certificate per 12-month period.

Ambassador Program

July 2003 New Members

New Member

Daniel Meachum
 Katie Eagy
 Judith Daddona
 Leland Banner
 Robert Collins
 Jean Roberts
 Brandy Mayhorn
 Linda Skinner
 Joyce Wong
 Ruby Anderson
 Ed Bjornstrom
 Genie Gilliam
 Kenny Tikasingh
 Dave McKean
 Margaret Muck
 Jeanette VonKrosigk
 Dave Sweyer
 Douglas Belt
 Jay Hartley

Ambassador Member

Betty Fletcher, MPM®
 Jim Reimer, RMP®
 Gretchen Smith, RMP®
 Marc Banner, MPM®
 Julie Collins
 Marc Banner, MPM®
 Raye Mayhorn
 Patricia Sneed
 Mary Love, RMP®
 Rick L. Newman, Jr.
 Sandra Burkhamer, MPM®
 Christopher Hermanski, MPM®
 Geoffrey Hall
 Ronald F. Hammond, RMP®
 Ron Muck
 Jim Reimer, RMP®
 Rose G. Thomas, MPM®
 Linny Vermeire
 Kaye Bradford

You Place the Rental Ads...
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"Local Focus, National Reach"



Local Education at the Chapter Level

by Bill Jackson, RMP®, NARPM Education Chair 2003

Are you 100% sure that your method of tenant selection meets all the requirements necessary to conform to all the federal and local Fair Housing ordinances in your area? Do you have a written "criteria for tenancy" that is uniformly and consistently applied to all parties inquiring about your properties? If not, ask your local NARPM chapter about sponsoring continuing education offerings that address this critically important function of tenant selection that we continually perform as property managers. These offerings should include the information and guidelines you will need to make sure your process is in full compliance with regulatory agencies while you are diligently performing your duties of filling vacancies for the property owner.

How you advertise for tenants is strictly controlled to avoid discrimination and violations of Fair Housing regulations that are monitored by both federal and local agencies. Your criteria for tenancy must not only meet the tests of nondiscrimination, but also must be applied equally to all applicants. Violations of these ordinances are met with severe penalties and fines that could potentially cost you in a number of ways. Potentially, you could lose your license to work in the real estate profession, and you could be required to pay fines ranging from tens of thousands of dollars to hundreds of thousands of dollars. Therefore, the tenant selection process you utilize must be very carefully implemented.

If you are not absolutely sure that your system is in compliance, then a class on this subject could be vital in providing the information you need to protect you, your owners, and your business.

NEVER A BETTER TIME

DON'T WAIT UNTIL IT'S TOO LATE

DON'T PUT OFF UNTIL NEXT MONTH
WHAT YOU CAN DO THIS MONTH

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February 2004	December 15, 2003

If you are interested in writing an article, please e-mail an attachment of your article in Word or text format to Jessica Jacobs jjacobs@assnmgmt.com or send her 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.

Cooking Safety

by Austin, Texas Fire Department

Careless cooking is one of the leading causes of residential fires in Austin and in Texas, resulting in hundreds of thousands of dollars in property loss and numerous injuries each year. Here are some tips to help you avoid fires and burns:

- Never leave food cooking unattended. If you must leave the kitchen while cooking, turn off the stove.
- Should a pan fire occur, use a fire extinguisher, baking soda, or a tight-fitting lid to extinguish the fire; If the fire has spread already beyond the pan, get out immediately and call 911.
- Have a fire extinguisher within 10 feet of the stove on the exit side of the room. A 2-1/2 pound class "ABC" Multi-Purpose Dry Chemical extinguisher is recommended. If your stove is gas fueled, the pilot flame could be extinguished while using the extinguisher. Be sure to relight pilot flame or shut off the gas to the appliance.
- Never use flour or water to extinguish a cooking fire. Flour is combustible and water can spread the fire.
- Never attempt to carry a burning pan out of the kitchen area; severe burns could result and the fire could spread.
- Keep pan handles turned inwards so they aren't accidentally bumped or grabbed by children.
- Do not wear clothing with loose sleeves while cooking. Clothing may ignite or catch a pot handle and pull it off the stove.
- Make sure there aren't any combustible objects such as dishtowels, potholders, decorations, or boxes on or near the stove.
- Keep the stove clean. Do not allow grease to accumulate on cooking surfaces.

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Web site: www.narpm.org



Alternatives to Security Deposits Promote Resident Retention

by Terry Baner

As the apartment industry continues its purposeful march toward increased occupancy and lowering the levels of turnover, concepts from other industries are working their way into the daily operations of the region's more progressive management companies. One key concept borrowed from the retail industry is known as "the lifetime value of a customer."

Proactive real estate managers accustomed to the business necessity of filling apartments reveal that the real money to be made in multifamily ownership comes from keeping customers contented and keeping them coming back for more. The obvious fact is that the customers (i.e., existing residents) have more value if they remain residents. Many top owners and management companies now take definitive and necessary steps to keep their customers happy enough to renew their leases.

The vast majority of multifamily marketing budgets, however, are spent on getting residents from the curb to the leasing office, and then from the leasing office into a leased apartment. Competition among communities is high with marketing tactics such as free rent, free move-in to tangible gift items. The proliferations of amenities — from exercise rooms to concierge services — usually figure prominently in such marketing efforts.

Amenities of course have always served a two-fold purpose: First, they encourage a prospective resident to sign a lease, and second, they keep the resident happy once he/she moves in. As the industry continues to recognize and quantify the full cost of turning over an apartment, there has been an increased focus on increasing net operating income by increasing the satisfaction of existing residents.

Similarly, security deposit alternatives serve the dual function of attracting new residents, while improving the satisfaction of existing residents. Security deposit alternatives, in use at more than 500,000 apartment units nationwide, provide a competitive marketing tool appealing to prospective residents because they can significantly reduce move-in costs. Just as important, however, is the fact that security deposit alternatives are available to existing residents. As a result, owners and managers can initiate resident relations programs by returning existing security deposits to good quality residents and offering a security deposit program in their place. What better incentive for a qualified existing resident than to actually put cash in her pocket? Progressive owners are leveraging such security deposit replacement programs to secure lease renewals or extensions from existing residents in advance.

HOW SECURITY DEPOSIT ALTERNATIVES WORK

The basic premise of security deposit alternatives is simple: Without any additional approval process, an incoming apartment resident pays a one-time, nonrefundable premium to the company providing

the security deposit alternative at lease signing. In exchange for the premium, which equals a fraction of the cash outlay of a traditional security deposit (which can equal one month's rent or more), the company provides a level of coverage that often exceeds what the security deposit would have covered against damages above and beyond normal wear and tear, as well as lost rents and related expenses. As with one program, for example, for \$500 worth of coverage, the resident need only pay an \$87.50 premium. For \$1,000 in coverage, the resident would pay a \$175 premium.

If the resident meets her rental obligations and returns the apartment in good condition, she moves out without further obligation. Coverage applies for the life of a resident's lease however, and, in the case of one provider of security deposit alternatives, follows the resident to any participating apartment or community within the owner's portfolio.

If, however, the apartment suffers physical or monetary damages at move-out, owners file a claim to the provider for direct payment. The

provider then collects reimbursement for the claim from the resident, who, under terms of the bond, remains fully liable for her lease obligations. In addition, the provider assumes all collection and recovery activity, saving owners and managers valuable human resources.

In addition to providing superior risk management, security deposit alternatives provide an opportunity to transform an administrative cost center into an added revenue source. Some programs generously reimburse participating property owners for the cost of dispensing the program throughout their portfolio, providing them with the prospect of generating ancillary revenue.

USING SECURITY DEPOSIT ALTERNATIVES TO IMPROVE RESIDENT RETENTION

Offering security deposit alternatives to existing residents is an innovative approach to a value-added amenity, without cost and with undeniable benefits to residents. It works like this: At lease renewal, the owner sends the new lease with a unique offer to residents: "We'll return your security deposit if you purchase the security deposit alternative." As part of a plan to serve customers well, this simple offer can increase an owner's bargaining power and lead to increased renewals. The multifaceted advantages of security deposit alternatives turn out to be a creative and proactive method of retaining residents.

Terry Baner is a regional marketing director with SureDeposit. For more information, call 1/800-531-SURE (7873), or visit at www.suredeposit.com. Reprinted with permission of Diamond Publications.



CERTIFICATION CORNER

by Greg A. Fedro, MPM®, NARPM Certification Chair 2003

The Certification Committee is pleased to announce the following new candidates. Good luck!

RMP® CANDIDATES

Lois Severson, Classic Property Management, Inc., Gladstone, MO

Barney Christiansen, Safeguard Property Management, Sandy, UT

Kipling Wilson, Renaissance Property Management of Mid Michigan, Okemos, MI

Sandy Magness, Sandy Magness Property Management, Little Rock, AR

Chandler Scarborough, Chandler Scarborough Realty, Virginia Beach, VA

Meghan O'Brien, Clark Realty Corporation, Kailua-Kona, HI

Dana Lewis, Clark Realty Corporation, Kailua-Kona, HI

Karen Bade, Clark Realty Corporation, Hilo, HI

MPM® CANDIDATES

Jorge Ferro, RMP®, The Management Group, Vancouver, WA

Joe Medinger, RMP®, Century 21 Manor Realty, Universal City, TX

If your candidacy application was received by Headquarters 90 days prior to the Convention, packets for approval at Convention will be due to NARPM no later than August 15.

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- Contest Prizes
- Scholarships
- Leadership Awards
- Other (be creative)

To order go online to the NARPM Web site at www.narpm.org or mail your check to NARPM at PO Box 140647, Austin, TX 78714-0647. Please allow two weeks for delivery.

Ho'olu komo la kaula! — Please come join us at the Hawaii Convention



Ho'olu komo la kaula (Please come join us) in Waikoloa Beach, HI, at the 15th Annual National Association of Residential Property Managers Convention and Trade Show, September 17 – 20, 2003.

SPECIAL EVENTS — IT'S NOT TO LATE TO REGISTER!

WEDNESDAY EVENING OPTIONAL EVENT — TRADITIONAL LUAU

Polynesia comes alive as the sun sets over beautiful 'Anaeho'omalu Bay. Torches are lit and an ancient Hawaiian chant welcomes you to the Royal Luau feast right at the Waikoloa Beach Marriott, said to be

“the best in Hawaii.” Enjoy traditional Hawaiian dishes as well as familiar favorites from salads to tempting dessert selections. Ticket price includes open bar. Following dinner, journey to Tahiti, New Zealand, Hawaii, and Samoa through the songs and dances of these Pacific cultures. The spellbinding Samoan Fire Dance is a spectacular sight! All this for the low ticket price (special to NARPM) of \$49 per person.

THURSDAY DESSERT EXTRAVAGANZA

Enjoy delicious Hawaiian desserts made from traditional tropical island ingredients from 1:45 – 3:00 pm, and visit with the vendors!

FRIDAY NIGHT ANNUAL GALA KAHAKAI PA'INA (BEACH PARTY)

To fit the Hawaii style, our Annual Convention Gala and celebration of NARPM's 15th Anniversary will be a beach party held in the Coconut Grove Beach area by the hotel. Coconut Grove features beautiful palm trees sheltering the white sands of 'Anaeho'omalu Bay lighted by lanterns. Food for the evening will be a beach buffet consisting of salads, teriyaki pork, steak burgers, grilled chicken filets, and all the trimmings. As with any beach party, we will have music, dancing, a bonfire, other entertainment, and 15th Anniversary Commemoration, all for only a \$45 ticket per person. What a ho'olaule'a it will be!

Convention Corner, by Harold Kalles, MPM®

The affiliates are a key to our success as professional property managers. Where would be if we didn't have these companies who truly care about how they can help us run our companies more efficiently. Yes, it is a two way street...they make money when we buy products and services. Rarely does a week go by that we don't request some modification in some product or service from an affiliate. They always respond positively and make sincere efforts to implement those modifications to the benefit of hundreds of property managers. What a great opportunity for the property managers and the affiliates. At the convention you can finally put names and faces together which always facilitates communication.

We have a great trade show planned on the beautiful island of Hawaii starting with the trade show's grand opening on Wednesday night. All registered attendees will receive a fresh lei sponsored by several affiliates to proudly wear at the trade show and then on to a spectacular luau that evening.

NARPM is celebrating its 15th anniversary. There will be a historical table set up in the trade show so we can reminisce over all that has changed and all we have accomplished during these 15 years.

Keep your eyes open and take a look at our silent auction table, which will be on display for bidding throughout the convention.

SPECIAL EVENTS IN THE EXHIBIT HALL

SILENT AUCTION

Wonderful vacations, fashionable items, and electronics. Bring your checkbooks and help Habitat for Humanity. NARPM will be holding a silent auction to raise money to help this wonderful organization. The Auction will open on Wednesday, September 17, at 4:00 pm and close on Friday, September 19, at 2:15 pm. High bidders will be announced at the Saturday breakfast.

WEDNESDAY EXHIBITOR GRAND OPENING

Our Grand Opening of the Exhibits will be held on Wednesday, September 17, 2003, 4:00 – 5:00 pm. The ribbon cutting of the Trade Show will be done by the 2002 Affiliate member of the year. This will be a one-hour “welcome to Hawaii” and “get in the mood” for the luau following.

Harold Kalles, MPM®, is the broker/owner of Kalles Properties Inc., in Puyallup, WA. Harold started his career as a REALTOR® and enjoyed much success selling real estate. Harold went into full time property management in 1999 and has an inventory of over 210 properties. Harold currently serves as the 2003 Affiliate Committee Chair. He is the president of the Pierce County Chapter of NARPM.

National Association of Residential Property Managers
15th Annual Convention Registration Form
 September 17-20, 2003 • Waikoloa Beach, HI

1. REGISTRATION (Please type or print)

Name _____ Name for Badge _____

Company Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Check your designation: RMP® MPM® CRMC® Candidate: RMP® MPM® CRMC®

NARPM Chapter or CIF _____

Are you a Chapter leader? Yes No

If yes, what position do you hold? _____

NARPM Member?

Yes 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

Convention Registration

	Postmarked After Aug. 1	Fees Paid
<input type="checkbox"/> NARPM Member	\$495	\$ _____
<input type="checkbox"/> Join NARPM & Register*	\$690	\$ _____
<input type="checkbox"/> Nonmember	\$570	\$ _____
<input type="checkbox"/> Team Discount**	-\$50	\$ _____

One Day Only Wed. Thurs.
 Fri. Sat. \$200 \$ _____

Additional Ticketed Events

<input type="checkbox"/> Wednesday Night Off-site Event	\$64	\$ _____
<input type="checkbox"/> Friday Night Dinner Gala, Entertainment, Dance	\$60	\$ _____

Guest Tickets (included in Convention Registration)

Breakfast: Thursday Friday Saturday \$15 each day \$ _____
 Lunch: Thursday Friday \$30 each day \$ _____

3. CERTIFICATION CLASS FEES †

	Member	Nonmember	Fees Paid
<input type="checkbox"/> RMP® Applying Technology to Property Management (Sept. 16)	\$195	\$250	\$ _____
<input type="checkbox"/> RMP® Operations Course (Sept. 17)	\$195	\$250	\$ _____
<input type="checkbox"/> RMP® Tenancy Course (Sept. 20)	\$195	\$250	\$ _____
<input type="checkbox"/> MPM® Risk Management (Sept. 15-16)	\$395	\$450	\$ _____
<input type="checkbox"/> RMP® Retake — \$97.50 (list course) _____			\$ _____
<input type="checkbox"/> MPM® Retake — \$197.50 (list course) _____			\$ _____
<input type="checkbox"/> Ethics Class	\$45	\$60	\$ _____

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 _____

City, State, Zip _____

Signature _____

I authorize NARPM to charge my credit card.

Preregistrations must be postmarked or faxed by August 1, 2003. After August 1, send higher fee shown in second column. Do not send registration after August 29, 2003, 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 NARPM & Register" option on the registration form.

** **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 RMP® classes and \$55 for MPM® classes is required if registering after August 16.

If this convention is cancelled for any reason, the liability of NARPM to the registrant is limited to the return of the registration fee.

CANCELLATION POLICIES

Conference

Cancellations must be received in writing. If cancellation is received 30 days prior to September 17, 2003, there is a full 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 non-sufficient fund checks. Checks not in U.S. funds will be returned.

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.



A Box of Chocolates for the Property Manager

by Karen Ebert, MPM®

A little over 15 years ago, 13 property managers had a belief that sharing what they did in their property management businesses would benefit them and their property management peers, clients, residents, and those with whom they did business. They believed their networking would lead to more success, efficiency, less stress, and a less litigious profession. The final product was the beginning of the National Association of Residential Property Managers (NARPM).

What followed was indeed like a box of chocolates. Each year, since NARPM's inception, has produced a myriad of surprise morsels. Members never knew quite what they would get, but one thing was for certain — whenever you opened the box you would find at least one delectable delight that would satisfy the current appetite or need.

As we prepare to celebrate our 15th anniversary, we have created this book to reflect on where we have come individually and as an associ-

ation since the first networking produced that "box of chocolates." All of us have experienced measurable successes from our involvement in NARPM. We have also experienced events that would tickle the funny bone of even the most somber. And we have experienced challenges that have been overcome perhaps only due to our involvement in this association.



This is an opportunity to share those "chocolate morsels" with fellow members, to recharge our belief that this association has been life-changing and life-lifting for all of us. Buy the book *A Box of Chocolates for the Property Manager* written especially for our 15th anniversary. The purpose is to create a renewed sensation of euphoria, hilarity, inflation, nostalgia, appreciation, passion, love, appreciation, and celebration of our association, our profession, and our fellow members.

A Box of Chocolate for the Property Manager (Order Form)

(Please print or type)

Name _____

Company _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

Quantity _____ (\$15.00 ea. plus \$3.00 ea. for shipping) = Total Amount \$ _____

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 _____

City/State/Zip _____

I authorize NARPM to charge my credit card.

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.

2003 RMP®/MPM® Certification Classes

Date	Location	Class	Instructor
August 27	San Jose, CA	RMP® Tenancy	Raymond Scarabosio, MPM®
September 15-16	Waikoloa Beach, HI	MPM® Risk Management	Fred Richter, MPM®
September 16	Waikoloa Beach, HI	RMP® Applying Technology to Property Management	Jean Storms, MPM®
September 17	Waikoloa Beach, HI	RMP® Operations	Suzanne Reeder, MPM®
September 20	Waikoloa Beach, HI	RMP® Tenancy	Peter Meer, 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.

Find out more by calling Bill Jackson, RMP®, at 425/467-7785 or e-mailing bill@protocolpropertymgmt.com. Bill can provide you with the details you need to make a Certification class a successful venture.

RMP®/MPM® Class Registration

FEES	Early	
RMP® Classes	Registration*	Registration*
Member	\$195.00	\$225.00
Nonmember	\$250.00	\$280.00
Retake	\$97.50	\$127.50
MPM® Classes		
Member	\$395.00	\$450.00
Nonmember	\$450.00	\$505.00
Retake	\$197.50	\$252.50

* To receive the early registration price payment must be postmarked, faxed, or e-mailed 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.

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.



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

FIRST-CLASS MAIL
U.S. POSTAGE PAID
AUSTIN TX
PERMIT NO. 2714

Where Have All the Tenant's Gone?

Continued from page 6

So what do these statistics mean to an investor? It means that at a minimum approximately 5,000,000 of the current 35,000,000 renters are legal immigrants (if about 1,000,000 people immigrate to United States annually and they stay renters for an average of five years). In addition, according to the Census Bureau, there are about 8,500,000 illegal immigrants in the United States today. Immigrants are a major part of the rental pool. To ignore them is to ignore potential revenue.

Also of note is that over the past 20 years, in anticipation of the baby boomers retiring, there has been an increase in the construction of assisted living facilities and senior housing projects. A mix of home, hotel, social gathering place, and a bit of medical care thrown in, these projects have attracted people who don't want to cook for themselves, desire some social interaction in their later years, but who do not want to reside in what would be considered an "old age home." This product is geared for rather wealthy senior citizens since currently it costs \$2,000 to \$4,000 a month to live in such an apartment. (Studies show that this a market will boom again in the 2020s.) Additionally, many of these same people have chosen to move into condominiums, fueling a growth in this market. The bottom line is that this market group has exited from conventional apartment and home rentals, resulting in reduced demand.

In conclusion, investors are in for a long battle for tenants. New apartment construction has slowed, but has not stopped. This means that high vacancy rates will continue until the unemployment rates

drop. Rental rates will drop as supply continues to outstrip demand. Investors in high-end properties will continue to struggle as they face an out-migration of tenants to homeownership, though we are seeing a trend at the low end of the market where foreclosures on homes are increasing. This means that people will need to move back into apartments, but as a part of the larger marketplace, those numbers remain small. Concessions and clean, good, quality living will continue to attract tenants. Mold and mildew in units will only attract those that want to sue their landlords.

If you expect the Echo-boomers to save multifamily investors, the growth of their population will not have an impact until 2007 (According to Fannie Mae April 2003 report). This suggests that unless the job market picks up, landlords will have a long, dry run until 2007 to find tenants. Now is the time for landlords to target the immigrant pool if they want to stay in business.

Clifford A. Hockley is the president of Bluestone & Hockley Realty, Inc., a leading brokerage and property management firm in Portland, OR. The property management department manages 1,800 units, including commercial properties, apartments, condominium associations, single-family homes, and small plexes in the Portland/Vancouver Metro area.

Clifford has a bachelor's degree in political science from Claremont McKenna College and a master's in management from Willamette University. He is a Certified Property Manager and Bluestone & Hockley Realty, Inc., is an Accredited Management Organization (AMO) by the Institute of Real Estate Management (IREM).