

Residential Resource

The Newsletter of the National Association of Residential Property Managers

June 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.

1-2-3 of Creating Property Floor Plans by Gary Gibson

As technology advances, so follows the rest of the world. The real estate profession is one industry that has benefited by these achievements.

Digital cameras have virtually taken the place of film cameras and computer aided/assisted design (CAD) programs are also making their mark in this field. The use of these instruments has vastly improved the presentation of property profiles. Brochures, Web publications, or simply e-mailing information to prospective clients has definite advantages to utilizing new technology.

While people need to see photographs of properties, they cannot fully comprehend how everything "fits together." Now comes the ultimate process to show them the complete package — digitally produced floor plans. Yes, basic computer knowledge is essential but you don't have to be a *guru* or *geek* to use CAD systems.

There are many CAD programs on the market dedicated to this industry's purpose and priced according to their abilities to produce varying degrees of sophistication and detail. Most, if not all, require a steep learning curve just to be able to get started. Speaking from experience and experimentation, I can honestly say this can be frustrating and nerve racking. I have reviewed many of these programs and found that the KISS (keep it simple, sweetheart) method is the way to go. You don't have to have a degree in architecture to make these

presentations. However, some knowledge of construction does help. Knowing how the program and layout works is quite helpful, not to mention time-saving.

The amount and quality of design detail in the program will be an important factor in deciding which package you need. Many people do not understand complicated architectural layouts and dimensions. Therefore, producing a simple rendering with square footage per room area, door and window locations, and bath/kitchen, and utility details is pretty much the name of the game. Most CAD programs have these elements built-in so you can point-and-click to insert things such as bath

and kitchen fixtures, utility (HVAC/electrical), AND even furniture. It's all a matter of how far you want to go and, of course, well-spent time.

From beginning to end, my process works like this:

1. Do a walk-through to familiarize yourself with the building/dwelling, paying particular attention to the location of all systems.
2. Draw a rough layout sketch of the walls/divider(s), doors, windows, kitchen, and bath(s) noting details as you go. Graph paper is best suited to keep everything in line.
3. Go back and note measurements/dimensions. I use a sonic measuring device because dragging around a tape from room



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PRESIDENT'S MESSAGE

Aloha Kakou! (Hello everyone!)

NARPM is growing! So far in 2003 we have over 140 new members. Kudos and congratulations to our Membership Team for a job well done and phenomenal success. Many members may think "that's great we have new members, but how does this affect me as an individual member?"

The answer is that any organization or group needs growth to survive and continue. We depend on our new membership for chapter leaders, workshop instructors, new candidates for our designations, committee members and future committee chairs, and future national leaders, including board members. NARPM is not just any association — we fill a special niche, and we represent property managers who oversee single-family homes. To continue to be a professional organization we need this energy, excitement, perspective, and passion that new members bring.

When I am with new members of NARPM it is so energizing to see them thirst for more as they realize that there really are others who do almost exactly what they do and maybe they can learn from them. As they discover the opportunities for education, designations, and conventions the value of who we are becomes even more apparent.

I want to extend a personal invitation to all of our new members, and all of our membership, to join us on the Big Island of Hawaii on September 17-20, 2003, for a historic convention. This event will have a new and different format, a whole different style, and take place in a setting that is breathtakingly beautiful. You should have received the Convention brochure by now. Please read through it, and register today. You will not be disappointed!

Our theme for 2003 is "Building Your Future." Please join us, and seize the opportunity!

A hui hou, (Until we meet again)



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Dealing with War and Fear in the Workplace

by Dr. Barton Goldsmith

With the onset of war with Iraq and the terror alert at High, American business experienced a new dynamic. Many of our team members are dealing with fear. This feeling is present in every area of our lives and creates new challenges for business leaders and professionals of all levels. The key for business is that we need to understand that this affects everyone in a company from the CEO on down.

This feeling is not something Americans are used to. Living with fear changes the way people behave at work. It affects our ability to “be professional” and makes us nervous, which doesn’t let us perform at a high level.

Fear affects our productivity, our communications, our ability to create, and our emotional well being. In order for business to deal with this, we must first and foremost learn to identify its existence. Without the ability to identify the problem, it will only get worse and weaken the structure of our businesses and our lives.

In order to eliminate fear and to decide what to do about it, people have to be encouraged to talk about it. The leader of a company is in a position to do a great deal to alleviate fear by getting the conversation started. The first step is to make it safe for your people to talk about what they are feeling. If you don’t get them talking, they will act out their feelings of fear and could unconsciously make or avoid decisions that affect the entire company.

This is where the CEO and a company’s communication policy can make a huge impact. If the leader of a company takes the time to talk one to one with their team members, it is incredibly effective. When the leader of a company disengages the traditional corporate pecking order and creates a feeling of openness and trust, their team responds in kind. When a business team feels valued and supported, they are more likely to hold together and perform well even during a difficult time.

One CEO who does this regularly and who encourages his team to do the same with each other is Joe Phelps, CEO of The Phelps Group and author of *Pyramids Are Tombs*. Phelps’ new thinking in business paradigm structures has helped him create a company that is not only weathering the current storm of an economic downturn, but actually growing at an impressive pace. His methods for creating a nontraditional corporate structure are worth looking into and so is his book.

Phelps believes that, “The more we trust each other, the better we communicate. The better we communicate, the more productive we are together. It’s either an upward spiral, or a downward spiral, depending on the level of trust.”

This may sound touchy-feely, but there is a real bottom line payoff to his ideas and to understanding how open communication affects your business. If people have to sit on their feelings, they will sit on their ideas. Getting out their concerns, whether it be about the war or the company, will help them feel safe enough to give you their best.

So first things first, get your team talking about how they are feeling about the current crisis and how this may affect the company. I sug-

gest you start by getting everyone in a room, buy some pizzas and lead off the conversation by saying something off the wall.

Joe Phelps says, “When the leader of a company is willing to show that they don’t have to be perfect all the time, their team will be much more comfortable about sharing their feelings and then their ideas.”

I couldn’t agree more. Once the team sees that you and their fellow team members are opening up, your one-to-one conversations will be quick and easy. If you can feel the undercurrent growing, it’s time to begin talking. There is no question about it, so stop wondering, order the pizza, and start the dialogue. It’s an investment that will bring your team together and you will see the results reflected in your bottom line.

These tools will help your company stay alive in a difficult situation. In a very serious crisis, additional insights will be very valuable. For more information on managing critical incidents, send an e-mail to wendy@BartonGoldsmith.com with the words “Critical Incident” in the subject box.

For more than two decades Fortune 500 companies, educational institutions, and government organizations worldwide have relied on Dr. Barton Goldsmith to help them develop creative and balanced leadership. He is a highly sought-after keynote speaker, business consultant, and author. His column “Passionate Leadership” appears in over 100 publications, including the Los Angeles Business Journal. Dr. Goldsmith works regularly with The Young President’s Organization (YPO) and The Executive Committee (TEC). Considered an expert on small business, he has given over 2,000 professional presentations and has spoken to audiences worldwide. He may be contacted through his Web site BartonGoldsmith.com or at 818/879-9996.

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NEW MEMBER SPOTLIGHT



We caught up with C.C. Harris of Regency Properties at the Texas Conference in San Antonio, TX, where she agreed to step into the new member spotlight. Living in Killeen, TX, with sons Raymone, Andre, and Armand, she has been employed as a property manager for six years and is also active on the sales side of real estate.

Entering property management was a natural progression for C.C. since her sister is Raye P. Mayhorn, owner and broker of Brandy Company Rentals and a NARPM member.

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

A strong desire to establish my company as a professional management company. My ongoing commitment to seek growth and development from the most logical sources would no longer allow me to overlook what NARPM offers and represents. Besides my sister told me if I didn't join, she was going to tell our parents!

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

During the first year of my management career my sister referred an owner to me who had been referred to her. Well, this particular owner had four properties he wanted to transfer from his existing manager. Two of the properties were over 35 years old, and the

others weren't much younger. To my dismay when I saw them I really didn't want to fool with them but agreed to do so anyway. They were a challenge off and on to keep rented. Of course I found out later that the reason my sister didn't take them is because they were not within her "criteria guidelines" — translated, that means "too darn old!" We still laugh at that today. I guess she felt I needed the experience. By the way, I never did pay her a referral fee! To this day, I still have those properties and have a very decent relationship with the owner.

Q. WHAT IS YOUR ADVICE TO THE NEW NARPM MEMBERS TO INCREASE THEIR NARPM EXPERIENCES?

Receive as much mentoring as possible, attend MCE and other professional development courses when offered, and support their local chapters.

Q. WHAT DO YOU FEEL IS THE BEST BENEFIT, SO FAR, OF YOUR NARPM MEMBERSHIP?

The professional credentials of NARPM membership give me an edge over other managers when contending for new properties. As a young manager, the camaraderie and sharing of knowledge along with the encouragement that I experienced at the conference in San Antonio will benefit me greatly.

For C.C., property management is truly a family affair and we are proud to welcome her as one of our newest NARPM family members. Thanks, C.C., for sharing your perspective. We look forward to seeing you at future events (maybe even Hawaii?) as you Build Your Future in NARPM.

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Web Site Editing Tools by Mike Anderson

We create word processing documents using tools like Word or WordPerfect. We create presentations with PowerPoint or Director. We create databases with Approach, Access, Alpha, and Oracle. There are a number of tools we can use to create and edit Web pages or entire Web sites.

TWO WORLDS

Ultimately, Web site editing tools fall into one of two camps: online editors, which directly edit your Web site, and Windows-based editors, which edit a page that you can later post to your Web site. Each tool has its place, and each has pros and cons.

With an online editor, you log into your Web site as an administrator. There you make changes and updates. Your Web site is instantly updated when you save the changes.

With a Windows-based editor, you load a program and use it to edit a page on your own computer. After saving your changes, you then upload that page to the server, which houses your Web site. After you upload it, the changes take effect.

WHICH IS RIGHT FOR ME?

The answer to this question depends on your needs.

- Do you want your changes to be implemented quickly with a single step?
- Do you want to have more than one person (perhaps a Web master plus someone in your office) able to edit and update the site?
- Do you want to be able to edit and update your site from more than one location (perhaps from both the office and home)?
- Are you comfortable working within a predictable framework?
- Do you want to be able to manage live links to other Internet content?

If you answered yes to these questions, you probably need a good online editor. If the questions below are more your style, look toward a Windows-based editor.

- Do you want a single person, in a single location, to have exclusive control over any Web site changes or updates?
- Do you like to mess around with a lot of options before making a change to your site?
- Do you want your site to be free form, where you can place anything anywhere without the requirement of consistency?
- Do you pay per minute for time spent on the Internet?

WHAT'S WYSIWYG?

The acronym stands for *What You See Is What You Get*. Theoretically, it means you can see how your Web page will look as you create it. However you'd be hard pressed to find someone who can vouch for this! A WYSIWYG editor will show you how the Web page would look on your computer, with your configuration and your Web browser, but will not necessarily show you how the page will look to anyone else who connects to it on the Internet.

WHAT ARE SOME OF THE AVAILABLE TOOLS?

In the online arena, no one provider has emerged as the dominant player. In large part, this is because online editing is newer and is often configured toward a specific industry. Here are some of the prominent options:

- **IdeaCafe** — This is a nice, simple tool that is not terribly flexible but is fun to play with!

- **Homestead** — This is the longest surviving tool. It is quite generic, but serves personal sites and some small businesses reasonably well. Homestead is a hybrid online/offline tool.
- **PM Website/Site Producer** — This tool is powerful enough to give you complete control of your site, yet constrained enough to learn quickly and keep you out of trouble. This tool integrates with many offline editors as well.

There a great number of Windows-based tools, each one varying in ease of use and functionality.

- **FrontPage** — This Microsoft tool is very popular, mostly because it is marketed well. While it does most everything a person would need, it's a little tough to learn, it can be difficult to control and does unpredictable things, and it produces 'bloated' Web pages that take longer to load than they really need to. FrontPage contains features that require a special type of Web hosting account to use. Many people start out with FrontPage, but graduate to another tool or online editor.
- **DreamWeaver** — This is a professional tool, and the price reflects it. It is expected that you are comfortable with HTML and graphics before you use it. It contains some very nifty features and can produce a nice end result.
- **CoffeeCup HTML** — This tool is very economical and does a nice job, but does require a good working knowledge of HTML and Web pages.



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NEW MEMBERS

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

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Reflection by Rose Ann Duffy

Has it been seven months already? The Atlanta Convention seems like last week! I've been floating on Cloud Nine since the convention. Why?

Well....

To my surprise and complete and total shock (!) I was presented with "The Rocky Maxwell New Member Achievement Award." Can you believe it? I couldn't! Me? I was new and felt overwhelmed by all the "old timers" with their wisdom and professionalism. Yet, those "old timers" chose me to receive the first award ever presented! What an honor. I still sigh each time I look at the award, which, by the way, is proudly displayed on my desk.

For all of you that are new to NARPM, let me share with you the comfort that was given to me when I was new. Embrace NARPM and it (we) will embrace you. Your NARPM Directory is now your personal phone book of friends and family to call on whenever you want to vent, ask a question, or bounce a new idea off of an old (or new) friend.

Take advantage of the opportunities presented by NARPM. Attend your local chapter meetings; join the leadership of your local chapter. Then when you are all warmed up (after about one month), join a National committee. I am currently on the Membership Committee (no pressure), and we'd love to have you. There are many other committees who would love your ideas and input. Attend as many conferences and conventions as you can. Sit in on meetings and workshops. Not only will you take home warm fuzzy feelings from the friends you've made, you will also take home at least one concept that will make you thousands of dollars.

I have the awesome opportunity of presenting this year's "Rocky Maxwell New Member Achievement Award." And, what an amazing place to present the award — Hawaii!

See you there!

1-2-3 of Creating a Floor Plan

continued from page 1

to room is a hassle. These can be purchased at most building/hardware supply companies. They are relatively inexpensive considering the time saved during the measuring process.

4. With drawing in hand, double check to make sure you haven't missed anything.

Now, let the fun begin. Using your program, draw the perimeter walls, insert interior walls/dividers, doors and windows, kitchen/bath fixtures, and any other details necessary to complete your presentation. Here's the great part — most single level/floors can be produced on one screen-sized page. If you have multiple levels, do each separately. Save the completed plans to your hard disk and back them up to a floppy in JPEG format. Most

of the file sizes are small enough to accommodate this practice. JPEG allows you to easily print/send to your clients.

Sounds pretty simple, doesn't it? Well, it is depending on the intricacies of your program. I personally use Home Plan Pro which is fairly inexpensive and available via download from <http://homeplanpro.com> and it contains all the goodies you'll need. Free upgrades are available to registered users. So far, this is the best and easiest-to-use program I have found. No, I'm not sponsoring Home Plan Pro; it just works for me.

Gary Gibson is co-owner of Gibson Management Group, Ltd. in Charlottesville, VA. He has over 40 years' experience in the construction and remodeling/renovation industry. Gary's floor plans are featured on <http://VaHomes4Rent.com>.

AFFILIATE MEMBERS LISTED BY SERVICES

Business Products:

Landlordsource.com
National Bank of Arizona
Peachtree Business Products
Professional Office Services of ID, Inc.

Claim Services:

Claim Source One

Internet Tools:

Escapia, Inc
HomeRentals.net
Lease Place, Inc.
Rentclicks.com

Legal Services:

Law Offices of DeMartini & Walker
Law Offices of Heist & Weisse, P.A.

Maintenance:

Allen's All-Stars
EnviroCare, Inc.
Mr. Handyman International
Northern Electric, Inc.
Omega Termite & Pest Control
Pro Source Wholesale Floorcoverings

Marketing:

Home Management Network

Software:

Copper River Technology Solutions
PROMAS Landlord Software Center
Property Automation Software Corp.
Small Computer Services, Inc.
Winning Edge Software Solutions
Yardi Systems, Inc.

Tenant Screening:

First American Registry, Inc.

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

MEMBERSHIP CORNER

SERIOUSLY UP CLOSE AND PERSONAL PROFILES OF YOUR 2003 MEMBERSHIP COMMITTEE:

Amid barbecued catfish and lessons on 'Arky Tawkin', attendees of the recent Membership Committee retreat in Little Rock, AR, teamed up to write profiles on their fellow committee members. This is the first in this not-always-serious series.

One of the great benefits of actively participating on a National Committee is the opportunity to work along side *great* people like Audrey and Rick. Check the list of National committees (inside front cover) to find one that fits *your* interests. Better yet, join the Membership Committee and picture yourself *here*.

AUDREY COOPER



Introducing Audrey Cooper, MPM®, of Quest Property Services, Inc., in Fort Worth, TX, an energetic and tireless member of your 2003 Membership Committee.

Audrey acquired her Texas Real Estate license in 1975 to pursue a career in leasing after being engaged in the multifamily industry for a number of years. Then in 1990 she purchased the residential and multifamily leasing company where she had been employed for nearly 14 years. This purchase led to her conversion to residential property management and the creation of Quest Property Services, Inc. Audrey teams with her youngest daughter, Erika Green, MPM®, (also well known in most NARPM circles) who is the acting broker of Quest Property Services.

Actively involved with the Fort Worth/Mid-Cities NARPM Chapter since 1994, Audrey is President-elect of the Chapter. Congratulations, Audrey! We will continue to expect *great* things from the Fort Worth/Mid-Cities Chapter.

One not so widely known fact (in NARPM circles anyway) is that Audrey's original goal in life was to pursue her art career. She was an art major in college, and her original portrait of Dwight D. Eisenhower hung in the White House during his Presidency. WOW what an honor. (I hereby move we commission Audrey to do portraits of our NARPM presidents! Do I hear a second?)

Contributed by Rick Newman of Springfield, VA.

RICK NEWMAN



Prior to entering the real estate profession in 1975, Rick Newman maintained a constant supply of jet fuel for the airlines at Washington National Airport. His real estate career began as a sales associate for Long & Foster REALTORS®. After 13 years, he moved on to Remax for the next five years as an associate broker.

In 1993, Rick opened Angelmar Real Estate, named for his two daughters — Angela and Maria. His previous property management dabbling then became a serious determination to expand his portfolio of accounts. Rick (AKA The Rickster) has a great sense of humor, which as we all know will keep one sane in this crazy business. His claim to fame is that he showed investment properties to Dick Cheney. (wow, how would you like to have the vice president of the United States on your client list?)

Rick joined NARPM in 1998 as a charter member of the Northern Virginia Chapter and found that, like himself, there are hundreds of others seeking NARPM's knowledge sharing and camaraderie. He is currently President-elect of his chapter and a candidate for his RMP® designation. (Congratulations, Rick!)

Rick's belief in the value of NARPM is demonstrated by his attitude that *all* residential property managers have a responsibility to their clients to join NARPM. He says, "You only have to read the NARPM Code of Ethics to see why."

Contributed by Audrey Cooper, MPM®, of Fort Worth, TX.

Look for Audrey and Rick, September 17-20, 2003, at our 15th Anniversary Annual Convention in Hawaii, and spend some quality time with these dedicated NARPM-ites. By the way, there are a few openings left on the Membership Committee — to start your application process call me at 501/907-7091 ext 101. I look forward to hearing from you.

Betty Fletcher, MPM®, 2003 Membership Chair

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

by Betty Fletcher, MPM®, NARPM Membership Chair 2003

NARPM Agent, welcome to your Objective 3 briefing.

Our mission has focused on the property managers whose portfolios include single-family homes. If required by their state laws — they also hold a real estate license. Since our mission began, several have joined NARPM and have found a wealth of new opportunities and new friends. They have begun to realize that their fellow property managers can actually be their colleagues not their competitors. They are beginning to excel in their particular markets.

During Objective 1 your mission was to *find* new prospects. Then in Objective 2 you *got personal* with your prospects and invited them to a NARPM meeting. We are now ready to proceed with our overall mission of attracting these prospects to join NARPM and your local chapter.

Objective 3 of this mission is simple: “If at first you don’t succeed — Try Again!” Don’t give up on them because they didn’t show. Don’t even give up on them if they said No to your invitation. Property managers are busy people, so it may take several mailings or calls before they join.

Find the benefit that appeals to them. The same benefit that gets you bouncing off the walls excited may not create a stir with them. So listen to what they need and find the NARPM benefit that fulfills that need.

Perhaps you, or your chapter, might offer a *free lunch* for first-time visitors. Your meeting announcement might say: “Yes, Virginia, there is a *free lunch*” or “He who said ‘There’s no *free lunch*’ just hasn’t been a guest at our NARPM meeting!”

Take a cue from our national events and do a 50-50 raffle. Have your affiliate members donate door prizes and then sell raffle tickets. The grand prize will be ? of the money collected from selling raffle tickets. The other ? of the money usually goes into the chapter treasury or could be donated to a local charity or service project. This is not only great fun but is also a great way to build your chapter treasury.

As you *get personal* with your prospects, stop by and take them to the meeting with you. After all, it is much easier to say No to a voice rather than a face.

Great speakers at your meetings will get your prospects excited about coming to the meetings. Keep them interesting. One of our chapter’s favorite meetings is a round table discussion. It gives us each a chance to contribute as well as learn.

Keep track of your prospects and what their response has been. Continuity is the key to membership growth. Do not remove them from your prospect list unless they specifically tell you to do so. Timing is everything and next month may be *the* time for them to join NARPM.

What other approaches have you found to be successful? Remember that NARPM is all about sharing!

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®, AKA Membership Chair. You can drop her a dime at 501/907-7091 ext 101 or a line at Betty@FletcherPM.com. This series of articles will contain vital information to help you succeed in your assigned mission.

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®, 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 2003 Membership Committee.



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CHAPTER NEWS

CALL TO EXCELLENCE

Answer your "Call to Excellence" by completing the 2003 Chapter Excellence Application. Each chapter leader received an application with both the May and June monthly packets. Misplaced it? No problem, it is available to download at www.narpm.org. There is a **strict** deadline of July 18, 2003, for application submission as the awards must be ordered and shipped to Hawaii for presentation at the 15th Annual Convention. By the way, have you made your reservations yet? Don't get left out! Lets celebrate your achievement as your chapter receives the prestigious Chapter Excellence award in Hawaii!

CHAPTER GRANTS NOW AVAILABLE!

Reimbursements are available in the form of a Chapter Grant from your National Membership Committee to support your Chapter's growth and education. Simply *sponsor* an educational meeting for your chapter and get reimbursed for your expenses — up to a maximum of \$500. It's easy as 1-2-3!

1. Choose your educational property management specific topic or speaker.*

TIP: check the NARPM Speaker's Bureau at www.narpm.org.

2. Submit your completed Application and event flyer or mailing at least 45 days prior to your meeting. Applications must be received by August 31, 2003, and events must be completed by December 31, 2003.

TIP: Help is available to produce flyer or mailing.

3. Invite every chapter member and any Members at Large** within a 100-mile radius of your area. Contact headquarters for access to the Raybo prospect list. A list of members at large is included in the monthly leader packet.

Encourage each member to bring a guest. Invite vendors, have a raffle, provide lunch, and share the benefits of NARPM membership.

*Courses for continuing education are recommended, but not required.

****A member at large** is a member that does not belong to a particular chapter.



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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 towards your annual dues or apply it towards 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

March 2003 New Members

New Member

Nancy Warfe
 Natalie Conwell
 Michael McEnearney
 Derren Storm
 Laura Gordon
 Anika Dixon
 Edward Hoffman
 Robert Petitt
 Monaca Campbell
 Kathryn Sinkin-Amor
 Tina Lopez
 Bill Ramsey
 Amy Bowman
 Melissa Corona
 Debora Perry
 Gloria Rasey
 Jean Metz
 Lisa Merritt
 Diana Diaz

Ambassador Member

Wendy Brozino
 Michael Hodges
 Steve Stein, CRS, GRI
 Robert Winger, MPM®
 Cathy Pellettieri
 Betty Fletcher, MPM®
 Harry A. Heist
 Suzanne Reeder, MPM®
 Jennifer Franklin
 Joe Medinger, RMP®
 Geoffrey Hall
 Mary Love, RMP®
 Susan Albern, RMP®
 Susan Albern, RMP®
 Susan Albern, RMP®
 Stanley B. Gelman, RMP®
 Mary Love, RMP®
 Joan Maranville
 Jim Reimer, RMP®

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HO'OLU KOMO LA KAUA

(PLEASE COME JOIN US)

COME CELEBRATE NARPM'S 15TH ANNIVERSARY IN HAWAII • SEPTEMBER 17-20, 2003

by Marc Banner, MPM®, 2003 Convention Committee Chair

Airfare, which way to turn?

Did you see the Hawaii registration brochure? If not, it's available on the NARPM Web site, www.narpm.org. Are you excited about the opportunities that await you during this exciting Convention? With the number of early registrations received, we anticipate a record attendance. Part of the required planning to attend the 15th Anniversary Annual Convention is arranging air transportation. Your ultimate goal is to reach the Kona International Airport on the Big Island of Hawaii. Michelle Horneff of the Convention Committee has compiled the following information, which details connecting cities by airline. Thank you, Michelle.

AIRLINE	CITY	CONNECTIONS
American	Boston	LAX to Kona
	NY (JFK)	LAX or SFO to Kona
	Orlando	Dallas/Ft. Worth to LAX or Honolulu
	Dallas	LAX or Honolulu
	Kansas City	LAX or Honolulu
	Seattle	LAX or SFO (another carrier)
United	Boston	LAX or SFO to Kona
	NY (JFK)	LAX or SFO to Kona
	Orlando	Dallas/Ft. Worth to LAX or SFO
	Dallas	LAX or SFO
	Kansas City	Denver or Chicago to LAX or SFO
	Seattle	LAX or SFO
Northwest	Boston	Minneapolis to Honolulu
	NY (JFK)	Minneapolis to Honolulu
	Orlando	Minneapolis to Honolulu
	Dallas	Minneapolis to Honolulu
	Kansas City	Minneapolis to Honolulu
	Seattle	Honolulu

Hawaiian and Aloha Only West Coast Cities can connect

AIRLINE	CITY	CONNECTIONS (CONTINUED)
AirTran	None	Does not fly to Hawaii directly
Continental	Boston	Houston to Honolulu
	NY (JFK)	Newark to Houston to Honolulu
	Orlando	Houston to Honolulu
	Dallas	Houston to Honolulu
	Kansas City	Houston to Honolulu
	Seattle	Houston to Honolulu
America West	Does not fly to Hawaii directly	
Delta	Does not fly to Kona	
	Can obtain flights into Honolulu	

I hope this information is useful in your planning efforts. Don't forget that Continental Airlines offers several discounts to NARPM members when traveling to the convention. Consult the back page of your registration brochure for more information. NARPM has also made arrangements with Travel Planners, Inc., of San Antonio, TX, to offer special discounted airfare and accommodation packages. Please consult Page 14 of your registration brochure for complete details and contact information.

I have made this point several times, but it is important to reiterate. Because of the logistics involved in planning for the Hawaii Convention, it is imperative that our members plan ahead and make arrangements early. To budget for this event, I suggest members book registration, hotel accommodations, and airfare in three stages. 1) Hotel accommodations should have been done before May 15. 2) Register for the convention on or before June 15. 3) Book airline tickets on or before August 1. Whether the member uses cash or credit cards, this technique will spread the payment requirements over a four-month period rather than one lump sum.

Now for an important matter of business: Harry Van Mater and I are trying to arrange a scuba diving excursion on Sunday, September 14. Are there any other adventurous souls wanting to join us? If so contact me at mbanner@cableone.net.

"Build Your Future" by attending the 15th Anniversary Annual Convention; your world will not be the same.

Aloha,

Marc Banner, MPM®, Chair, 2003 Convention Committee

Marc Banner, MPM® is the broker/president of Realty Management Associates, Inc., in Boise, ID. Marc holds a master of science degree in economics, Purdue University, 1978. Marc currently serves on the NARPM National board of directors and is the 2003 Convention Committee Chair. He is the founding member of the Southwest Idaho 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

	Postmarked by June 10	Postmarked by August 1	Postmarked After Aug. 1	Fees Paid
<input type="checkbox"/> Convention Registration				
<input type="checkbox"/> NARPM Member	\$425	\$475	\$495	\$ _____
<input type="checkbox"/> Join NARPM & Register*	\$620	\$670	\$690	\$ _____
<input type="checkbox"/> Nonmember	\$500	\$550	\$570	\$ _____
<input type="checkbox"/> Team Discount**	-\$50	-\$50	-\$50	\$ _____
One Day Only <input type="checkbox"/> Wed. <input type="checkbox"/> Thurs. <input type="checkbox"/> Fri. <input type="checkbox"/> Sat.	\$200	\$200	\$200	\$ _____

Additional Ticketed Events

<input type="checkbox"/> Wednesday Night Off-site Event	\$49	\$59	\$64	\$ _____
<input type="checkbox"/> Friday Night Dinner Gala, Entertainment, Dance	\$45	\$55	\$60	\$ _____

Guest Tickets (included in Convention Registration)

Breakfast: <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> Saturday	\$15 each day	\$ _____
Lunch: <input type="checkbox"/> Thursday <input type="checkbox"/> 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 and fill out the membership application on the next page.

**** 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.

THREE EASY WAYS TO REGISTER

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

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

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



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PLATINUM MEMBER

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Five Strategic Goals of NARPM for 2003

Dave Holt, MPM®, 2003 Long Range Planning Chair

As most of you know, NARPM is in the first year of its Strategic Plan. This year, your board of directors has selected five goals to work on, listed below. The focus this year is on you, the individual member. We want to know what you want from your membership in NARPM and how we can provide it to you.

We are in the process of conducting a survey with the help of a marketing firm. If you are contacted, we would sincerely appreciate your help. The results of the survey and action steps to follow will be published in the *Resource*. With your help, NARPM will take part in Building Your Future.

5 STRATEGIC GOALS OF NARPM FOR 2003 (FROM THE STRATEGIC PLAN)

1. Members have become deeply integrated and involved in NARPM's activities and governance.
2. NARPM has membership benefits, services, and procedures that are effectively conveyed to members.
3. The public recognizes NARPM as the standard-setter for residential property management.
4. NARPM is essential in the governance of the industry/profession and publicly recognized by peer organizations as essential to the real estate industry.
5. NARPM leadership is visionary, experienced professionals who serve as spokespersons for the industry.

Contribute to the Residential Resource

<u>Issue Date</u>	<u>Submission Due Date</u>
September/October 2003	July 15, 2003
November 2003	August 15, 2003
December 2003	October 15, 2003
January 2004	November 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.

2003 RMP®/MPM® Certification Classes

Date	Location	Class	Instructor
July 11-12	Seattle/Tacoma	MPM® Personnel Practices & Employee Relations	Sally Beckus, MPM®
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®

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.

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	
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.



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Austin, TX 78714-0647

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Web Editing Tools

continued from page 5

WHERE DO I START?

Start by determining which is more suitable — an online tool or an offline tool. Some online tools allow you to integrate with an offline tool, giving you the best of both worlds. Once you've made your decision, ask your Web site developer if you can have access to edit your Web site. Many developers won't give you access — that's how they keep racking up the billable hours! If you are uncomfortable with this lack of control and additional expense, switch vendors.

You may find it's best to choose the software editing tool first, then switch your Web site over to a compatible hosting provider, rather than adapting to the software that is compatible with your current set-up. Some tools are so clumsy, and others have such a steep learning curve, that trying to adapt to your present host may not be worth it. For example, your host may only support FrontPage, and you may feel that FrontPage is inconsistent, unintuitive, and frustrating. Rather than

learning FrontPage and pulling your hair out, switch to a host that supports a system more your style.

Be sure when selecting a tool and a host you determine if you will be required to rebuild your site from scratch. This may be a large time investment and many times changing software necessitates a complete site rebuild. Ask your Web master or hosting provider if they are willing to rebuild the site for you should you decide to switch to their service.

Last, but not least, understand that your Internet strategy can be complex. It's often much like a car — you don't want to have to build the car yourself, but you want to fill it with gas and clean the windows without having to pay someone to do it for you. Talk to someone with extensive industry knowledge before making any significant Internet decisions. A failing strategy will hurt you in many areas, while an effective strategy will reward you greatly.

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