

Residential Resource

April 2004

Highlights of this Issue!

President's Message	2
Toxic Mold Is Toxic to Owners and Managers	3
Welcome New Members	4
Certification Corner	5
Follow-Up and Win	6
Chapter Excellence—a Worthy Goal	7
Ambassador Program	7
More Protection for Those Who Protect Us	8
TV Reporter Reveals Secrets to Free Publicity	10
Meet Your NARPM Leaders	11
Computer Source	12
Membership in Motion	14
2004 RMP®/MPM® Certification Classes	15
Use of Technology Survey	20



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

Your Right to Civilized Tenants

by Robert L. Cain, Cain Publications

Q *I have a two-unit rental property, the downstairs renter is an elderly lady on Section 8 who has been there for years, but during the last couple her grandson seems to have moved in. The renter denies that her grandson lives there, she says his mother is responsible for him, he's just there a lot. The problem is that he and his friends are causing problems with my renters upstairs. This is the third set of renters with whom I have had this problem.*

All summer they are all over the porch and make it hard for the upstairs renters to get to their door. They are rude and loud. And the upstairs renters believe he is selling drugs.

The renters upstairs recently reported them to the police for noise. The boys accused the upstairs renters of domestic violence when the police showed up to ask about the noise downstairs. The renters upstairs have asked if I have another apartment somewhere else they could rent. I do not.

How can I prove he is living there to insist he move out? The renter downstairs has been there 25 years. My problem is not with her. I just do not want her grandson around all the time. Unless I can do something fast, I'm not going to have an upstairs renter.

A Regardless of whether the grandson is living there, his grandmother is responsible for his actions when he "visits." If he is disturbing neighbors, selling drugs, or committing other crimes, the grandmother can be evicted and lose Section 8 eligibility.

Tell her that there is to be no more trouble with her grandson or you will report her to Section 8 and you will evict her. Then keep track of any and all complaints and incidents. Go by every so often, such as three or four times a week at different times of the day, to see how things are going and if her grandson is there.

Public-Housing Authorities have a "one strike and you are out" rule, meaning that if a tenant or his or her guest is caught dealing or using drugs, the tenant is evicted and may never live in public housing again. Section 8 is not quite so draconian toward its beneficiaries, but they will brook no such behavior as this.

Believe it or not, we do have rights as landlords. The pendulum is swinging back, albeit ever so slowly, toward insistence upon civilized behavior by tenants. Those in government, including some of the bleeding-heart judges, have figured out that we were right when we insisted that our tenants behave. We have the right to insist that our tenants (and their guests) be good neighbors.

What happens when tenants are not good neighbors is that, as is evidenced in this case, the good tenants move out. Then it becomes more and more difficult to attract and keep good tenants. About the only people who will move in are those who are carbon copies of the riffraff that is driving away your good tenants.

Fewer good tenants mean fewer on-time rent payments, more complaints from neighbors, and more visits by the police.

We must insist that our rights as landlords be honored, one of which is the right to have your tenants be good neighbors. Your first duty is to your good tenants, your second to your investment. And careful attention to managing tenants and your property go hand-in-hand.

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.rental-prop.com. 2004 Cain Publications Inc.

PRESIDENT'S MESSAGE

Dear Fellow NARPM Member:

We have completed the first quarter of the journey in Opening New Doors this year. Have you experienced any change as a result of the plans that are in place?

Is your business changing as a result of an idea that you recently received from another member (networking)? Have you committed to attaining a new level of professionalism that is sweeping through our ranks by beginning the quest for a designation (certification)? Have you been assisted in the process of receiving your designation by your personal mentor (certification)? Have you received continuing education credits towards licensing by taking a NARPM course (education)? Is your local chapter more organized and offering better meeting content as a result of new or better-trained leadership (networking)? Have you decided to bring your staff members to Baltimore as a result of the full track of education available to them there (education)? Have you heard the news about the new Web site/online education/referral system (education, networking, certification)?

NARPM is dedicated to you and only you, the member. Knowing that our roles are directly related to the betterment of your professional life inspires us. The core values of this association (education, certification, and networking) have arisen from what you have communicated to us as the greatest member benefits.

Communication is truly the language that binds us. Think of what you are currently holding and the planning that goes into producing a pertinent and topical monthly publication. Volunteer member, Erika K. Green, MPM®, is the person behind the paper, so to speak. It is this woman who works tirelessly in producing the excellent newsletter from which we benefit on a regular basis. Erika represents the quality of our membership, a very hard-working property manager also willing to undertake the task of being editor of our publication. Please take a moment to thank her for her selfless dedication.

Communication must flow both directions for it to be effective. At the national level, there is a great deal of activity and information flowing out to the member but often times there is only an echo in response. We realize that our industry is time-intensive, but know that your association can only be as responsive as what you, the member, put into it. If you want something that is not currently being offered, let your leadership team know, and see how quickly they respond.

Speaking of communication, April is one of my favorite months. Those who know me well prepare themselves adequately for the onslaught on the first of the month. I have convinced past leaders to take punitive actions for nonexistent transgressions. My local chapter was convinced of my resignation as chapter leader. I have posed as a national interviewer to an egocentric local realtor. And I had a good friend raging at who she thought was a criminally acting car agency. In the current lexicon, "punk'd"! Look out—you may be on my list this year!

Happy April Fool's Day, and may you all enjoy the laughter and fun of the moment in Opening New Doors to good communication (but beware)!

Andrea G. Caldwell, MPM®
President



NARPM President
Andrea Caldwell

OFFICERS

Andrea Caldwell, MPM®
President
agetto@aol.com
408/978-8100

Marc Banner, MPM®
President-Elect
Finance Chair
Bylaws Chair
Strategic Plan Oversight Chair
mbanner@cableone.net
208/377-8889

Rose Thomas, MPM®
Vice President
Convention Chair
rose.thomas@pmpbiz.com
301/694-6900

Karen Hull, MPM®
Secretary
khull@prop-mgmt-experts.com
209/465-5000

Wendell Davis, MPM®
Treasurer
Legislative Chair
wendell04@aol.com
904/899-6800

Christopher Hermanski, MPM®
Past President
Nominations Chair
Web Team Chair
chermanski@mainlander.com
503/343-0141

DIRECTORS

Dave Holt, MPM®
dave@rpmgmt.com
612/379-7890

Betty Fletcher, MPM®
Membership Chair
betty@fletcherpm.com
501/907-7091 x 101

Erika Green, MPM®
Editorial Chair
erika@questps.com
817/76309696 x 101

Bill Jackson, RMP®
Education Chair
bill@protocolpropertymgmt.com
425/467-1436

Luke Kaufmann, MPM®
luke@partnersmgmt.com
404/876-8700

Robert Winger, MPM®
Marketing Chair
robert@sacramento rentals.com
916/446-6663

COMMITTEE CHAIRS

Melissa Prandi, MPM®
Advance Site Selection Chair
prandiprop@aol.com
415/482-9988 X 203

Jim Reimer, RMP®
Affiliate Chair
jim@mgmtoneinc.com
208/375-3400

Suzanne Reeder, MPM®
Certification Chair
suzanneatc@aol.com
253/852-3000

Jean Storms, MPM®
History Chair
jstorms@landlordsource.com
916/408-4400

Raymond Scarabosio, MPM®
Long-range Planning Chair
landlordSF@aol.com
415/379-9035

Robert Machado, MPM®
Professional Standards Chair
rmachado@homepointe.com
916/429-1205

NARPM HEADQUARTERS
P.O. Box 140647
Austin, TX 78714-0647
Exec. Director: Roy Bohrer

Editor: Erika Green
Managing Editor: Jessica Jacobs
Tel: 800/782-3452 toll free • 512/381-6091
Fax: 512/454-3036

E-mail: info@narpm.org • Internet: www.narpm.org

The *Residential Resource* is a publication of the National Association of Residential Property Managers, P.O. Box 140647, Austin, TX 78714-0647; 800/782-3452. ©2004. All rights reserved. Reproduction in whole or in part is allowed only upon permission from the publisher. Opinions of the authors are not necessarily those of NARPM. Any legal matters or advice mentioned herein should be discussed with an attorney, accountant, or other professional before use in a particular state or situation. NARPM and its staff assume no responsibility for ads or statements in this publication. NARPM does not endorse any advertising in this publication. All readers are responsible for their own investigation and use of any products advertised in the *Residential Resource*. NARPM members receive the *Residential Resource* as part of the annual dues; subscriptions are available for \$195. Items for publication cannot be returned. Articles can be submitted by sending a Word attachment to Jessica Jacobs at jjacobs@assnmgmt.com. Address changes may be forwarded to the NARPM National Headquarters at the address listed above. The publisher and editor reserve the right to edit or refuse all publications for content and selection.

Toxic Mold Is Toxic to Owners and Managers

by Stuart Lieberman

Although mold has been on this earth longer than we have, it has not represented much of a litigation threat until recently. In the last five years, things have changed dramatically. Mold claims are on the rise, lawsuits are being filed and settled, and insurance companies are being forced to pay mold claims.

This past November, the owner of a luxury apartment complex in Florida agreed to pay several millions of dollars to settle a class action lawsuit which had alleged that an apartment building was mold infested.

Under the settlement agreement, the owner reimbursed tenants for medical bills and property damage that the class action lawyers alleged was related to a mold outbreak. According to published reports, regulatory filings by the owner indicated that the settlement and related costs would amount to \$25 million. Twenty-five million dollars for mold! In addition, published reports indicate that \$38 million was spent on mold remediation costs and another \$12 million for relocating tenants and replacing damaged furniture and clothing.

This past July, teachers in a Florida school district alleged that mold inside classrooms was making them sick. They hired a lawyer who sought monetary damages in order to compensate the teachers for their failing health and money to clean up the mold. In that case, the school district complained that it had spent thousands of dollars to remediate mold and that it did not believe it is responsible for making anybody sick.

Just several weeks ago, officials at North Carolina Central University proclaimed that two dormitories were now free of toxic black mold. That was the good news. The bad news is that the invasion of the toxic mold required that the two dormitories be placed out of commission for an extended period and that students be housed in area hotels. At the end of the day, the North Carolina Central University ended up spending \$25 million on black mold.

Now, the University has hired lawyers to take legal action against those who designed and built the dormitories. According to the school, somebody has to pay for the toxic mold and it is pursuing the architect and construction company.

There is enough misery in this mold story to satisfy everyone. The bottom line is that mold has been here longer than we have. But mold litigation is new. New, but not going away in the near future.

Building owners and managers, as well as developers, architects, home inspectors, lawyers, and every other professional and trade member involved in the real estate profession, needs to be aware of the mold issue. When things go bad and litigation is filed, everyone ends up becoming a defendant. Mold litigation will ultimately be very encompassing.

It is important that contractors use ventilation systems that are sufficient for combating mold issues. Whenever leaky roofs or leaky pipes are determined to exist, building owners and managers need to

respond properly, because mold likes moisture and likes to grow in the dark.

Proof that an operator was aware of a long-term roof leak or pipe leak and failed to abate it might very well subject somebody not just to the cost of addressing the mold issue and paying for health-related bills, but perhaps even punitive damages designed to punish the wrongdoer for ignoring the problem.

As the mold bill increases, who is going to pay for it? Insurance companies will ultimately have to pay many mold-related costs. So will the uninsured, builders, and in certain cases other professionals whom, it will be alleged, failed to disclose mold conditions.

At the end of the day, all of those costs will be redistributed among the general population. We will all pay to address emerging mold concerns.

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.lieberman-blecher.com.



ONLINE VACANCY MANAGEMENT SYSTEM

Market and manage vacancies online from any location by any staff member

EXTREMELY EASY TO USE. Totally forms driven, point and click or tab and Enter. No training required. No programming; anyone in your office can update your site! Try it at www.homepaiges.com, demo1, click on Services.

REDUCE VACANCY TIME. Your custom designed Web site has multiple property photographs, and a complete listing of all features and amenities. Color coding flags new vacancies, rent reductions, and announces showings, generates work orders and prints applications and maps — all online

AUTOMATICALLY TRACK PROPERTY ACTIVITY. The number of hits displays right below the property address every time tenants look at the properties' pictures. You and your owners know your advertising is working; excellent tool to encourage rental price decreases.

EARN MONEY ONLINE. Convert appraiser calls from a time consuming bother to an automated source of income. Appraisers pay for access to your list of rented properties. After three calls a month your Web site is earning money not costing!

AUTOMATE VACANCY MANAGEMENT. The private admin page tracks for rent signs, lockboxes, pictures and automatically tracks days on market, hits, start rent, current rent, and showing history. Scheduled showings automatically display below the property address and clear when the date is past. Owner/tenant contact information displays along with an automated reminder to call the owner.

Call Don Hay: 916-624-4000; Toll free 1-866-246-7325

NEW MEMBERS

Welcome new NARPM members! The following is a list of new members who joined NARPM from February 1 to February 29, 2004.

Craig Acord
Pyramis Companies Inc.
8600 Wurzbach, Ste 1201
San Antonio, TX 78240
210/593-9807

Warren Bane
Austin Landmark Property
Services
11573 Jollyville
Austin, TX 78759
512/794-8171

Mark Barrett
Bryan Properties Inc.
PO Box 691394
Tulsa, OK 74169
918/437-0277

Dawn Benysek
Koetje Agency
775 NE Midway Blvd
Oak Harbor, WA 98277
360/675-2271

Janet Brittain
J. Brittain Associates
103 E 22nd Street
Anniston, AL 36201
256/236-1188

Lewis Brown
Saddler Management Co.
1948 Day Drive
Duluth, GA 30096
678/534-1900

Patrick Chomyn
4RentDenver.com
12000 Zuni St
Westminster, CO 80234
303/252-7700

Mary (Molly) Crafton
Champion Realty Inc.
541-B Baltimore Annapolis Blvd
Severna Park, MD 21146
410/975-3341

Hisako Dale
Prudentials Locations LLC
3465 Waiialae Ave, 4th Floor
Honolulu, HI 96816
808/738-3100x8087

Donald Derickson
Alpha Omega Properties
3131-F East 29th Street
Bryan, TX 77802
979/744-7820

Allan Diemert
The Land Office Inc.
PO Box 510
Na'alehu, HI 96772
808/939-7227

Jodi Fernandez
Allen Property Management
445 Reservation Rd, Ste S
Marina, CA 93933
831/384-3818

Judy Filingeri
Bluebonnet Rentals & Property
Mgmt Inc.
PO Box 1376
Boerne, TX 78006-1376
830/816-2288

Priscilla Frederick
ERA Key 1 Realty
8015 South Suncoast Blvd
Homosassa, FL 34446
352/382-1700

Madelane Guenther
Gateway to the Gulf Realty Inc.
5314 Gulfport Blvd
Gulfport, FL 33707
727/328-2700

Orlanda Haynes
Wall Street Property
Management
3744 San Pablo Dam Rd
El Sobrante, CA 94803
510/669-1609

David Hendershot
Morris Property Management Inc.
413 Welshwood Drive
Nashville, TN 37211
615/833-5117

Priscilla Hilt
Priscilla Hilt Realty Inc.
PO Box 26117
Honolulu, HI 96825
808/396-1881

Daryl Inaba
Prudential Locations LLC
3465 Waiialae Avenue, 4th Fl
Honolulu, HI 96816
808/738-3100

Valerie Ing
Properties Espresso Inc.
1948 Mott-Smith Drive
Honolulu, HI 96822-2508
808/531-2828

Richard Laemmle
Dream Properties, LLC
3011 McMahan Blvd
Louisville, KY 40220
502/664-1180

Tiffany Laviolette
Alpine Property Management
& Maintenance
9725 SW Beaverton Hillsdale
Hwy, #210-D
Beaverton, OR 97005
503/641-4620

Byron Mabry
Delta Palms Realty Inc.
4501 Manatee Ave. West, #172
Bradenton, FL 34209-3952
941/746-0038

Myrna Matsumoto
Prudential Locations LLC
PO Box 22420
Honolulu, HI 96823-2420
808/738-3100

Tom McClung
Metro Management Inc.
6128 Fairview Avenue
Boise, ID 83704
208/377-2291

Nancy Myers
Prudential Decker Realty
5313 Tuza Lane
Virginia Beach, VA 23464
757/422-9486

Shannon Norgord
Central Office Heritage Realty
431 W Bijou St
Colorado Springs, CO 80905
719/633-5078

David Oesterly
Investors Preferred
Management
3407 Knipp Dr, Ste B
Jefferson City, MO 65109
573/893-2417

Ronald Okubo
Ron Corp
345 Queen St, Ste 608
Honolulu, HI 96813
808/531-8998x10

Janet Orr
The Radergroup Inc.
7103 S Yale
Tulsa, OK 74136
918/712-4412

Preston Porter
Porter Realty Inc.
503 Main Street
Alamosa, CO 81101
719/589-5899

Karlene Raines
T.J. Guyer Inc.
1646 S Market Blvd
Chehalis, WA 98532
360/748-4683



**"A Picture Is Worth A Thousand Words!"
"Pictures Rent Properties!"**

Try Our Online Rental Listing Service **FREE** for 30 Days!
• Unlimited Photos!
• Unlimited Text!

We Are The Future Of Rental Property Advertising!

www.123rentahome.com
(702)-360-RENT (7368)

Kay Rennison
Meybohm REALTORS
3519 Wheeler Road
Augusta, GA 30909
706/733-6497x2039

Patti Saito
Prudential Locations LLC
3465 Waialae Ave, 4th Fl
Honolulu, HI 96816
808/738-3100

Jodie Sakai
Prudential Locations LLC
3465 Waialae Ave, 4th Fl
Honolulu, HI 96816
808/738-3100

Daniel Scott
Ray Tarkington Co.
1705 Division St
Nashville, TN 37203
615/244-7503

Brenda Snead
Greg Garrett Realty.com
11864 Canon Blvd, Ste 103
Newport News, VA 23606
757/534-7590

Randy Stejskal
RE/MAX Properties Inc.
1740 Chapel Hills Dr
Colorado Springs, CO 80920
719/590-4783

Ralph Stevenson
All/Pros Realty Inc.
4616 Princess Anne Rd
Virginia Beach, VA 23462-6420
757/467-9555

Heidi Taylor
Windermere San Juan Islands
PO Box 488
Friday Harbor, WA 98250
360/378-3600

Marilyn Underdown
Mark III Management Company
2020 Hurley Way, #120
Sacramento, CA 95825
916/920-0561

Ginger Warnick
Prudential Carruthers
1656 Village Green
Crofton, MD 21114
410/721-3711

Joe Worrell
Century 21 Bill Nye Realty
4947 Coats Rd
Zephyr Hills, FL 33541
813/782-5506

SUPPORT STAFF

David Baglow
The Land Office Inc.
PO Box 510
Ocean View, HI 96772
808/939-7227

Marjorie Ivey
Meybohm REALTORS
3519 Wheeler Rd
Augusta, GA 30909
706/733-6497x2041

AFFILIATES

Donald Hay
Homepaiges
5250 Pacific Street
Rocklin, CA 95677
866/246-7325

Ed Stein
Sherwin-Williams Company
N15425 Custer Ln
Mead, WA 99021
509/465-8426

Scott Walter
OnSite PRO Inc.
28896 Mountain View
Trabuco Canyon, CA 92679
949/589-7762

EcoMat

Reusable Oil Containment Mat

STOPS

UNSIGHTLY OIL

STAINS ON

- Garage Floors
- Driveways
- Shop Floors

Durable - drive over without tracking
Esthetic, clean, environmentally safe
Weight, beveled edge prevents movement
Available in gray and black

Currently endorsed by US Homeowner Associations



**Order by phone
or on-line.**

www.ecomat.com
1-888-930-4888

OnSite PRO Inc.

FLOODSTOP

Stop Flood Damage Before It Really Starts!

Water Damage & Mold...

You know all of the risk, now install the products that automatically shut off the water before the flood damage starts.



onsiteproducts.com
(800) 667-4833

FloodStop I - Washing Machine
FloodStop II - Water heater
FloodStop III - Ice maker
FloodStop IV - Dishwasher
FloodStop V - Toilet

Follow-Up and Win!

by Ernest F. Oriente, The Coach

It's a simple model. Mary and Bill arrive at one of the properties you own/manage and a person on your leasing team takes them for a tour, giving 16 reasons why they should become new residents. Mary and Bill give 16 reasons why they are not moving in today and leave the property. End of story? Not a chance! Leading property management companies are using comprehensive follow-up systems to convert every tour and every telephone call into a follow-up opportunity. In addition, having a strong follow-up system will allow your leasing teams to maximize the return on your marketing/advertising dollars and strengthen their success ratios. Here are some examples of successful follow-up methods:



1. Using a traditional approach, every future resident is mailed a thank-you note on the same day they tour your properties. Some property management companies have a standard thank-you note and a selection of suggested messages. Other companies ask their leasing teams to craft a personalized note. Both of these approaches work just fine because sending a note in any format is certainly better than not sending anything at all.
2. Leading property management companies are adding a twist to their follow-up systems by having their leasing teams place a call to the home of each future resident within 30 seconds of this person leaving their rental centers. This follow-up model accomplishes two things. First, it gives each leasing person an instant opportunity to begin his or her follow-up process and provides a systematic approach for turning each prospective resident into a new resident. Secondly, what a great impression this makes with each future resident, especially when they tour six properties but receive only one message on their voice mail from your leasing team!
3. Companies such as CallSource®, www.callsource.com, are helping management companies to automatically identify the telephone number, and even the name and address of virtually every future resident who telephones an apartment community! Then, a daily

fax or e-mail report (also available via their Web site) allows on-site leasing teams to recapture these leasing opportunities. As a result, our property management clients are doubling their number of appointments with future residents.

4. Aggressive property management companies are taking a giant leap forward with their follow-up models. At the end of each day, the name and address of every future resident is poured into a centralized database. From this database, powerful software is mining this information for demographic and marketing trends, so these trends can be used for real-time decision-making. Then, these trends are summarized and shipped by e-mail/fax right back to their properties, at the start of each new day.
5. REITs and national property management companies are using their follow-up systems to further strengthen their brand awareness and to be able to command a higher price for the perceived value of what their brand represents.
6. Property management companies with multiple properties in one city are using their follow-up systems to mail additional information about their properties within the same city. With each mailing they are also promoting their Web site, a free e-mail newsletter, and career opportunities within their company. By including multiple messages within each mailing, property management companies are able to leverage the marketing investment of being in touch with each future resident.
7. Progressive leasing teams are asking for the e-mail address of each future resident either by telephone or when they arrive on-site. This becomes another way to be in touch with each future resident...at no cost, compared to the cost of being in touch by a traditional mail approach. Imagine the marketing power of sending a free weekly e-mail newsletter to 50,000 future residents that had visited your apartment communities this past year?

TIP FROM THE COACH

As you review the trends in this article, do you and your property management team have a comprehensive follow-up system? Does your strategic plan for this year include all or most of the points above? Stay tuned—the future is now!

Want to hear more about these important trends or ask some additional questions about your future resident follow-up system? 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 you a free TeleForum invitation. During this call we will discuss the trends above.

Author's note: Ernest F. Oriente, The Coach, is the founder of PowerHour®, a professional business coaching/recruiting service, and the author of SmartMatch Alliances®. PowerHour® is based in Olympic-town—Park City, UT. To receive a FREE property management success newsletter send an e-mail to: ernest@powerhour.com. Recent PowerHour® articles have appeared in 3500+ business/trade publications and Web sites.

CERTIFICATION CORNER

by Suzanne Reeder, MPM®, NARPM Certification Chair 2004

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

RMP® CANDIDATES

Paul Irey, Irey & Company, Arvada, CO
Jacquelyn Holdbrook, Clark Realty Corporation, Kailua-Kona, HI
Lori Fisher, Century 21 Judge Fite Management, Duncanville, TX
Chuck Warren, Re/Max Alliance, Virginia Beach, VA
Janice Watanabe, Eric M. Watanabe Realty Inc., Aiea, HI

Chapter Excellence—a Worthy Goal

by Luke Kaufmann, MPM®, CPM®

While all of us ideally would like our chapter to be “excellent,” we all realistically want our chapter to be “the best that it can be.”

Annually the NARPM Membership Committee distributes to the chapter leaders the Application for Chapter Excellence Award form and encourages them to complete and submit the form by the due date, this year July 19.

All of us have a lot of work to do and forms to complete at our job, so why is this Chapter Excellence program offered and why are all chapters encouraged to participate?

Use the criteria in this form as a “roadmap” to guide the activities of your chapter. The items used for credit toward “Chapter Excellence” include education, designations, chapter meetings, participation in NARPM activities, newsletters, and public service.

Many chapters perform and participate in activities beyond the scope of the items included in the Chapter Excellence form. Use the form as a guideline for the essentials of chapter activities and expand your activities from there.

Each chapter is urged to complete this form annually. This will help you to know where you are as a chapter and to know where your chapter might go and grow.

Luke Kaufmann, MPM®, CPM®, owns and operates Partners Management in Atlanta, GA. He serves as a national director, is on the Membership Committee as the sub-chair for Chapter Excellence, and is a director in the Atlanta Chapter.



Ambassador Program— February 2004

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 is 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 period to obtain the five new members starts the day the first new membership application is processed by headquarters.
- ★ When Headquarters receives the fifth new membership application, 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

February 2004 New Members

New Member

Shannon Norgord
Heidi Taylor
Warren Bane
Madelane Guenther
David Baglow
Allan Diemert
Joe Worrell
David Hendershot
Priscilla Hilt
Daniel Scott
Randy Stejskal
Patrick Chomyn
Tom McClung
Myrna Matsumoto
Jodie Sakai
Marilyn Underdown
David Oesterly
Daryl Inaba
Nancy Myers
Karlene Raines
Ginger Warnick
Lisa Stocker
Jodi Fernandez
Ed Stein
Janet Brittain
Ronald Okubo

Ambassador Member

Sandra Dowda, MPM®
Charlene Dunning
Rick Ebert, MPM®
Andrew Harrington, RMP®
Mary M. Love, RMP®
Mary M. Love, RMP®
Elizabeth Morgan, MPM®
Judy Rose
Clara Yokoyama
Beverly Browning, MPM®, CPM®
Sandra Dowda, MPM®
Renee Harvey, RMP®
Andy Haskell
Mary M. Love, RMP®
Mary M. Love, RMP®
Gene R. Maionchi, CPM®
Kandy Meehan, RMP®
Helen H. Skov
Tina M. Bradley
Thomas B. Guyer
Ronald Miscavich
Elizabeth Morgan, MPM®
Sally Backus, MPM®
Marc Banner, MPM®
Mike McCall
William B. Ramsey

Congratulations to Mary Love and Williams Ramsey for achieving Ambassador status this month. Twenty-six out of 45 new members (58%) joined NARPM as a result of the Ambassador program.

More Protection for Those Who Protect Us

On December 19, 2003, President Bush signed into law the "Servicemembers Civil Relief Act" (SCRA). Following are excerpts taken from The Judge Advocate General's Corps Web site, at www.JAGCNET.army.mil, as they pertain to the residential property management industry. Thanks and acknowledgement to NARPM member, Wallace Gibson, MPM®, CPM®, GRI, of the Central Virginia Chapter for sharing this information.

The Servicemembers Civil Relief Act of 2003 (SCRA) formerly known as the Soldiers' and Sailors' Civil Relief Act of 1940 (SSCRA) is a federal law that gives all military members some important rights as they enter active duty. It covers such issues as rental agreements, security deposits, prepaid rent, eviction, installment contracts, credit card interest rates, mortgage interest rates, mortgage foreclosure, civil judicial proceedings, and income tax payments. It also provides many important protections to military members while on active duty.

The SCRA protects active-duty military members and reservists or members of the National Guard called to active duty (starting on the

date active duty orders are received) and, in limited situations, dependents of military members (e.g., certain eviction actions).



To receive protection under some parts of the SCRA, the member must be prepared to show that military service has had a "material effect" on the legal or financial matter involved. Protection under the SCRA must be requested during the member's military duty or within 30 to 180 days after military service ends, depending on the protection being requested.

In many situations, the SCRA protections are not automatic, but require some action to invoke the Act. For example, to obtain a reduction of your preactive duty mortgage or credit card interest rates, you should send your lender/creditor a written request and a copy of your mobilization orders.

TERMINATION OF LEASES

Another significant change provided in the SCRA, is found in Section 305. The prior law only allowed the termination of preservice "dwelling, professional, business, agricultural, or similar" leases. The new provision in the SCRA allows termination of leases by active duty servicemembers who subsequently receive orders for a permanent change of station (PCS) or a deployment for a period of 90 days or more. (See Section 305, SCRA.)

EVICION FOR NONPAYMENT OF RENT

Although the SCRA does not excuse soldiers from paying rent, it does afford some relief if military service makes payment difficult. Military members and their dependents (in their own right) have some protection from eviction under the Servicemembers Civil Relief Act (SCRA), Section 301.

The landlord must obtain a court order to evict a military member or his/her dependents. The court must find the member's failure to pay is not materially affected by his/her military service. Material effect is present where the service member does not earn sufficient income to pay the rent. Where the member is materially affected by military service, the court may stay the eviction (three months unless the court decides on a shorter or longer period in the interest of justice) when the military member or dependents request it. There is no requirement that the lease be entered into before entry on active duty, and the court could make any other "just" order under Section 301 of the SCRA. The requirements of this section are:

1. The landlord is attempting eviction during a period in which the service member is in military service or after receipt of orders to report to duty;
2. The rented premises is used for housing by the spouse, children, or other dependents of the service member; and
3. The agreed rent does not exceed \$2,400 per month. Soldiers threatened with eviction for failure to pay rent should see a legal assistance attorney. (The amount is subject to change in future years, and as of 2004 the ceiling is \$2,465.)

The Professional
Landlord

sales@promas.com
888-591-5179

DELAY OF COURT AND ADMINISTRATIVE PROCEEDINGS

A major change provided by the SCRA is that it permits active-duty servicemembers, who are unable to appear in a court or administrative proceeding due to their military duties, to postpone the proceeding for a mandatory minimum of 90 days upon the servicemember's request. The request must be in writing and (1) explain why the current military duty materially affects the servicemember's ability to appear, (2) provide a date when the servicemember can appear, and (3) include a letter from the commander stating that the servicemember's duties preclude his or her appearance and that he is not authorized leave at the time of the hearing. This letter or request to the court will not constitute a legal appearance in court. Further delays may be granted at the discretion of the court, and if the court denies additional delays, an attorney must be appointed to represent the servicemember. (See Section 202, SCRA.)

DEFAULT JUDGMENT PROTECTION

If a default judgment is entered against a servicemember during his or her active duty service, or within 60 days thereafter, the SCRA allows the service member to reopen that default judgment and set it aside. In order to set aside a default judgment, the service member must show that he or she was prejudiced by not being able to appear in person, and that he or she has good and legal defenses to the claims against him/her. The servicemember must apply to the court for relief within 90 days of the termination or release from military service. (See Section 201, SCRA.)

If you have experienced circumstances pertaining to this act, please share the details with all of us by e-mailing to Jessica Jacobs at jjacobs@assnmgmt.com for possible inclusion in the Residential Resource.



★ OPENING NEW DOORS IN HISTORIC BALTIMORE ★

NARPM 16th Annual Convention and Trade Show

September 22-25, 2004

**Hyatt Regency Hotel—
Inner Harbor
Baltimore, MD**

AFFILIATE MEMBERS LISTED BY SERVICES

Business Products:

Landlordsource.com
Oliphant Financial Corporation
Paychex Inc.
Peachtree Business Products
Professional Office Services of ID Inc.
Starker Services Inc.

Internet Tools:

123Rentahome.com
Escapia Inc.
Homepages
HomeRentalAds.com
HomeRentals.net
Lease Place Inc.
Rental Home Investor LLC
RentClicks.com
Runzheimer International Ltd.

Legal Services:

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

Maintenance:

Building Specs Inc.
EnviroCare Inc.
Handyman Matters
OnSite PRO Inc.
Power Lift Foundation Repair
Sherwin-Williams Company
Tankless Hot Water

Marketing:

Home Management Network LLC

Software:

EFC Systems
Logicbuilt Inc.
London Computer Systems Inc.
PROMAS Landlord Software Center
Property Automation Software Corp.
Winning Edge Software Solutions
Yardi Systems Inc.

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

TV Reporter Reveals Secrets to Free Publicity

by Jeff Crilley, 2004 Baltimore Convention Speaker

Do you have a great idea for a story, but no clue how to get it in the news? Are you tired of pitching press releases the news media simply ignores?

After 20 years of beating the street as a TV reporter, I have a scoop for you: the media needs good stories. But most stories are pitched so poorly, they are lost in the blizzard of faxes that blanket every newsroom.

So, here are a few steps to increase your chances of getting coverage that even some PR pros do not know:

BE UNUSUAL

The old adage about "Man bites dog" still holds true. The news does not cover what is normal. We cover the abnormal.

PR whiz Carolyn Alvey knew this when she was trying to raise money for a charity several years ago. Instead of holding a garage sale, she sent out a press release announcing a "Celebrity Garage Sale." Everything from Bob Hope's old golf clubs to Roger Staubach's long-neglected neckties were for sale. By making an ordinary garage sale extraordinary, the media was instantly sold on the story.

BE VISUAL

Reporters tell stories with pictures. If the pictures are not there, chances are the reporters will not be either.

Even the most nonvisual story can be made visual if you're creative. A dog biscuit business? Boring. A dog birthday party complete with doggie guests and party hats? Now you are barking up the right tree.

That is what Michelle Lamont did to boost her dog biscuit bakery. She began baking huge dog biscuit birthday cakes and invit-

ing the media to cover the parties. She has had reporters hounding her for stories ever since.

CHOOSE THE RIGHT REPORTER

Perhaps the most common mistake even some PR pros make is trying to sell a good story to the wrong person. Most reporters have a specialty, like "crime" or "business."

So, seek out the reporter who will have the most to benefit from your story. Start studying the news. Before you call a TV station or try and pitch the paper, become familiar with a reporter's work. Do not try and sell an investigative story to a reporter who covers entertainment.

WAIT FOR A SLOW NEWS DAY

The holidays are the slowest "news times" of the year. When government offices are closed, so are most of our sources. Take advantage of it.

In fact, the week between Christmas and New Year is notoriously the slowest week of the year. No one is making news. Everyone from politicians to corporate CEOs are home with their families. Pitch even an average story on a day when the media is starving for news, and you are much more likely to get coverage.

There you go. Now you are armed with knowledge that even some well-paid public relations professions do not practice. If you are unique, visual, pitch the right person, and get it to us when the supply of news is running thin, you are in!

Jeff Crilley is an Emmy Award Winning Reporter and author of Free Publicity—A TV Reporter Shares the Secrets for Getting Covered on the News. The book is available at bookstores or online at www.jeffcrilley.com.



Meet Your NARPM Leaders



Marc Banner, MPM®, is president elect of the National Association of Residential Property Managers (NARPM). He became president elect in January 2004 and his term of office will run through December 2004.

Mr. Banner is president/broker of Realty Management Associates Inc., located in Boise, ID. The firm manages a variety of residential homes including: single-family, small multifamily, townhomes/condominiums, and a manufactured home park. His firm also handles association management and management of two small commercial office properties.

Mr. Banner is actively involved in planning and development of the strategies for improved customer service and company growth. New client solicitation and marketing are his primary focus, although he inspects properties and occasionally shows vacant units. He administers weekly staff meetings to ensure his employees are focused on the tasks of the business.

Entering the real estate industry in 1978, Mr. Banner has been aggressively involved ever since, starting his company in 1980 and obtaining his broker's license in 1987. He joined NARPM in 1997 and has served the association in a variety of capacities including: Affiliate Committee chair, Education Committee chair, Convention Committee chair, board of directors, Executive Committee, treasurer, vice president. In addition to serving as this year's president elect, he is also serving as the association's Finance Committee chair, Bylaws Committee chair, and Strategic Plan Oversight Committee chair. Mr. Banner is also a member of the Southwest Idaho Chapter of NARPM.

As an industry leader, Mr. Banner has been an active member in several organizations through the years, including NAR, IREM, Apartment Owners Association, and the Chamber of Commerce.

Mr. Banner is also a member of the Southwest Idaho Chapter of NARPM.



Robert Winger, MPM®, is a director of the National Association of Residential Property Managers (NARPM). He became a director in January 2003 and his current term of office will run through December 2004.

Mr. Winger is a property manager and owner of the property management division of Whisler Land Co., CRMC® located in Sacramento, CA. The firm manages a variety of residential homes including: single-family, small multifamily, and townhomes/condominiums. As the owner and manager of the property management division, Mr. Winger is actively involved in all aspects of company administration and client/customer care.

Entering the real estate industry in 1974, Mr. Winger has been with his company since 1984. He joined NARPM in 1993 and has served

the association in a variety of capacities including treasurer and president of the Sacramento Chapter, member of the National Convention Committee for many years, current service on the Legislative Committee, and chair of the Marketing Committee.

Mr. Winger has been an active member in several organizations through the years, including Optimist, RHA, SAR, CAR, NAR, and CAA.

Correction:

Regarding the article, *Electronic Transfers—the Future is Here*, in the March 2004 issue, some financial institutions do not allow open-ended transfer amounts such that your authorization letters from your tenants may have to state a specific dollar amount for the transfer. If this is the case, you will not be able to randomly transfer other tenant charges unless you obtain a separate authorization letter for each amount. Please check with your financial institution regarding their requirements and the basic rules of automated clearing house transfers.

Contribute to the Residential Resource

<u>Issue Date</u>	<u>Submission Due Date</u>
June 2004	April 15, 2004
July 2004	May 15, 2004
August 2004	June 15, 2004
September/October 2004	July 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.

www.HomeRentalAds.com

Property Managers have placed over 13,000 ads
Ask about our VIP discount

www.RentList.com

Property Managers Directory – Great source for new owners and to showcase your rental ads.

Robert Fowler, Master Property Manager
Home Rental Ads, Inc. 770-663-8695

Low Rent=High Profit

by Mike Anderson, HomeRentals.net

Low Rent=High Profit. There's certainly something wrong with that equation! In a business where most of us charge a percentage of a month's rent, we are used to low rents meaning low profits. However, sometimes the silver lining of a struggle is the fact that we rethink the way we have always done things. In a market where vacancy rates are improving but rents are still lower than before, we can make a higher profit by taking a serious look at the way we do business.

PROFITABILITY THROUGH EFFICIENCY

When things go well for a while, we have a natural tendency to get "bloated." We seem to pay less attention to keeping our business lean and efficient, instead gradually permitting waste to be introduced into the organization. Tougher economic times can serve to jerk us back; make us take a long hard look at our business; and refocus ourselves on efficiency and effectiveness. Sometimes it takes a difficulty to get us to think about the things we should have been paying attention to anyway. How many of us start eating right and exercising after getting a scary report from the doctor? Once refocused, we will not only be able to come through a difficult economy smelling like a rose, but we will be positioned for maximum profitability when the economy turns upward.

When refocusing on business efficiency, you will be amazed at the solutions that are available to you. When you started your business, you may have made the best of the tools that were available at the time. However, the world is constantly changing all around us, and new solutions reach the marketplace every day. If you were to start your business today, you would do it differently simply because you would have access to more advanced tools. There's nothing stopping an existing mature business from taking advantage of the same solutions that are available to a new business—it's just a matter of stepping back and refocusing, rather than continuing to do what we have always done.



EFFICIENCY KILLERS

One of the biggest efficiency killers is "being stuck in a rut." By doing things the same way for a long time, we cut a furrow that's tough to jump out of. Sometimes the rut is so deep when we look at the walls to the left and the right, they appear too high to scale, and we think we will be stuck there forever. The walls may be high, but you will always expend more time and effort following the rut than you will getting out of it.

The answer to the question, "why do you do it that way?" should never be, "because that's the way we have always done it." Allowing yourself to think that way is inefficient at best, and possibly disastrous.

There was once a young girl who watched her mother cook a ham. As part of the preparation, the mom cut a large section off each end of the ham, and threw it away. The daughter could not make sense of this, and thought it was wasteful. She asked her mother why she cut the ends off the ham. Her mother replied, "that's the way my mom always did it." So the girl went to her grandmother, told her about

the cooking experience and asked her for the rationale of cutting the ends off the ham. Her response? "That's the way I learned it from my mother." The girl's great grandmother was still alive, so the next time she visited they discussed the situation with the ham. The young girl asked, "great-grandma, why do you cut the ends off the ham?" The great-grandmother had a different answer! "Oh sweetie, when we came over from the old country, we had only one pan. It was far too small to fit the ham, so I cut the ends off to make it fit." Ham was wasted over the years simply because people were content with the answer, "that's the way we have always done it."

AREAS TO IMPROVE EFFICIENCY

When refocusing your business to improve efficiency, it makes sense to look at the areas that change most often. In property management, those seem to be technology and legislation. Most of the time technology and legislation are not closely related. Sometimes the two go hand-in-hand, as in the case of the Electronic and Digital Signatures act. This legislation allows us to use technology to get a signed document from an owner or tenant without requiring a pen and paper.

In terms of new legislation, we often concern ourselves only with the burden of new rules we have to comply with. We are less concerned with new legislation that can help our business by improving efficiency. Sometimes helpful legislation is not even related to property management or real estate, but is a larger overarching issue.

STARKER SERVICES, INC.
National Exchange Intermediary
Visit Starker.com
John W. Mangham, MPM, CPA
Regional Manager

"Deferring capital gains taxation for
NARPM members and their clients since 1992"

2221-D Peachtree Road, Suite 220 Atlanta, Georgia 30309 (800) 332-1031 Fax: (404) 358-0938

Technology is the fastest moving area of business where we can apply efficiency. For this reason, it is critically important that we closely watch changes and developments in the area of technology. The Internet is this decade's most significant new technology, and the area where most new business solutions are available.

Even within the Internet, there are new and developing solutions. Even though many of us consider ourselves progressive, we still look at the Internet as a "virtual brochure," where we can advertise our company and our properties. The Internet is really more of an instant worldwide communications and commerce system. If we are not using the Internet at all, or just using it as a virtual brochure, we are stuck in a rut with a decade-old solution in an ever-changing business climate. We are not taking advantage of all the Internet offers to improve our efficiency and increase our profitability.

ASK YOURSELF THESE QUESTIONS:

- Do I fax it or mail it?
- Does it get faxed or mailed to me?
- Do I do it over the phone?
- Do I print it?
- Do I deliver it, or does it get delivered to me?

If anything you do in the office gets a "yes" to these questions, take a long, hard look at the technology available to you. Many things that you are used to doing the "old way" can be done a new way. The

new way might be tough to adjust to, but it is worth it. Oftentimes property managers say, "my employees, owners, and tenants will never do it the new way!" Because so many industries are out there aggressively implementing new technologies to stay profitable, chances are your clients are already doing it the new way. We hear this all the time with online statements. A property manager will say "my owner will never let me stop sending printed monthly statements." The owner says, "I wish my property manager would let me have online statements instead of printed ones in the mail—just like my phone company, electric company, investment broker, and bank." This is just one small example of many that could be cited.

Technology can be scary. Change can be scary. But when we are scared into looking deeply, when the pain is sufficient to motivate us to scale the walls of the rut and jump out, we can move into a new era of efficiency and profitability.

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

Complete Internet Solutions for Residential Property Managers®

www.HomeRentals.net

HomeRentals.net

1-877-786-2822
<http://Benefits.HomeRentals.net>
Sales@HomeRentals.net

The most extensive, effective, economical, easy-to-use solution on the market.

CHECK OUT THE NARPM STORE TODAY!

Items of the Month!



Gray Golf Shirt
Price: \$32 plus shipping
Sizes: S, M, L, XL, XXL



Royal Blue Golf Shirt
Price: \$28 plus shipping
Sizes: S, M, L, XL, XXL

Order online or fax your order form to
 NARPM Headquarters: 512/454-3036

ORDER ONLINE IN THE MEMBERS ONLY SECTION www.narpm.org

Membership in Motion

The National Membership Committee, in support of the efforts of the local, regional, and state chapters, shares the following letter by local chapter president, Daniel Wilhelm, of the Atlanta, GA, Chapter. Although the letter was written directly to the chapter members, it is the theme of the letter that applies to all NARPM members.

GET THE MOST OUT OF YOUR MEMBERSHIP

Why shouldn't you get the most out of your membership? You paid your dues, you may as well take full advantage of it.

One way you benefit is by attending the periodic membership meetings. You have a slate of guests this year that ought to interest any who consider themselves "professional." Please see the Calendar of Events on our Web site at narpma.org.

Those of you who attended the February meeting must have been satisfied that you got your money's worth with Monica Gilroy, Attorney at Law. Wow, what a performance! I would be very surprised if everyone attending, regardless of experience level, did not learn something both valuable and useful. If you missed it, do not fret. We will have Monica back. She has decided to join as an Affiliate, and she plans to attend future meetings.

Those of you who attended were also introduced to the "Parking Lot" discussion vehicle concept. That seemed to be well received. I was more than satisfied with the group participation and found interesting the varied opinions we had on the topic: Should we, as professional property managers, require all vendors to have both workers compensation and liability insurance?

I think we spent too much time on the topic, but no other topics were put on the Parking Lot. In the future, we will spend more total time on

the Parking Lot portion of the meeting but we will limit the discussion on each topic to a specified time. So please bring your questions and feel free to write them on the board. This is a great way to share your experience or test an original idea that you would like to develop.

Another way to get the most out of your membership is to attend the national conventions. I have attended two and found both experiences to be priceless. The cost of the event will come back to you tenfold. That's a promise! Check out Baltimore this September. I am certain you will be glad you did.

You can also pursue a professional NARPM designation. I have been working on my Residential Management Professional (RMP®) now for 3-1/2 years. There is no doubt in my mind that I am a far better and more profitable property manager because of it. I am sure that I have been able to keep both myself and my landlords out of court because of the knowledge I have attained through designation pursuit. I can also easily count the improvement in profit margins. Is this not one of the main reasons you are in NARPM?

Finally, the professional relationships you build can be invaluable. Many times I have phoned a colleague to discuss a sensitive issue, one that I felt I did not have sufficient firsthand experience to handle. I have always been given good advice and found my colleagues to be both very forthcoming and helpful. My active participation in the organization made those phone calls possible. Hopefully you are developing these professional relationships through our chapter as well.

So come enjoy the benefits of this organization you belong to. Each member needs you and you need us. Together, we raise the bar of performance in our industry. That benefits us all!

You Place the Rental Ads... We'll Get you the Tenants!

RentClicks.com

"Local Focus, National Reach"

2004 RMP®/MPM® Certification Classes

Date	Location	Class	Instructor
April 23	Fredericksburg, VA	RMP® Applying Technology to Property Mgmt.	Wallace Gibson, MPM®
May 11	Honolulu, HI	RMP® Applying Technology to Property Mgmt.	Jean Storms, MPM®
May 12	Honolulu, HI	RMP® Tenancy	Ray Scarabosio, MPM®
May 14	Honolulu, HI	Ethics [†]	Ray Scarabosio, MPM®
May 15	Honolulu, HI	RMP® Operations	Suzanne Reeder, MPM®
May 21	Spokane, WA	RMP® Operations	Suzanne Reeder, MPM®
May 23	Spokane, WA	RMP® Marketing	Ray Scarabosio, MPM®
May 25	Naples, FL	RMP® Operations	Peter Meer, MPM®
May 26	Naples, FL	RMP® Marketing	Dave Holt, MPM®
May 25-26	Naples, FL	MPM® Personnel Procedures/Employee Relations	Sally Backus, MPM®
June 22	South San Francisco, CA	MPM® Personnel Procedures/Employee Relations	Sally Backus, MPM®
June 22	South San Francisco, CA	RMP® Marketing	Mark Kreditor, MPM®
June 23	South San Francisco, CA	Ethics [†]	Sylvia Hill, MPM®
July 22	San Jose, CA	RMP® Applying Technology to Property Mgmt.	Sylvia Hill, MPM®

To register for classes, complete the registration form and mail or fax with payment to NARPM Headquarters.
[†]Registration form below is not applicable for Ethics class.

For more information or to receive Ethics registration form, call Headquarters at 800/782-3452.

Interested in Sponsoring Certification Classes?

Opportunities are available to chapters that would like to further member education, promote certification, and increase their chapter funds by sponsoring a certification class. However, it takes time to plan a class —so give your chapter five to six 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.

RMP®/MPM® Class Registration

FEES	Early Registration*	Registration*
RMP® Classes		
Member	\$195.00	\$225.00
Nonmember	\$250.00	\$280.00
Retake	\$100.00	\$130.00
RMP®/MPM®	\$97.50	\$127.50

MPM® Classes	Registration*	Registration*
Member	\$395.00	\$450.00
Nonmember	\$450.00	\$505.00
Retake	\$300.00	\$355.00
MPM®	\$197.50	\$252.50

* To receive the early registration price payment must be post-marked, 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.



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

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

Use of Technology Survey by Mike McCall

During the Leadership conference in Austin, attendees were asked to fill out a "Use of Technology Survey." Approximately 70 survey forms were turned in to the Affiliate Committee (Jim Reimer, chair) for tabulation. Attendees were asked to identify the level of interest they had for the different items, stratifying them into "Doing it now," "Planned this year," "Considering," and "No interest" categories.

While most of the results were predictable, there were several that were not. One might expect that those who are involved in leadership positions would probably be more inclined to take advantage of the newer technologies. If you are not doing what a majority of the leadership is, then you may want to do some research on the advantages you might achieve.

Future issues of the *Residential Resource* will focus on a number of the survey items and provide a more in-depth analysis.

What is the leadership doing now?

- 89% have a company Web site.
- 80% have high speed Internet access; 15% more plan to upgrade this year.
- 89% use a company e-mail address like @XYZRealty.com vs. @aol.com or @yahoo.com.
- 89% have a computer network at the office.
- 86% have their rental listings on the Internet.

- 91% use property management software (not manual, a spreadsheet, or Quickbooks).
- 64% have a dedicated scanner or multifunction machine.

By the end of this year:

- 59% will be making owner statements available on the Internet or by e-mail.
- 65% plan to take rental applications online.
- 60% expect to be doing owner distributions by electronic fund transfer.
- 68% will be using PDA devices (Palm, Blackberry).

Some will, some won't:

- 25% do wireless networking now; 28% are considering; 26% have no interest.
- 19% are backing up computer files to the Internet; 33% are considering; 25% have no interest.
- 19% use web-enabled phones; 28% are considering; 38% have no interest.
- 29% will accept on-line payments by year end; 39% are considering; 20% have no interest.

Mike McCall, PROMAS Landlord Software Center