

Residential Resource

December 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.

Three Effortless Ways to Win The Property Management Paperwork Battle!

by Ernest F. Oriente, The Coach

Buried under mountains of property management paperwork? Do the projects seem to never end? Imagine how good you would feel if every day you could start with a clean and organized desk? Well dream no further! By following the three powerful tips listed below, your dreams will become reality!

SETTING UP YOUR SYSTEM

Start by ordering two 8.5" x 11" flat desk files. A flat desk file looks like an accordion file, except it lays flat on your desk and can be easily carried with you. One desk file should be tabbed A-Z, the second one should be tabbed 1-31. The A-Z desk file is perfect for holding the resumes of potential new hires, sorted by last name. This A-Z desk file is also great for keeping employee or resident "working" files at your fingertips. The 1-31 desk file is ideal for organizing upcoming meetings or projects by appropriate dates. Also, this tool is perfect for managing any projects you have delegated to be done by others. For instance, if you have a big project due on the 18th and have assigned others to complete certain portions of the project by the 12th, then file your notes on the 12th and confirm that the work has been done. Then, refile this project for completion on the 16th so you can do any last minute changes before the 18th.

Tip From The Coach: Remember, any organization system is only as good as you make it. It generally takes 21 days to incorporate a new idea into your current system. Stick with it — having a system for your paperwork is a real joy!



USING THE FOUR DS: DO IT, DELEGATE IT, DECIDE, OR DUMP IT.

These are your only four choices when handling any kind of paperwork. "Do It" means exactly that — do it now and do not handle any piece of paperwork a second time. This means read the information you've been sent, and act on it. "Delegate

It" requires you to ask the question — "who can help me complete this project or task so I can stay focused on my responsibilities?" Once you have delegated a project to someone else, use your desk file (1-31) to store your notes until the project is completed. "Decide" means the paperwork you have been sent will require your quiet and uninterrupted attention, like monthly financial reports or annual employee reviews. Put this type of work into a separate folder labeled "To Decide" and find a few quiet minutes early the next morning before your work day begins to complete this project or task. "Dump It" means exactly that — dump as much as possible in the trash can the first time you handle any paperwork. It's that simple.

Tip From The Coach: In addition to the four Ds, schedule an appointment with yourself twice a year, when business is the slowest, to review all the paperwork you have filed in your office. Take the time to "dump" everything you no longer need. Each time you do this, it will further clarify for you which paperwork is

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PRESIDENT'S MESSAGE

Aloha Kakou! (Hello everyone)

Happy Holidays!

This is my final message as your President of NARPM. It is a time of reflection and some sadness to see the year come to an end. I have had a wonderful experience; a heartfelt thank you goes out to so many of you that have made this year so special and rewarding. My most memorable experiences are the travels to visit the chapters and to visit many of our member's offices. I enjoyed seeing the professional environment of so many of the members and their staffs; I came away with many new thoughts and ideas.

Most of all I want to thank all of those that I have worked so closely with, specifically the Board of Directors. What a choice and talented group! Far and wide opinions and perceptions, but all were willing to entertain new thoughts, ideas, and perspectives. They all have come together and made critical decisions that have benefited your association.

I have to single out the Executive Committee: Andrea Caldwell, Marc Banner, Rose Thomas, Wendell Davis, and Mike Mengden. These committed and inspired friends were invaluable as we worked through the issues and needs of the Board and the Association. I also have to express appreciation to Roy Bohrer and Sherri Beck from HQ. They have passion in their involvement and insights into NARPM and its volunteers.

I have to thank our talented and dedicated *Residential Resource* Editor, Ray Scarabosio, your friend and mine. He has done a magnificent job taking the *Residential Resource* to the next level. I am honored that he was able to serve at this time. Thank you.

There are many, many more. You know who you are... past national presidents, former board members, instructors, workshop leaders, affiliates, chapter leaders, our national committee chairs, active and involved members, new members catching the spirit, the list goes on and on. I would also be remiss if I didn't express appreciation to my wife, Kathi, and my family. Their support has been and continues to be invaluable.

The theme that I adopted for the year was "Building Your Future". During this year we have accomplished much, but there is still more to be done. The leadership that is up and coming is inspiring. They have vision and foresight. NARPM is and will continue to be in good hands. The strategic plan and the surveys have given us a vision, a map to pursue our passion. There are so many possibilities, and with all of us working together, we will exceed our expectations.

Keep the passion into 2004! We are just beginning to see the possibilities. We need all of you to join and Build Your Future! I wish all of you a Hau'oli Makahiki Hou (Happy New Year).

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



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Use Hands-On Marketing to Sell Like Crazy

by Alvin Apple

I have a neighbor who, last year, started her own house-cleaning service. Paula had been living on a shoe-string for years, and now that her children had all reached school age, she decided she needed to enter the workforce. She was looking for something that would pay well, but would still leave her free to make her own schedule and to be there for her kids as needed. Her friends, me included, had always commented on what an immaculate house she kept, and her idea for a house-cleaning service sprang from these compliments.

Getting her first clients was easy. There were a few busy families in our neighborhood who were eager, even desperate, to use her services and expertise. The woman who shares a back fence with me who just started a high-paying, but really demanding job with an accounting firm, and the husband and wife sales team around the corner, among others, retained Paula's services almost immediately.

Once Paula had settled into a routine with her new clients, she found she wanted more. Her clients were really happy with her work, but due to the nature of the business, most only wanted her to come in once a week, or even once every two weeks.

Considering she spent about two hours per job, she found she was working about 10 hours per week. This was a good start, but not nearly enough.

Paula came to me one afternoon seeming a little frustrated. "I know you give business advice to people with small businesses," she said, "but how about people with tiny businesses? If this business is going to fly, I really need to get the word out, but I do not have more than a few dollars to spare."

We sat and talked about it for a few minutes. I asked her if she was willing to give up a few hours of leisure time, say a few Saturday afternoons, and if she could possibly get her kids to help out. She said yes, and I told her that that was all she needed, that and a few dollars to print up flyers and maybe make a sign or two — oh, and to buy the ingredients for a few batches of cookies. She asked what I was getting at, and I gave her these hands-on, almost-free marketing tips.

1. *Saturday afternoon at the mall.* Set up a table outside your local mall or shopping center and hand out cookies and punch. Have a big banner advertising your business and enough flyers or business cards for potential clients to take with them. Maybe even have a raffle for one free service or product, like one free trial house-cleaning.
2. *Signs in your vehicle.* Make a professional looking sign that has your business name and phone number in big clear print. Park your car in a conspicuous spot for a few hours when you do not need it and put the sign in your window.



3. *Pinup flyers.* Make a flyer giving all the basics about your business. Make sure the flyer is simple and easy to read. Avoid too much type or pictures. Have tear off tabs at the bottom with your business name and phone number.

4. *Use your imagination.* Once you are on a roll with this kind of stuff, you'll automatically think of a lot more ways to go about it. Listen to your own ideas, they are probably great.

Well, Paula started out with a Saturday afternoon at the mall. She told me that within a couple of weeks she had pulled in five new clients. Later that week I noticed a few flyers downtown with her name and number above a big picture of a scrub-brush and mop. I learned from her later that, over the course of a few more weeks, she had pulled in another three clients and

was getting near her limit. She couldn't have been happier, and she said she had spent a total of about 10 hours and 30 bucks.

So remember, when you are just getting started in business, there's often no need to go with a big expensive marketing strategy. Keep it hands-on, and before you know it, your business will be bigger than you ever imagined. There's money to be made out there if you just know how to do it.

Alvin Apple helps everyday people start businesses they will enjoy. Then he teaches them how to succeed. Read all his helpful strategies, including his latest article, "Gender Equality in Business" at <http://AlvinApple.com>. Reach Alvin at 801/328-9006 or alvin@drnunley.com.

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NEW MEMBERS

Welcome new NARPM members! The following is a list of new members who joined NARPM from September 30 to October 31, 2003.

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Why Aren't You Using A Computer?

by Philip Naudus

There are plenty of excuses you can come up with — from “My business is too small at the moment” to “Computers take too much time to learn.” Have you ever said any of the following phrases?

- You cannot teach an old dog new tricks.
- Computers are for young minds.
- I cannot change now.
- I am not sophisticated enough.
- It worked right for me all these years and there is no reason to change now.
- Why fix something that isn't broke?
- I could never operate a computer. I cannot even type a letter, let alone, work one of “those things.”



The list of excuses goes on and on. Does it sound like you have come up with a good enough excuse yet? Perhaps you can turn this report into an exercise, and try and dream up more. However, the fact remains that all those excuses are only “myths.” *You can afford a computer and you can increase your productivity while increasing your income...all at the same time.*

All you have to do is get a computer!

As a business owner you took many risks in starting your business. You did not let opinionated people stop you. You did not come up with excuses not to start your own business — you just did it. What happened to that part of you?

A computer is nothing more than an appliance. It doesn't know more than you do — you control “it” and tell “it” what you want “it” to do. The only problem is you have to understand how to make “it” work to YOUR advantage. It's really not difficult. In fact — it's fun!

Always remember that a computer is a stupid thing. It only knows what “yes” and “no” are. It only knows “on” and “off.” As complex human beings we not only know “yes” and “no,” but also “maybe.” We know about “on” and “off” but we also know about “lukewarm.” Since we think on multidimensional planes, and a computer only knows two, in reality WE are really SMARTER than our computer.

So stop being scared to join the electronic age. Call up a computer store in your area and start trying to locate a one-week night class for beginners. Or better yet, locate a neighbor or family member who has computer knowledge and get them to show you a few things one evening after work on their home computer. Play a few games on it. Feel comfortable in knowing that you can actually touch the keys and it will not blow up.

As a computer instructor in the late 1980s, most of my time was spent in training beginners. Computers were not quite as popular as they are today and everyone was “more” emotional about touching them. In order to help my students relax and learn how to work with their mouse, I installed a Solitaire game on each computer. I then

allowed the students to “play” the entire first and second day of classes.

Since most everyone already understands the concept of playing the game of Solitaire with regular cards, they immediately were introduced to something they already felt comfortable with. So instead of concentrating on how hard it was to work a mouse on a real-live computer system — they actually forgot they had a mouse in their hands. Their concentration was deviated toward the Solitaire game itself.

Once this wall of fear was broken, students learned at astronomical rates! Believe me, if I can take a 62-year-old lady directly from typing with a manual typewriter to producing high-quality brochures and flyers in WordPerfect 5.1...you can do it too!

One of the keys to learning is to have people-to-people instruction for few hours, if you have never sat down at a computer before. Some people will require more people-to-people instruction before they feel comfortable, while others may be able to do it all by themselves. (Gene Brown is a friend of mine involved in mail-order who did just that. He is a self-educated computer operator who is now wondering “how” he did without his computer before. Gene will be the first to tell you that he cannot believe the time and automation benefits having a computer has made to his business.)

Philip Naudus is currently Web master of four Web sites. One of his Web sites is www.xenolth.biz, which is designed to help Web masters find the best Web page design software available. Are you looking for a used piano? Check out www.xenolth.biz/mewzik4u (one of Philip's sites) or e-mail Naudusfamily@aol.com.

Submit an Article to NARPM Today!

The *Residential Resource* is always looking for property management articles. Who better to write these articles than our own members! Almost every day something new occurs at our jobs, whether it be a natural disaster, roof leak, nonpayment of rent, plumbing leak, loud tenants, difficult owners, etc.

It's easy to submit. Just e-mail jjacobs@assnmgmt.com today. If you are not the author of an article or item you think would benefit our members, send us the Web link, or fax a copy along with publication information (so we can pursue a reprint). Perhaps we could use that as well!

Making Property Management Web Sites Work

by Ken Martinez, President, Winning Edge Software, Inc.

There are numerous reasons for property management companies to be online. Your Web site helps improve communication with existing and prospective owners and tenants and markets your properties online to shoppers. It can also help recruit new employees. Many residents prefer communicating with management companies over the Internet because it offers added convenience, improved communication, and is a source of information when the office is closed. Imagine the time and expense you can save by offering a "virtual" property tour over the Internet. Through e-mail, residents can find out when it's lease renewal time or when there are rent increases. Communication is easier for your management company. Returning an e-mail is easier than returning a phone call. Compiling a list of all residents and writing an e-mail message saves a lot of time you would otherwise spend printing out hundreds of memos and sending them out. E-mail allows you to give a more detailed and accurate message than voice mail. Imagine being able to e-mail all owners their Activity Statements with a click of a button. How much time and postage would that save you over the course of a year?

A property management company Web site should consist of four parts: leasing information, information for residents only, information for owners only, and recruitment information. Leasing information should include floor plans, contact persons, photos, directions, amenities, utilities included (if any), metro accessibility (if applicable),

and other selling features. Information for residents includes a page where they can make maintenance requests, review a timely newsletter, current events, lease renewal information, and the leasing office's e-mail address. Information for owners should include services and benefits, company information, and the office's e-mail address.

Your URL is the address of your Web site. It should be simple and easy to remember so that people can easily find you. Your company name is the most obvious address for a URL. You can expand your online presence by linking your site to other sites and search engines, enabling browsers to access your site. Your Web site is your phone number for the next century. Place it in all advertising, including newspapers, guidebooks, direct mail, and on private cable TV channels. Make sure it is on your voice mail as well.

Your Web site can improve your resident retention. Residents like the ability to communicate when the office is closed. Some management companies make it possible for residents to pay rent, renew a lease, and make maintenance requests online. Through e-mail, residents can find out when it's lease renewal time or when there are rent increases.

For Information contact: Ken Martinez, sales@pmedte.com, 888/344-EDGE, 509/852-8000.

IMPORTANT NOTICE

CALL FOR PRESENTATIONS

Open someone else's door in Historic Baltimore. Now is your opportunity to give a workshop presentation at the 2004 Annual Convention. We are looking for experienced workshop presenters to put together a workshop that would be an hour and half long. Help train and inform your fellow NARPM members, colleagues, and friends. New for 2004 are three special tracks: Company owner (advanced), New Owner/Property Manager (intermediate), Support Staff (beginner). We also want topics on winning strategies, new legislation, and hot topics.

You are invited to submit a Call for Presentations for the 2004 NARPM Annual Convention to be held in Baltimore, September 22-25, 2004. Visit the NARPM Web site, www.narpm.org. Click on the Conference page and download the Call for Presentations document. The document is in Microsoft® Word. Open the document, fill in the "grayed" area with your information. Save the document with your name and e-mail to info@narpm.org.

Call for Presentations are due to NARPM Headquarters by February 13, 2004, with notification of acceptance by March 31. Be a part of Opening New Doors in Historic Baltimore.



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Three Effortless Ways

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important to your property management company to save and which paperwork can be easily discarded.

SCHEDULING YOUR DAY

Schedule your day using some form of computer software/paper calendar or appointment book. Try to schedule important meetings early in the week so others can work on the assignments you have given them. Try and schedule all interviews early in the morning when you are the most rested and the least likely to be interrupted. By having a busy morning, you then have the freedom to plan the rest of your day more loosely. Use your calendar or appointment book to schedule both professional and personal activities, as it is helpful to have everything in one place. Lastly, schedule an appointment with yourself for any projects you are working on. This is a simple way to manage your workload and a powerful way to have your "to do" list LIVE in your week's calendar.

Tip From The Coach: Now, once you have followed the tips above, schedule the things most important to you. Start by planning the time you are going to spend with your family, the time you are going to spend with those you love, and, yes, time for yourself to relax and enjoy your life. Please know that having a rich and rewarding life starts with simplicity.

Want to hear more about this important topic or ask some additional questions? Fax a note on your letterhead to 435/615-8670 or send an e-mail to ernest@powerhour.com, and The Coach will fax/e-mail back to you a free invitation to be a participant on a TeleForum conference call. I promise we will have great fun!

Ernest F. Oriente, The Coach, is the founder of PowerHour® a professional business coaching/recruiting service and the author of SmartMatch Alliances. He has spent 13,960 hours (since 1988) delivering customized training, by telephone, in leadership, traditional/Internet marketing and sales for property management companies, apartment locator/corporate housing services and multi-housing sales/service companies worldwide. PowerHour® specializes in global distance learning by telephone, using their state-of-the-art conference call system for interactive and dynamic TeleForums. Twice-monthly TeleForums link 10-100 executives/professionals/individuals who are geographically dispersed, in a time efficient and profitable format. PowerHour® is based in Olympic-town — Park City, UT, at 435/615-8486, by d-mail ernest@powerhour.com, or visit their TeleForum Web site: www.powerhour.com. To receive a FREE property management success newsletter, with subscribers throughout North America, send an E-mail to: ernest@powerhour.com. Recent PowerHour® articles have appeared in 3500+ business/trade publications and Web sites.

Contribute to the Residential Resource

Issue Date	Submission Due Date
March 2004	January 15, 2004
April 2004	February 15, 2004
May 2004	March 15, 2004

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.

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Cockroaches: We Love to Hate Them

by Stuart Lieberman

Professional property managers usually become experienced roach fighters. The struggle is somewhat inevitable. And if the units are multidwelling, roaches in one unit may come to mean roaches in many.

While private homes may do well with off-the-shelf applications, I suggest that professional managers use professional services. Roach containment can be tricky, and it relies on chemical applications. Let the professionals combat these problems.

Since many roach problems involve kitchen areas, chemicals must often be applied near food preparation areas. That in itself is dangerous. Experienced applicators eliminate any doubt that the job was correctly performed. Of course, that means that you need to hire qualified professionals for the job.

People have a visceral reaction to roaches. You will be notified promptly whenever one is found. People just want to kill them, to eradicate them, to blow them up. And the cockroach killing industry is very big. The fact that we use "foggers" to kill them is indicative of our desire to spray everything and anything, so long as they die forever.

People assume roaches may be found in certain neighborhoods, that there are socio-economic aspects of roach infiltration. True, cleanliness is a factor. But human activity readily brings roaches into roach-free environments, from which they rapidly multiply. No one and no place is immune.

For example, kids may use cartons from a nearby grocer to bring back dorm furnishings for the summer. The cartons may have little guests, and they will soon call your dwelling "home."

Of course dirt and clutter do support roach growth. As do also humidity and the presence of foundation cracks and crevices.

More than simply disgusting, roaches can also make people ill. They have been found to harbor numerous bacteria, including salmonella. The process is as ugly as the animal: disease bacteria remains in the roach digestive tract. It is the roach droppings that make us ill.

For those who insist on "self help," here is what the experts suggest: first seal all visible

openings. Also, inspect sacks, cartons, boxes, etc., brought into the home. Spilled foods and liquids need to be promptly cleaned.

Chemicals can be applied at roach hiding places — which means dramatically entering a dark room quietly and turning on the light to watch for the roaches. Scientists suggest that we not treat entire floors, just the hiding spots. Of course, do not treat near food preparation areas.

Dust and sprays are usually used. Insect growth regulators or IGRs act on immature growth stages by contact or ingestion, disrupting molting and development to fertile adults. Certain segments of the public such as schools, hospitals, and office buildings may prefer baits, which include pastes, gels, and bait stations.

Sticky traps are also used. They have openings at both ends with the inside adhesives. Traps work well with preventive and insecticidal applications to monitor populations. It's the old "one-two." Traps tell us where they are; chemicals kill the population.

Most importantly, roach control products are poisons. Just because anyone can freely purchase them does not mean that they are completely safe. Products should only be used where and in the manner directed. Misuse can cause physical illness to residents, their guests, and pets.

If I didn't already make the point sufficiently clear, use professionals. In the long run, that is a better course to take.

Stuart Lieberman and Shari Blecher are partners in Princeton's Lieberman & Blecher. Their 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.

Opening New Doors in Historic Baltimore

By Rose G. Thomas, MPM®, NARPM Convention Chair 2004

In Old Baltimore Town, the Star Spangled Banner still proudly waves above Fort McHenry where, in 1814 during the Battle of Baltimore, it inspired Francis Scott Key to write "The Star Spangled Banner." Fell's Point, named for the Englishman who began building ships there in 1726, gives visitors a knowing wink. Once the haunt of burly sailors, it's now home to some of Baltimore's finest restaurants, liveliest bars, and best boutiques. The USS Constellation, launched in 1854 and the last of our Navy's all-sail warships, tells tales of the sea from her place of honor on the Inner Harbor. And, of course, the raven leads the way to the former home of 19th century author Edgar Allen Poe. These are only a few of Baltimore's charms and reasons you'll want to join us for NARPM's National Convention September 22-25, 2004 in the Charm City, Baltimore, MD.

The most important reason to come is that attending National Convention can open new doors to your future through the priceless opportunities it offers for networking and education. An added benefit is that while you are in Baltimore, you can open historic doors to our nation's priceless history and culture — or just have a really great time. There is much to do and see within a short walk or ride from



our chosen lodgings at the Hyatt Regency on the Inner Harbor. Favorites are the Maryland Science Center, the National Aquarium, Oriole Park at Camden Yards, the Babe Ruth Museum, Ravens Stadium, the Star Spangled Banner Flag House and Museum, the B&O Railroad Museum, and that gustatory delight, Little Italy. Less well known are such gems as the Walters Art Gallery, the Peabody Conservatory of Music, and the Basilica of the National Shrine of the Assumption — the first Roman Catholic cathedral in the United States. Or, if you prefer you can see Baltimore from the water by taking one of

many available Harbor cruises. And remember, Baltimore is less than an hour's drive from our Nation's Capitol, Washington DC, where the list of enlightening, interesting, and plain old fun places to visit is endless. For more information on Baltimore visit www.baltimore.org. Plan to join us. Reserve September 22-25, 2004, on your calendar today!

Rose G. Thomas, MPM®, is founder and President of Property Management People, Inc. in Frederick, MD. She has served as Vice President and President of the local NARPM chapter. In addition, she has served as editor of the Residential Resource, National Secretary, National Treasurer, and is serving her third term on the Board of Directors. Rose is also the 2004 Convention Committee Chair.

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Domain Names Details

Most of us have an Internet domain name. A domain name is the name of a Web site, such as Amazon.com or Yahoo.com. It's our online identity and the way people reach our site and e-mail. There's trouble brewing in domain-land, though. Hopefully this information will help you avoid some common domain pitfalls.

A LITTLE HISTORY

Back in the mid-nineties when the Internet went public, the government granted a domain name monopoly. The lucky recipient of the exclusive right to register and manage domain names was a convoluted consortium involving the National Science Foundation and Network Solutions called InterNIC. This company dealt with all domain names ending in .com, .net, and .org. If you wanted a domain name with this extension, you got it through Network Solutions. In 2000, Network Solutions lost the right for this monopoly, and the doors were opened so other companies could also register and maintain domain names. A group called ICANN, the Internet Corporation for Assigned Names and Numbers, was formed to oversee this. Now any ICANN-accredited domain name registrar and its agents can register .com and .net domains; .org (nonprofit organization) domain management was handed over to another agency.

All domain names need to be accessible from any Internet connection, and two people cannot register the same domain, so it made sense to maintain a central domain database. All registrars share this central database, and they all pay a portion of the costs to keep the database running. This allows you to easily switch your domain name management between the registrars if the one your domain is registered with is overcharging or not doing a good job.

PROBLEM #1 — MISLEADING TRANSFERS

There are a few unscrupulous domain registrars who have decided to take advantage of the ease of switching companies. They send letters to customers of other registrars, telling them their domain will expire if not renewed (which is true), and that if they sign the form and send it back with a check, their domain will not expire (which is also true). What they do not make clear is the fact that by doing this, you are switching your domain over to them, and you are obligated to continue to pay them for the management of your domain. Imagine a property manager who sent out notices like this. They would read something like this: "Your agreement to have your property managed is about to expire. If you sign this form, we will ensure that your

property continues to be managed for another year." The owner would be signing an agreement to have his property managed by this other company, without even realizing what he was doing. Granted, the idea of switching management of a property is somewhat more complex and regulated, but the concept is identical. What is even worse is that the registrar who deceives you into moving your domain to them usually locks the domain, so it cannot be moved back without their permission. Thankfully, ICANN is still in the picture, setting regulations that all companies must comply with to maintain their accreditation. With enough fighting and pressure, you can usually get your domain name back. This is a hassle you want to avoid, though.

PROBLEM #2 — REGISTERING SIMILAR DOMAINS

Another type of notice you may have recently received urges you to "protect your online identity" by registering domains with similar extensions. If your domain is JimsManagement.com, they will tell you that you need to register JimsManagement.us, JimsManagement.ws, or JimsManagement.cc in order to protect your identity and trademark. While there is a small element of truth in this, it's mostly a load of bunk. These other domain names are country-specific domain extensions. They were intended to represent Web sites in that country, but many small countries have sold or leased the rights for their domain names to U.S. based companies who pull this trickery and get your money. Adding the domain will do very little for your identity or your trademark, unless you plan to do business in one of these banana republics.

PROBLEM #3 — FAILING TO MAINTAIN DOMAIN INFORMATION

When your domain is registered, an owner and an administrator are listed with the domain. These people are the only ones who are authorized to make a change to your domain. Most change authorization is done by e-mail, so if the owner and/or administrator contact e-mail is wrong, your domain is stuck. This is a big problem when your Web host goes out of business or you need to switch to another host. In some cases you may be (or can pretend to be) the person originally listed as the domain owner, but unless you can receive and reply to e-mail at the listed address, you cannot make changes to your domain. If you decide to petition for a change to the contact e-mail, you must provide proof of identity. If the address, phone number, or company name does not match the original domain record, that petition can be denied. If you value your domain name, be sure to keep the domain record updated with your current information at all times.

PROBLEM #4 — USING ANOTHER COMPANY'S DOMAIN

Using someone else's domain has been a huge issue as we've gone through the .com bust. While we can own a domain like JimsProperties.com, we do not own domains like AOL.com, or PacBell.net. These domains are owned by other companies, who may allow us to use them for our Web site or e-mail if we subscribe to their services. There are two big drawbacks to this. First, if they go

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Conversions to/from:

Peak	Yardi (Dos)
Promas	Yardi (Windows)
Tenant Pro	Other Formats

out of business, we are left hanging with no Web site or e-mail address, and no way for people to find us or reach us. We used to think that our provider would never go out of business, until we woke up one day to find out it had happened. If you think your provider will never do this to you, talk to some former customers of @home.com! Second, if you are no longer happy with the service you receive from your provider, or you outgrow their service or move out of their area, you have to give up the name. You may have spent years conditioning people to use that Web site or e-mail address, and now it's gone. All your letterhead, business cards, yellow pages ads, and the like are useless, pointing prospects to a non-existent Web site or e-mail.

AVOIDING THE PROBLEMS

While these problems are present and serious, they can be avoided.

The first step is to be diligent about checking and maintaining domain information to be sure it is accurate. You can do this through any WHOIS tool. Your domain company should provide you with one of these tools. If they do not, you can use a public tool like those at www.whois.com or www.whois.net.

The second step is to carefully scrutinize any notice that you receive regarding your domain, whether that notice comes by mail, e-mail, fax, or phone. Most notices contain fine print that explains exactly what they are trying to do. Read the fine print. If you have any questions, contact your domain registrar, and they should help you figure it out.

As we rely more and more on our Web site and e-mail, it becomes more and more important to make sure our online identity is protected. Most of us would not think of giving out bank account information or transfer authorization based on a piece of junk mail. We need to also be diligent about our domain name information. With a little effort and caution, you can protect your online identity for years to come!

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

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

Bill Ramsey, Bill Ramsey, Inc., Aiea, HI
Patrick Powell, East Hampton Management Company, Hampton, VA

MPM® CANDIDATES

Judith Brosee, RMP®, Elite Management Group, Inc., Burke, VA
Rick Newman, RMP®, Angelmar Real Estate, Springfield, VA

Complete Internet Solutions for Residential Property Managers



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Web Basics Package

Get started online. Market your company to owners and your listings to tenants.

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Web PRO Package

Add a professionally designed website that you have total control over.

3

Web Expert Package

Add all the tools you need for maximum success online.

Limited time special: purchase the Web Expert and receive PMPresents™, FREE!

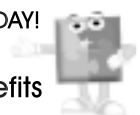
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National Association of Residential Property Managers

2004 Leadership Symposium and Winter Business Meeting Registration Information

January 26-28, 2004 • Austin Marriott at the Capitol • Austin, TX

Leadership: The Key to Opening New Doors



YOU ARE INVITED!

Plan to attend and participate in this NARPM leadership event that will provide opportunities to increase your income as you enhance your leadership skills by networking with colleagues from across the country.

- Enhance your personal and business leadership qualities at the Second Annual NARPM Leadership Symposium and Winter Business Meeting
- Where else can you interact with national speakers, national past presidents, leaders in our profession, and fellow property managers for a \$50 registration?

See you there!

Wendell Davis, MPM®, 2004 Leadership Symposium Chair

THE SECOND ANNUAL LEADERSHIP SYMPOSIUM

The symposium is for NARPM leaders at every level, all committee members, chapter leaders, future leaders, and all members interested in learning more about leadership.

Note that committee meetings are scheduled at certain times throughout the program, and there is also a leadership workshop scheduled during the meeting times, so that you may choose to attend committee meetings or workshops throughout. General sessions are for everyone. Some knowledgeable NARPM members will be making presentations, along with an outstanding national speaker, all of whom have been chosen for the messages they will bring.

Included in the registration fee is the **Tuesday night dinner**, which will include the **formal installation of the 2004 NARPM board of directors and all NARPM chapter officers**. Our hope is to have a large number of NARPM chapter officers present for this beginning-of-the-year event. Chapters are encouraged to make sure their leaders attend.

During this dinner, 2003 national officers retired from the board will receive awards, and we will hear from the 2003 and 2004 national presidents, Chris Hermanski, MPM®, and Andrea Caldwell, MPM®.

LOCATION

Our 2004 Leadership Symposium will be held at the same location as last year, the Austin Marriott at the Capitol, 701 East 11th Street, Austin, TX 78701.

The Austin Marriott at the Capitol is in full view of the Texas State Capitol in downtown Austin. The hotel is within walking distance of the University of Texas, minutes from the LBJ Library, the Governor's Mansion, and Town Lake, and 10 minutes from the airport. It is just five blocks from Austin's famous Sixth Street entertainment district, with many clubs and restaurants. You can work out at the hotel in the full-service health club; relax in the indoor/outdoor pool, whirlpool, or sauna; dine at Allie's American Grille; or kick back with friends at the Marriott Sports Bar or the Lobby Bar.

Symposium attendees will enjoy the special rate of \$127 single/double/triple/quad, plus tax, by calling the Austin Marriott at the Capitol at 800/228-9290 or 512/478-1111 before the group **cut-off date of January 3, 2004**, and mentioning the NARPM symposium. After this date, reservations will be on a space- and rate-available basis. Check-in is 4 p.m., and check-out is noon. Hotel parking is available for \$6 per day for local attendees.

VISIT NARPM HEADQUARTERS

Those arriving before noon on Monday, January 26, may wish to visit the NARPM offices at Association and Society Management, Inc., 8317 Cross Park Dr. #150, just off Highway 290 on the east side of Austin. You are invited to an "Open House" any time between 10 a.m. and noon. Group transportation is not planned. You may catch a ride with someone who has a car or share a cab ride.

FEATURED GUEST SPEAKER: CHRIS DEVANY

Chris DeVany is the founder and president of Pinnacle Performance Improvement Worldwide, a Massachusetts firm that focuses on leadership, management, and organization development. Pinnacle's clients include organizations such as NAR, Microsoft, IREM, Citicorp, ASTD, United States Departments of Commerce and Agriculture, ASAE, Sprint, MPI, US HealthCare, IMC, and over 400 other organizations in six countries.

Mr. DeVany has published numerous articles in the fields of sales, team-building, leadership, ethics, customer service, diversity, and work/life balance, in publications ranging from *ASTD/Performance In Practice to Customer Service Management*. His book *Customer Relationship Management: Mastering Profitable Relationships* is planned for publishing in the fall of 2004. He has appeared hundreds of times on radio and television interview programs and is an award-winning Toastmaster's International Competition speaker.

Chris has distinguished himself professionally by serving corporate America as a manager and trainer of sales, customer service, and marketing professionals. Included among those business leaders are Prudential Insurance, Sprint, US Health Care, Hyatt Corporation, and FleetBoston. He has assisted these organizations in developing sales, customer service and marketing strategies, organizing inbound and outbound call center programs, training and development of management and new hires, and fostering corporate growth through creative change and innovation initiatives.

Chris holds degrees in management studies and international relations from Boston University and is currently a doctoral candidate in organizational behavior at Regent University. He has traveled to 14 countries and 45 states in the course of his career.

2004 Leadership Symposium and Winter Business Meeting Registration Form

January 26-28, 2004 • Austin Marriott at the Capitol • Austin, TX

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® or Candidate: RMP® MPM® CRMC®

NARPM Chapter _____

Are you a Chapter leader? Yes No If yes, what position do you hold? _____

2. Registration Fees

	Postmarked by 12/31/03	Postmarked after 12/31/03	Fees Paid
<input type="checkbox"/> NARPM Member	\$50	\$60	\$ _____
<input type="checkbox"/> Join NARPM & Register *			
Professional member	\$245	\$255	\$ _____
Support staff member	\$150	\$160	\$ _____
<input type="checkbox"/> Nonmember	\$150	\$160	\$ _____
<input type="checkbox"/> Nonregistered Guest Banquet Ticket	\$38	\$42	\$ _____
3. Total Fees			\$ _____

4. 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 of Cardholder _____

I authorize NARPM to charge my credit card.

NARPM Member?

Yes No

Is this your first NARPM Symposium?

Yes No

SPECIAL ASSISTANCE

I will require special assistance

I have special dietary needs

Specify: _____

Preregistrations must be postmarked, faxed, or submitted online on or before December 31, 2003.

***Join & Register** — Not yet a member? For an additional \$195 for Professional Members or \$100 for Support Staff members, you can become a NARPM member and register for the symposium. Check the "join and register" option on the registration form and we will send a membership application.

Cancellation Policies

Cancellations must be received in writing on or before December 31, 2003. If cancellation is received on or before December 31, 2003, there is a 100% refund less a \$25 processing fee. If cancellation is received after December 31, 2003, there is NO refund.

Monetary Policies

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

Easy Ways to Register

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

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

3. ONLINE: Register online at www.narpm.org.





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 registration at a NARPM National Convention. 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

October 2003 New Members

New Member

Kimberly Cowen

William Price

Matthew Griffin

Tammy Perry

Paula Thomas

Selina Bullock

Alan Arico

Janelle Nord

Heather Flores

Melissa Huan

Aracelis Wheatley

Carl Larson

Craig Knowlton

Elmer Dunaway

Cathline Johnson

Naomi Paquette

Ambassador Member

Trudy Hoff

Stephen Foster, MPM®

Mark Kreditor, MPM®

Wallace Gibson, MPM®, CPM®

Deborah Glomb

Patricia Sneed

Sandra Walsh

Robert Machado, MPM®

Kathy Brinkley

Kathy Brinkley

Kathy Brinkley

Michael McVety

Marc Cascio

Deborah Glomb

Deborah Glomb

Deborah Glomb

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2004 RMP®/MPM® Certification Classes

Date	Location	Class	Instructor
January 26	Austin, TX	RMP® Marketing	Raymond Scarabosio, MPM®
January 25-26	Austin, TX	MPM® Operating a Maintenance Company	Kit Garren, MPM®
February 19	Denver, CO	RMP® Operations	Peter Meer, MPM®
February 18-19	Denver, CO	MPM® Owner/Client Relations	Wallace Gibson, MPM®
April 23	Fredericksburg, VA	RMP® Applying Technology to Property Management	Wallace Gibson, 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 month's 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.

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	Early Registration*	Registration*
RMP® Classes		
Member	\$195	\$225
Nonmember	\$250	\$280
Retake	\$100	\$130
MPM® Classes		
Member	\$395	\$450
Nonmember	\$450	\$505
Retake	\$300	\$355

* 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 a.m. Class hours are 8:30 a.m. to 4:00 p.m.
- 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.

Dumb Things Landlords Say

by Robert L. Cain, Copyright 2000 Cain Publications, Inc.

Thousands of dollars in rent a year comes your way from them, your good customers. Yet how many times do we stay stupid things that make them cringe, grit their teeth, and promise themselves to find someplace else to live first chance they get?

Trouble is, you may not even realize you said anything wrong. That is why for this month's column I picked out four stupid things that come out of landlords' mouths that make resentful residents out of the ones you want to stay forever.

"NOBODY'S EVER COMPLAINED ABOUT THAT BEFORE."

And what exactly is your point? Does that mean it's not a legitimate complaint, or does it mean that you think your resident is just a big whiner? Every complaint that is brought to you in good faith by a resident is legitimate. Something bothers him or her about a situation or an issue in his or her home.

I do not know how many times I have heard that response from employees of companies completely unschooled in and uncaring about customer service. That response irked me. It has probably irked you just as much.

Possibly it is the first time you've heard the complaint. Your resident deserves thanks for bringing it to your attention. After all, it could be a situation that, unresolved, could cost you big bucks.

The proper response is "Thank you for bringing it to my attention." If it is a situation that requires more than making a repair, the follow up is "How can we correct this problem for you?"

NOW THAT YOU'VE SIGNED THE LEASE, WHO CARES?

I know, you would never even whisper that. But sometimes the tone of your voice shouts it. One of the biggest complaints residents have, found in a survey a few years back, is that their landlords' attitudes change for the worse once the signature is on the lease.

Before that, the landlords were attentive and eager to please. After the rent and deposit is paid and the residents move in, landlords cannot be bothered.

Remember, it costs seven times more to find a new customer than to keep an existing one.

THOSE ARE THE RULES; THAT IS JUST THE WAY IT IS.

Maybe those are the rules and maybe that is just the way it is—but you never, ever say that. Instead you say something on the order of, "I used to feel the same way; but after a number of years of facing similar situations, I found that the only way to ensure peace in your community was to..." Then follow that up with a question, "can you think of a better way to handle a situation such as this?"

I DO NOT UNDERSTAND YOUR QUESTION.

Maybe you do not, but you have to take 100% of the responsibility for making sure you do understand it. After all, the resident has just spent three or four minutes telling you what is bothering him/her. If you have listened carefully while the resident is talking, you should have at least a vague idea of what the resident is driving at.

That means repeating it back to your resident by saying, "so what you are asking is..." Then if you heard it wrong, the resident will tell you.

The more you pay attention to what you say and how you say it, the more professional you sound. Good residents like to rent from professional landlords.

Robert Cain is a nationally-recognized speaker and writer on property management and real estate issues. For a free sample copy of the Rental Property Reporter call 800/654-5456 or visit their Web site at www.rentalprop.com.