

# RESIDENTIALResource

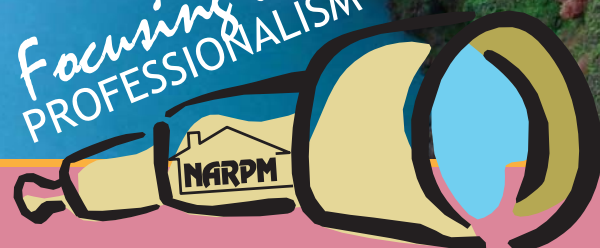
THE OFFICIAL MONTHLY NEWS MAGAZINE OF THE NATIONAL ASSOCIATION OF RESIDENTIAL PROPERTY MANAGERS



August 2007



*Focusing on*  
PROFESSIONALISM



*This issue features...*

Data Breaches: Are You Prepared?  
Stepping Into the Digital Age  
Upgrade to Digital Signature Technology  
Navigating the World Wide Web  
Welcome to the Virtual Office

The  
Technology  
Issue!



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# In This Issue

## August 2007

### Monthly Columns

- 5 President's Message
- 6 From the Desk of the Executive Director
- 10 The RVP Bulletin
- 18 Legislative Scoop
- 22 Maintenance 101
- 24 Welcome New Members

### Feature Articles

- 7 Technology Matters  
This new monthly column will cover various topics relating to technology. Up this month is "How to Select a Computer Geek," which will give a few great tips on how to find the right IT professional for your business.
- 8 Data Breaches: Are You Prepared?  
How safe is the non-public information you are keeping about your tenants and office employees? This article will show you how to stay in compliance with FTC regulations and reduce your risk for a security breach.
- 12 Using Humor for a Change  
Scott Friedman, CSP®, one of the fantastic speakers lined up for this year's Annual Convention and Trade Show, explains how to introduce humor into the workplace to create a more positive environment.
- 14 Stepping Into the Digital Age  
If you still receive cable signals over the air, by satellite, or have an analog television, your days of service may be numbered. In 2009, the United States is going digital! Learn how you can make a smooth transition.
- 17 Upgrade to Digital Signature Technology  
Tired of all the rental documents, illegible faxes and paperwork hassle? Make the move to a digital platform to make things easier and save money.
- 19 Navigating the World Wide Web  
This first article in a multi-part series examines the impact of the Internet on the property management industry. In this edition, Steven D. Lloyd of DIY Real Estate Solutions shines the light on web portals.
- 20 Welcome to the Virtual Office  
Do you work out of your home but still need a physical place for your tenants to pay rent? Instead of an actual office location, why not try out the virtual office?



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## 19th Annual Convention and Trade Show September 26-29, 2007

This year NARPM is going to sunny Scottsdale, Arizona for the 19th Annual Convention and Trade Show! There is an excellent line-up planned including spectacular speakers, education classes and workshops. And every NARPM member is sure to find something fun to do in such an awesome location! Take a ride in a hot air balloon, hike on one of the many scenic desert trails, play a round of golf on a nearby course, stroll down the Art Walk in Old Town, or relax at the local spa.

You will not want to miss this year's convention so be sure to reserve your hotel space today. Reservations are going fast! Log online and register for the convention at [www.narpm.org](http://www.narpm.org) under Internet Member Services. For additional information on Scottsdale visit [www.scottsdalecvb.com](http://www.scottsdalecvb.com) or check out [www.fireskyresort.com](http://www.fireskyresort.com) to sneak a peek at the breathtaking convention hotel.



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# From the President

**Professionalism – Mnemonic for Proactive, Reliable, Organized, Focused, Educated, Sincere, Selfless, Integrity, Overcomes, Nimble, Acts, Loyalty.**

Jack be nimble, Jack be quick, Jack jump over the candlestick! Remember this rhyme from your childhood? Our next letter is 'N' for Nimble.

When you attend the National Convention in Scottsdale, you will notice that everything appears to run smoothly. That is because there are many volunteers and staff dealing with the challenges that occur with running an event that large. They have to be nimble! Workshop instructors have emergencies and have to be replaced; hotel staff forget to set up rooms; speakers forget to order a screen; attendees thought they signed up for events that they didn't receive tickets to. All these and many more are taken in stride so you can focus on the education that is available. Since I have attended many conventions (every one since 1993), I am considered an old timer. This means that it is my responsibility to help the newer attendees get the most out of their experience.

Being nimble in our business is not just a buzz word; it is a matter of survival. Laws change constantly that have to be reflected in our processes and our agreements. Technology has changed greatly. I attended a chapter meeting in San Francisco where the speaker was the Fire Marshall. He informed us that older buildings have built in "key boxes" to allow emergency personnel access. Many of these key boxes are now compromised by stolen or misplaced keys. The SF Fire Department is considering using electronic keys to open a new type of box that would be installed. Access can be monitored remotely and the key can be turned off if lost or stolen. This new trend in urban property management is spreading throughout the larger cities.

The number of residents that use a land line for their phone or internet access is decreasing by large numbers due to cell phone and cable packages. Be diligent in keeping up with the pricing structure for cell phone and internet capabilities; you may be able to decrease your operating costs. Whole cities are developing WMAN's (Wireless Municipal Area Network) for broadband access throughout. This could greatly affect the ability for your tenants to receive broadband access.

Most of all, your clients expect you to be knowledgeable about the trends in our profession. Read the *Residential Resource*, join the NARPM CEO list serve, and become active in your local chapter. Once you are aware of the trend, be nimble and quick to respond. Then let your clients know the changes you made in order to serve them better.

Come to Scottsdale and learn more about industry trends, network with others to learn about new directions in property management, and enjoy the sun. See you there!

Remember to Focus on Professionalism,

Sylvia L. Hill, MPM® RMP® CRMC®  
2007 NARPM President



## On the Cover...

Experience the breathtaking beauty of the Havasupai Falls in the Grand Canyon. It is just one of the many awe-inspiring sights in Arizona.

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# From the Desk of the Executive Director



August—a month we start to say goodbye to the summer days, and begin planning for an active fall. I hope by this time you have sent in your registration for the NARPM convention.

As I write this article in June, we have just been informed that the hotel is sold out, so I hope you already have your accommodations. If you are having an issue, please contact one of our staff at the NARPM Headquarters office.

Ann McCawley, RMP®, the Convention Committee, and Carla Earnest, NARPM Meeting Planner, have designed a great event for you and your staff. There will be education and plenty of time for networking. Come meet other property managers from across the country as you share mutual concerns and solutions. This event is a great investment in your career, and you can also take a business tax write off while you visit Scottsdale.

The NARPM Board of Directors has been very busy this year. The slate

for the 2008 officers and directors will be voted on electronically this month so watch your e-mail for the ballots. Some of the online classes are up and running through America's Best, thanks to the leadership of your Professional Development Committee. NARPM is outlining the support they will be giving to state and regional chapters through the Ad Hoc team headed by Marc Banner, MPM® RMP®. NARPM will be there to help states and regions with the planning of their conferences. The Long Range Planning Committee spent the spring bringing forward recommendations for next year's Action Plan which will help move NARPM forward and concentrate on how to bring services to our members.

Speaking of services, have you seen the new Lands End NARPM website? Through this website you can order NARPM items, or even customize items for your company. If you have not seen this information please contact Headquarters and we will send you the website URL and a catalog. I have also been investigating E&O Insurance for NARPM members.

I have put out several letters and we will see what comes out of this venture. These suggestions came out of the membership survey that went out in May and I personally thank each of you who took the time to send us your feedback.

Please make sure you read the monthly e-mail I send out from Headquarters. It provides the latest updates on what is happening in your association and contains important information that you need to know and be aware of. If you ever have any suggestions on what you would like to see NARPM investigate offering to the members please e-mail me at [executivedirector@narpm.org](mailto:executivedirector@narpm.org).

Enjoy what is left to your summer and I look forward to seeing you in Scottsdale!

Sincerely,

Gail S. Phillips, CAE  
Executive Director

The *Residential Resource* has been announced as a **Gold Winner of the MarCom Creative Awards**. Gold Awards are presented to publications that exceed the high standards of the industry norm.



THE COMMUNICATOR AWARDS



# Technology Matters

How to Select a Computer Geek  
by Lance Plumbee

**F**ew business people will dispute the power of technology. However, most believe that they are under-utilizing their information technology resources, including computer hardware, software, and hand-held devices. Therefore, the question becomes, "How do I select an information technology (IT) provider who will help me maximize my technology investment?"

Most of us have at least one account of a "computer guy" who did some work for us and was "never heard from again." In almost every case, the cost of addressing the problem created by the lone computer guy is more than the cost of the original work. Compounding one's frustration is the fact that most of us don't know enough about information technology to understand what is going on. No one wants to feel helpless when the stability of our business is at stake. So, let's explore some steps that you can take to make sure that you choose an IT provider that is a good fit for your company.

## ARE THEY KNOWLEDGEABLE?

Professional qualifications and designations are a consideration when choosing an IT provider. However, there are a lot of folks out there who are MCPs (Microsoft Certified Professionals) and MCSEs (Microsoft Certified System Engineer) who have never configured or maintained a functioning business network. Technically, any IT pro worth their salt should be proficient in a few key areas including:

- An understanding of databases, particularly your software, contact management, and accounting databases, and how to import and export data from these systems.
- A strong background in local area network configuration and administration, including how to setup and administer user accounts.
- A fundamental understanding of FTP (file transfer protocol).

## GET REFERENCES

You might say, "I'm a property manager. How am I supposed to know if my guy is qualified in these areas?" The short answer is this: you ask for references. Talk with other business owners, preferably other property managers, about their experiences with the provider in question. The more references the better. If their business is similar in size and scope to yours, then your fellow business owner's experience is probably a good indicator of what you can expect from the IT professional.

## THE ABILITY TO COMMUNICATE

The ability to communicate effectively is another requirement. You probably would not work with a plumber if he could not explain the nature of the problem with your pipes and the steps that he took to fix the problem, so why should the criteria be any different for an IT professional? There is nothing mystical about computing, and a good IT professional should be able to explain, in layman's terms, the work performed and the effect on your day-to-day business operations. You may also want to ask for a written outline of their services and a statement of how they feel that these services might benefit your organization.

## PRICING OF SERVICES

You should discuss hourly rates and general availability up front, so that there are no surprises when services are rendered. Computing problems can be stressful, and you do not want to be haggling over rates in the middle of a hardware or software crisis. Make your expectations clear up front. Do not be afraid to ask questions. Remember, you are paying for these services, so it is your right to understand the work that is being done and how it will affect your business.

## CONCLUSION

Companies with less than 30 workstations generally do not need a full-time IT professional. That means that most of us will be faced with the decision of choosing an IT provider at some point during the life of our business.



**Lance Plumbee** is a ten year veteran of the software industry. He assists property managers in their selection of appropriate software solutions to power their business. For additional information on technology solutions, visit [www.propertyboss.com](http://www.propertyboss.com) or call Lance at 864-297-7661 x22.



# Today

property managers face increasing pressure to drive rents, add services to attract prospects and lead an ever-changing workforce. Added to those duties are efforts to maintain compliance in fair housing, SEC regulations, zoning, and countless local laws. Now the industry is faced with its latest regulatory challenge: safeguarding non-public information. Non-public information includes name, address, phone number, date of birth, social security number, account numbers, mother's maiden name, and more. The Federal Trade Commission, charged with enforcing laws such as the Fair and Accurate Credit Transactions Act (FACTA) and the Graham-Leach Bliley Act, is sending a

strong message to business owners that it will hold accountable those who are responsible for loss or theft of non-public information.


Many have heard about data breaches at the parent company for TJ Maxx, the Veterans Administration and AOL. These incidents included the theft or loss of millions of Americans' social security numbers, dates of birth, bank account numbers and more. Those citizens are now at a greater risk of becoming victims of identity theft. The information could be used to fraudulently acquire a loan, a driver's license, a job or even medical attention. Victims of fraud and identity theft often describe life as a victim, "like my house was broken into and the burglar still has the key." There were more than 300 disclosed data breaches last year that affected over 18 million


individuals. Today we have to do more to protect our customers', clients', and employees' personal information.


According to Betsy Broder of the FTC, "We will act against businesses that fail to protect their data ..." She understands that most small businesses cannot be expected to hire full time privacy specialists but adds that all businesses must be able to show they have a security plan in place. "We're not looking for a perfect system.. But we need to see that you've taken reasonable steps to protect your customers' information." What this means is that the time has come for the industry to take a hard look at daily operations, adjust procedures to better safeguard non-public information, and educate, train and follow up with everyone on staff about these procedures.




*A few scenarios which occur in the industry on a daily basis illustrate our need to toughen our procedures:*

 A site manager, going to rent court with a dozen resident files leaves the files in her car while she eats her lunch in a restaurant. When she returns to her car, she discovers the window broken and all of the files are missing.

 A leasing professional finds duplicate information in an application file. She discards the duplicates without shredding. Later, a cleaning person empties the trash and finds the document containing the applicant's personal information.

 A subcontractor is allowed entry to an apartment at night to repair a plumbing backup. The resident is not home and the maintenance technician is summoned elsewhere. The subcontractor is left unattended in the resident's home, free to gain access to personal information.

 A temporary employee is brought in to help process applications and fraudulently copies down the non-public information to commit identity theft. A name and date of birth is often all that is needed.

# DATA BREACHES: Are You Prepared?

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**“My house was broken into and the burglar still has the key.”**

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In the past, had data breach incidents resulted in a criminal act of fraud, only the person committing the crime would be held accountable. Not today. Laws currently levy fines of up to \$1,000,000 per occurrence along with uncapped civil penalties and possible jail time for senior management. Further, fraud does not have to occur for these fines and penalties to be enforced. The act of the loss or theft of non-public information which the business was charged with safeguarding is enough for the FTC and other federal agencies to impose charges.

Where does one start on the road to reducing risk and mitigating damages in this growing trend? First, create a team of associates at all levels of your organization who can identify possible risks of a data breach. Next, begin to determine what reasonable steps should

be taken to reduce the identified risks with someone who is familiar with setting up a good plan. Put a plan in writing that describes safeguarding procedures, keeping files locked, properly discarding documents, and how to respond to a data breach. The plan should also include how to notify affected parties. Mandatory training for all employees at all levels must be held with scheduled refresher training. New employee orientation should include the importance of handling private information at work. Employees should also be educated in general identity theft knowledge for their own protection. Some firms today are now including credit monitoring and identity theft restoration plans as part of their benefits package. For a nominal fee, these management companies can now have a possible early warning in place that a data breach has occurred.

When an employee's monitoring service discovers fraud on his or her credit report, the company with a data security plan in place will investigate all other sources for a possible breach. Firms who are the most successful at reducing risks use technology to make faster decisions and head off potential disasters.



**Eric Skeeter** is a 15 year veteran of the property management industry in the DC/Baltimore region. He is currently founder and managing partner of SAFE ID, Inc. and frequently speaks on the topics of fraud and identity theft. SAFE ID, Inc. offers consulting services, data breach risk auditing, and markets identity theft restoration services. Eric may be contacted at [skeet32@verizon.net](mailto:skeet32@verizon.net).

# The RVP Bulletin

REGIONAL VICE PRESIDENT

BY ELIZABETH "BETSY" MORGAN, MPM® RMP®

**W**hen NARPM created the role of Regional Vice Presidents this year, they did not include a job description with the role. That description is a work in progress and I am extremely pleased to be a part of that effort. We have had great times in our respective regions visiting chapters for their regular meetings, installing officers, acting as featured speakers and helping with basic chapter planning sessions. Having this contact person on the National Board of Directors for each region of the country is showing every sign of being on course to meet the needs of the NARPM members—education, networking and a common source for the legal and ethical standards of the industry. Please put your Regional Vice President on your chapter's e-mail contact list. We love knowing when we can have the opportunity to meet with region members.

The Annual NARPM Convention and Trade Show in Scottsdale is just around the corner. Convention Committee Chair Anne McCawley, RMP®, has an awesome event planned! Convention always provides us the opportunity to get out of our routines and try out some new ideas, as well as enjoy some downright great fun with one another. It is also a good time to think about getting together with other members from your region and your RVP to do some brainstorming on how the RVP can best help chapter leaders. I have always felt like I am "coming home" to convention no matter where it is presented, because it is a time for dialogue with those who truly speak the language of property management and know all the family secrets. I just love it!

The real estate sales market will work through the adjustment it began in 2006 and there will continue to be tremendous opportunities for property management companies to grow. Be on the leading edge of your profession by attending NARPM designation courses, Annual Convention and your local chapter meetings. I have been so impressed by the courageous leadership of the Florida Chapter leaders this year. Be ready to better serve your owners and tenants, and to develop a business model that can withstand the winds of change. Below is a list of accomplishments sent out to the members of the Northeast Florida Chapter to look at their 2006 accomplishments. I felt that sharing this here might help other chapter leaders around the country with ideas. Thanks to 2007 NEFARPM President Nancy Maggiore, for sharing this. I expect their list for 2007 to be equally impressive.

- Hosted the First Annual Affiliate Luncheon and Trade Show
- Brought the presidents of NARPM, FARPM and NEFARPM together for a member luncheon
- Produced an affiliate membership power point presentation
- Completed a three year audit of the treasurer's report
- Revised and defined responsibilities for Board members and Chair positions

- Initiated the use of Constant Contact reaching over 130 people per announcement
- Increased affiliate membership from 3 to 15
- Increased the general membership
- Provided a speaker from NEFARPM at monthly new member orientation for NEFAR
- Distributed NEFARPM notebooks to all members giving important chapter information
- Continued our support of The Hubbard House
- Completed the NARPM Chapter Certification of Compliance
- Hosted 6 educational events and informative luncheon meetings to include:
  - Five Hour Landlord Tenant Law Class by Harry Heist with CE Credits
  - National Speaker Robert Machado on "Profitable Property Management"
  - Local Attorney Seth Rothstein explained the eviction process in Duval County
  - Two Community Association Management company representatives addressed "Leasing in Deed Restricted Communities"
  - Malcolm Oliver of Washington Mutual spoke on "The Power of Yes for Investors"
  - Robert Massey, Jr., CPM® spoke on maximizing website marketing to fill vacancies

Nancy points out just how much can be accomplished by many people over a year's time. Sometimes, when we look at what we accomplish, "We overestimate what can be accomplished in a short amount of time, and we underestimate what can be accomplished in a long period of time."







I am energized by your shared ideas and experiences. I feel safer both legally and physically. I know more about how to improve profits by adding revenue sources. I am continuing to learn how to better communicate with owners and residents. Finally I have learned to recognize and value the strengths of those around me and myself to make the interactions we have everyday more pleasant and effective. Thank you all for allowing me this opportunity to serve NARPM.



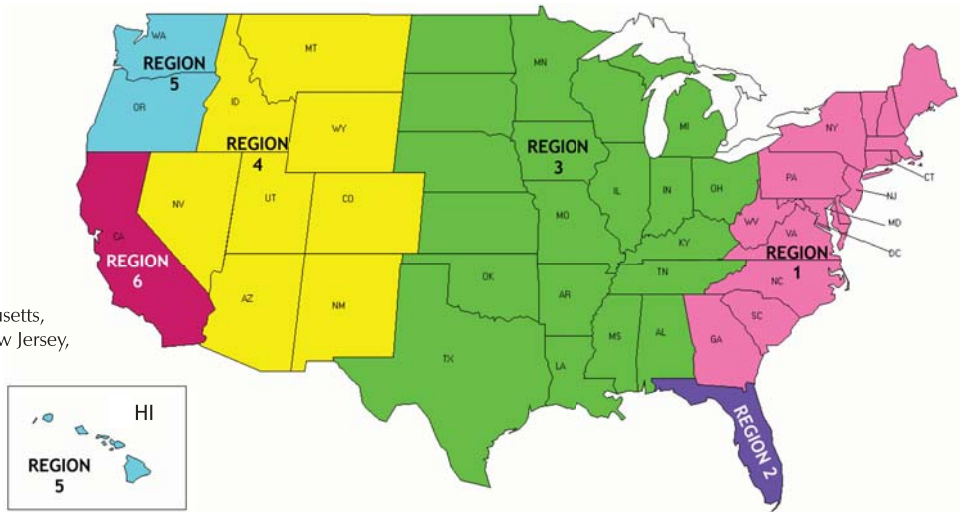
**Elizabeth "Betsy" Morgan, MPM® RMP®,** has been a property manager for over 22 years in the Tampa Bay area. She is the Director of the Property Management Division for Prudential Tropical Realty. Betsy has served as president of the Tampa Bay NARPM Chapter, and is currently the NARPM National Region 2 Vice President.



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- **Region 1** – Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, Delaware, Maryland, Washington D. C., West Virginia, Virginia, North Carolina, South Carolina, and Georgia
- **Region 2** – Florida
- **Region 3** – Michigan, Indiana, Ohio, Kentucky, Tennessee, Alabama, Mississippi, Louisiana, Arkansas, Missouri, Illinois, Iowa, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, and Texas
- **Region 4** – Montana, Wyoming, Colorado, New Mexico, Idaho, Utah, Arizona, and Nevada
- **Region 5** – Washington, Oregon, Alaska, and Hawaii
- **Region 6** – California



### Additional Countries:

Australia – Region 5  
Canada – Region 4  
South America – Region 1  
West Indies – Region 1

### Property Management Software

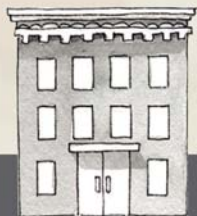
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# Using Hum

by Scott Friedman, CSP®, a featured speaker at th

With restructures, takeovers, and layoffs sweeping the corporate world, employee insecurity and fear are at record levels. The definition of an optimist in corporate America today is an employee who brings his lunch to work. Change has become a daily activity with no end in sight. Anxiety reverberates throughout the entire organization. During these times, corporations need some sort of antidote for stress. Many companies see a dose of humor as a remedy to reduce tension and motivate workers. By coming to our senses of humor, we find truth in the statement that he or she who laughs, lasts.

Does a sense of humor translate into dollars and cents? While the savings won't show up on your balance sheet under comic credits or laugh assets, humor does add an intangible but real benefit.

Humor creates bonds in the workplace. It is the shortest distance between two people. Humor helps establish a feeling of camaraderie and sets the tone for cooperation rather than contention.

To use humor positively at work, people must take themselves lightly, while taking their jobs seriously. Humor is much more than just telling jokes. Humor is the ability to find something funny in your predicament. A comic vision helps people tolerate change in the workplace and get along better with others.

The health of any organization is in direct proportion to that organization's ability to laugh at itself. Many companies are just too darn serious. Their structure and formality inhibit open communications and stifle creativity. If organizations would loosen up a little, they would realize that informality and spontaneity foster open communications and stimulate creativity. What setting is more informal and spontaneous than one with good humor, fun, and play?

Humor is a technique that can be learned, practiced, reinforced just like other skills. Where do you start? First, remember that you do not need to be a stand-up comic, you just need to add some spirit to the work environment.





# or for a Change

the 2007 NARPM Annual Convention and Trade Show

The first ten minutes of the morning set the attitude for the rest of the day, so start light. Here are some ideas:

- ☺ Start every morning by greeting everyone in the office with a big smile and a hearty hello. They will wonder what you are up to.
- ☺ Place funny cartoons, appropriate jokes, or postcards on a company bulletin board. Sign your name with a note saying, "I thought you might enjoy this." Not only are you giving them an opportunity to laugh at this cartoon or joke, but people are saying, "I'll be darned, he's a real guy. What a surprise, he has a sense of humor just like us!"
- ☺ Sprinkle internal communications with humor. Add a cartoon or funny one-liner to memos and you would be surprised how many people start reading those little devils.
- ☺ To get meetings off on a productive foot, serve everyone ice cream or suckers at the start of the meeting. Communication is guaranteed to improve.
- ☺ Inject humor into meetings. Have a dress-up theme meeting once a quarter. Share fifteen minutes of jokes at the start of every meeting.
- ☺ Have a positive party funded by negative people. Every time someone in the office is caught being negative, they throw a dollar in a positive pot, and once a quarter the pot buys pizza, happy hour, or humor props for the office.
- ☺ Wear amusing buttons. One executive wears one that says, "Save time, see it my way." Walk into your next meeting with a button that says, "God is watching, give her a good show." Try "Start each day with PMS—a Positive Motivating Smile."
- ☺ Give rewards for the worst mistake of the week. This will encourage employees to share and learn from their blunders.

- ☺ Spike your environment. Place appropriate humor props around your office. How about Groucho glasses on your ficus or a red clown nose on your fax machine?
- ☺ Send out cartoons with your correspondence. Put your clients in a receptive mood before reading proposals.
- ☺ Have one "call in well" day a year. Instead of calling in sick, you would call up and say, "I'd really love to come to work today, but I just feel too good. Love ya! Bye!"
- ☺ Keep it light. If an employee is frustrated with a new computer system and can't figure out the manual, a boss may sympathize by saying, "How's that new mystery book you're reading? Can I help?"
- ☺ Use Aikido to defuse tension. As Tom Crum reminds us in his book, The Magic of Conflict, Aikido literally translated means "the way of blending energy." It is blending with the aggressor instead of choosing to be aggressive or defensive.

When an irate client asks, "Have you been incompetent your whole life?" your response could be, "Not yet I haven't." Or when a customer comes in and says, "Okay who is the idiot in charge here?" say, "I'm head idiot. What can I do for you?" An unexpected non-threatening response absorbs and redirects the anger in a harmless way without putting the other person down. It may be almost impossible to control others, but you can always control yourself.

A quick warning—be careful when using Aikido. There is a fine line between positive and negative humor. The first thing is to ask yourself the question, "Where am I coming from?" If you are coming from a hostile place, it could very well be reflected in your humor for humor mirrors the truth. Anger or bitterness many times comes out as

sarcasm or humor with a biting, caustic edge. You do more harm than if you had said nothing at all.

The most effective humor has its roots in kindness and affection. The highest form of laughter is to laugh at yourself; the lowest is to laugh at someone else. Making fun of yourself creates instant rapport and creates bonds with workers.

One executive was quoted as saying, "There are two ways to develop self-esteem at the office. The first is to share positive humor, and the second is to take all mirrors out of the washrooms."

A healthy sense of life's absurdities can help us forget our problems and put a smile on our faces. With humor we can sit back, detach ourselves from the situation, and laugh at ourselves for becoming so reactive at life's afflictions. And we can ask ourselves, "Why am I taking life so seriously? It's not permanent." No one gets out of it alive anyway. In a hundred years, what difference will it make? So lighten up! If a tornado blows off your roof, be like the guy who put up a sign saying, "Open House Today."

"Laughter is contagious. Why not infect the whole company?"



**Scott Friedman, CSP®**, is an internationally recognized progressional, speaking over 80 times each year to companies, associations, and youth.

His book, Using Humor for a Change is chock-full of great ideas to lighten-up the workload. He is two time Past President of the Colorado Chapter of the National Speakers Association and currently serves as its National President. See Scott at NARPM's Annual Convention and Trade Show this year in Scottsdale!





# Stepping Into the DIGITAL AGE



What is all this talk about digital television, high definition television, transition dates and new TV sets?

Those are questions many of us are asking ourselves these days. Now that Congress has set a February 17, 2009 date for the completion of the "DTV transition," what do we need to do?

Viewers who currently get their signals "over the air," using a rooftop antenna or rabbit ears, will have to make some adjustments. Either they will have to obtain a converter box to change the digital signal to analog, or they will have to buy a digital television set.

If you are a cable or satellite customer, you may need a set-top box to receive DTV signals and convert them into the format of your current analog television, even after the DTV transition is complete. A DTV set-top box also may receive multicast channels and high definition programming and display them in analog picture quality. Check with your cable or satellite provider to determine if and when you will need a set-top box.

Beginning in 2008, U.S. households may be able to obtain up to two coupons worth \$40 each toward the purchase of converter boxes. The program will be run by the National Telecommunications and Information Administration, which will issue rules regarding the coupons in the future.

You might be wondering why the country is "going digital." There are two important reasons. The sound and picture quality of digital television is much better. It is equivalent to CD quality sound and video. The second reason is that digital technology is a much more efficient use

of the electromagnetic spectrum than analog technology. Spectrum freed up by the transition will be transferred to public safety uses and will provide spectrum for advanced wireless applications.

Those who do opt to go digital will have a transformed television viewing experience. Images and sound are captured using digital technology, delivering a movie-quality experience, multicasting and interactive capabilities. That means better quality, more choices, and more control over your television. There are many quality levels of digital television programming. The most common are:

## High Definition TV

High Definition TV (HDTV) in widescreen provides the highest resolution and picture quality of all DTV formats. A current analog TV picture is made up of 480 horizontal lines. An HDTV picture can have up to 1080 lines, allowing for sharp picture detail. The most common formats are 720p ("p" stands for progressive scan) and 1080i ("i" stands for interlaced) with either 720 progressively (non-interlaced) scanned lines or 1080 interlaced lines. Combined with digitally-enhanced sound technology, HDTV achieves a new benchmark for sound and picture quality in television.

## Enhanced Definition TV

Enhanced Definition TV (EDTV) is a step up from analog TV and SDTV. Also called 480 progressive (480p), EDTV is widescreen 16x9 aspect ratio (aspect ratio is a screen's width compared to its height) or traditional 4x3 format and provides better picture quality than SDTV, but

not as good as HDTV. Most DVDs are encoded as 480p (which means they are not available in high definition, yet).

## Standard Definition TV

Standard Definition TV (SDTV) is the baseline display and resolution for both analog and digital. Transmission of SDTV is usually in the traditional 4x3 aspect ratio, but may be widescreen 16x9 format. SDTV and analog TV can deliver up to 480 interlaced (480i) resolution, though it is often much lower.

So, American consumers will have some decisions to make between now and February 17, 2009. Should I make the investment in a digital television set or continue receiving a lower quality analog picture and sound (either through my cable or satellite provider or through a converter box)? What questions should I ask when I am shopping around for a new television set? What programming is currently available in digital format in my area?

To answer these and many other questions and to help us navigate the digital transition, the government has an excellent, user-friendly website at [www.dtv.gov](http://www.dtv.gov).

February 17, 2009, will be here before we know it and, with a little planning, we can all enjoy the many benefits that digital television will bring.

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**Who wrote this article?**



# Education Course Booklet Advertising Contract

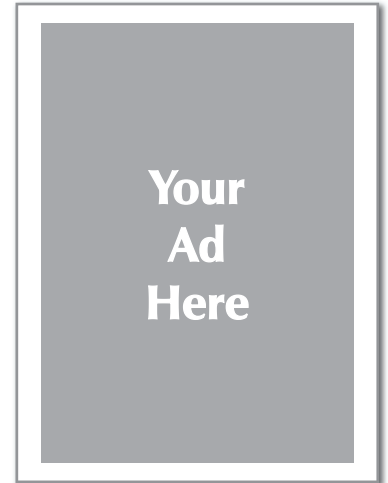
At each NARPM education class, a spiral-bound course materials booklet is given to each attendee. Attendees keep these books, even after the class is over, as they are a valuable source of information. The back cover of these books may be purchased as advertising space. Ads will be printed on white card-stock and will be protected by a clear presentation cover.

Several education classes are held throughout the year in different areas of the United States, so you can even target specific areas if you wish. Or, depending on your company's industry, you could select a class whose topic it would be relevant to.

*Booklet advertisements sold on a first-come, first-serve basis. Please call to confirm that the advertising positions for the selected classes are still available. Classes are subject to cancellation due to low enrollment. If a class is cancelled for this or any other reason, there will not be a refund; instead, a credit will be applied to a future booklet advertisement.*



Front Cover



Back Cover

## Specifications:

Ads should be 7.5" W x 10" H in full-color, 300 dpi in EPS, PDF, or TIF format.

*Please check the classes for which you would like to advertise below.*

## Contract Total

Number of classes selected \_\_\_\_\_ x \$250 = \$ \_\_\_\_\_

## Current Classes

Date	Location	Class
<input type="checkbox"/> 8/14/07	Fort Worth, TX	RMP® Marketing
<input type="checkbox"/> 8/15/07	Fort Worth, TX	RMP® Office Operations
<input type="checkbox"/> 8/25/07	Waikoloa, HI	RMP® Tenancy
<input type="checkbox"/> 9/24/07	Scottsdale, AZ	MPM® Personnel Procedures
<input type="checkbox"/> 9/25/07	Scottsdale, AZ	RMP® Applying Technology
<input type="checkbox"/> 9/26/07	Scottsdale, AZ	RMP® Marketing
<input type="checkbox"/> 9/26/07	Scottsdale, AZ	RMP® Tenancy
<input type="checkbox"/> 9/27/07	Scottsdale, AZ	Ethics
<input type="checkbox"/> 9/29/07	Scottsdale, AZ	RMP® Habitability Standards
<input type="checkbox"/> 9/29/07	Scottsdale, AZ	MPM® Owner/Client Relations
<input type="checkbox"/> 10/10/07	Nashville, TN	RMP® Office Operations

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Signature \_\_\_\_\_

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## or Fax to:

1-866-466-2776

## Questions?

Call NARPM at 800-782-3452 or  
e-mail [publications@narpm.org](mailto:publications@narpm.org).



**I**t is 11 pm and you are waiting by the fax machine for one last rental contract to come through before tomorrow's deadline. One by one, the semi-legible pages trickle through. You are relieved that your hectic day is almost over, until you find that the most important page, the one with all the signatures, is missing.

This scenario is more than familiar in the property management industry. In fact, one of the biggest challenges for property managers is managing the ever-increasing flow of paperwork between themselves and prospective tenants. Whether it is credit applications or residential lease agreements, there is no question that faxing forms back and forth not only increases the risk of inaccuracies, it is simply no longer cost-effective.

Recent technological advances have allowed paper-intensive industries to convert existing documents to an electronic form. These e-forms can then be signed online with a legally binding digital signature. So instead of chasing faxes, deciphering illegible forms, and manually updating systems of record and accounting systems, property management companies can send, sign and automatically update on an entirely digital platform. Thanks to Federal Laws like the E-Sign Act of 2000, this digital signature carries the same legal weight as a traditional 'wet ink' John Hancock.

Making the move to a digital platform may seem complex, but the right technology can be integrated into a company's existing IT system quickly and easily. Signing with a digital signature is no different than entering a PIN at a bank's ATM, so there is little or no learning curve once the technology has been implemented. And the resulting decrease in administrative and labor costs is significant.

NARPM member Kandy Meehan, RMP®, of Kansas-based Home Rental Services (HRS) has had incredible success with technology designed to minimize paper transactions. HRS recently installed Recombo WAYPOINT, an online service that allows businesses to acquire legally binding digital signatures and complete any agreement through e-mail and the Internet.

Before integrating digital signature technology, the leasing firm would fax, mail or courier contracts and residential



tenancy forms to tenants to be completed and returned by fax. After converting all of its existing paper contracts into tamper-proof e-form formats, HRS has virtually eliminated the heavy use of paper normally associated with leasing and managing rental properties. The company now saves an additional \$125+ per transaction and has increased the number of properties leased each month.

"In the old days of faxing, we would get forms that were almost completely illegible, making it difficult for an administrator to read and manually update information to the company's database," said Meehan. "Now we have an easy to use, legal, secure solution to managing paper and it's saving us thousands of dollars each month. Going digital has made our lives so much easier;

I won't ever return to faxing paper documents!"

For more information on digital signatures and e-forms, visit <http://www.recombo.com>.



**Reed Clayton** is a graduate of the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. He brings more than nine years of experience writing and editing for various publications. With a passion for journalism, advertising and marketing, Reed has proven success in developing and delivering high-level communication strategies for a wide range of companies both in Canada and the US.

# Legislative Scoop

by Michael Hodges, RMP®

## YOU CAN MAKE A DIFFERENCE WHEN IT COMES TO LANDLORD/TENANT LAWS!

If it had not been for the National Association of Residential Property Managers (NARPM), and my state trade association, the Florida Association of Residential Property Managers, Inc. (FARPM), the experience that follows would not have happened. Let me share with you my recent experience at the Florida "Legislative Days" for property managers.

Every year we have a "Legislative Day on the Hill" at our State Capital in Tallahassee. Property managers come together from all over the state with a single purpose in mind, which is to inform our senators and representatives what our position is on bills that effect landlord/tenant legislation that are being considered in the legislative sessions.

Last year and this year there was a bill introduced that would make you (the property manager) a criminal if you accidentally rented to a sexual offender or sexual predator. It was a misdemeanor that carried up to six months of jail time and up to a \$10,000 fine. The bill basically said that if you rented to a sexual offender or predator, or if the person who had been renting your home for two years was convicted while living in that home, and that home was within 1000 to 2500 square feet of any place that children gathered, you could be found in violation of the law. (Keep in mind that if you sold the home to them you would not be in violation of the law, it only pertains if you rented it to them). Even though Florida tries to keep their databases updated, there is no database that is "up to the minute" indicating who the sexual offenders or predators are.

As with events that happen in life, many bills are introduced by senators and representatives based on personal life experiences and good intentions. That was the case with this legislation. In this case a horrific thing happened to someone close to the legislator when a beautiful young girl was sexually assaulted. This should never happen in the United States, the best country in the world, but it did. As you know, bills normally have good intentions, as this bill did, but unfortunately sometimes legislators do not consider all the ramifications that surround

the bill once it is passed and becomes law. In this particular case, it was through the efforts of our group of property managers that helped get the bill tabled last year due to the errant wording.

At this last legislative session it was brought back with a wording change but we still could not endorse it to the senators and representatives because the data system is still not reliable, and the bill still did not address what happens when a person with a clean record moves into a rental property and is later

convicted of a sexual crime while living at the rental. As the bill was written, the property manager would still be in violation of the law with no method to ensure compliance.

At the time this article is being written the bill is still in committee and, according to many of the representatives we have spoken with, it will not make it out of committee. If the bill never gets out of committee and it dies on the vine that in itself will be a victory for the property managers.

So remember, when it comes to being involved, you can make a difference, whether it be on business level or a personal level. Go and introduce yourself to your local and state representatives. They truly want to hear from you!

**"Bills normally have good intentions, as this bill did, but unfortunately sometimes legislators do not consider all the ramifications..."**



**Michael Hodges, RMP®**, has been in the property management business since 1990. He started his own company soon after and later sold it. For two years, he has managed one of the largest property management firms in the Jacksonville area. Michael was voted Property Manager of the Year in 2002 and 2006 by the Northeast Florida Association of REALTORS® (NEFAR). He has served as NEFARPM President, and is currently the Treasurer of his local NARPM Chapter and serving on the FARPM Board as an advisor. Michael is also an MPM® candidate.



*This is the first article in a multipart series examining the impact of the Internet on the property management industry, particularly the use of technology to communicate with residents and the marketplace.*

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## NAVIGATING THE WORLD WIDE WEB

An Internet portal is a website on the World Wide Web that typically provides personalized capabilities to its visitors, providing a pathway to other content. Today, portals are the standard mechanism for accessing the vast wealth of information and services available over the Internet. Such capabilities as online shopping, online banking, and stock market trading, not to mention such social sites as Youtube.com and Myplace.com, are all based on portal technology. Some portals provide additional capability to allow content to work on multiple platforms such as personal computers, personal digital assistants (PDAs), and cell phones.

The first use of an Internet portal by the real estate industry was the publishing of the MLS online by the National Association of REALTORS®. Initially it was a simple listing of homes for sale, sorted by location. Now, of course, it is a highly functional resource for anyone wishing to buy or sell residential property. It helped point the way for other segments of the real estate industry, specifically the property management industry, to leverage Internet technology to provide competitive advantage, improve productivity and enhance customer service.

To better understand how you can use this technology to stay competitive in today's market and to improve your business fundamentals; let's take a look at

how we got to where we are today. In the late 1990s, the web portal was a hot commodity. After the proliferation of web browsers in the mid-1990s, many companies tried to build or acquire a portal, to have a piece of the Internet market. The web portal gained special attention because it was, for many users, the starting point of their web browser. Netscape became a part of America Online, the Walt Disney Company launched Go.com, and Excite became a part of AT&T.

**"PORTALS are the standard mechanism for accessing the vast wealth of information and services available over the Internet."**

Many of the portals started initially as either web directories (notably Yahoo! and/or search engines such as Excite, Lycos, Alta Vista, Infoseek, and Hotbot, among the old ones). Expanding services was a strategy to secure the user-base and lengthen the time a user stayed on the portal. Services, which require user registration such as free e-mail, customized features, and chat rooms, were considered to enhance repeat use of the portal. Game, chat, e-mail, news, and other services also tend to make

users stay longer, thereby increasing the advertising revenue.

In early 2000 we began to see hybrid portals, which were a cross between public web portals such as Yahoo! and internal web portals such as corporate intranets. These specialized portals, or affinity portals, were accessible only by becoming a member of the group to which the portal was targeted. These portals required a secured registration process similar to corporate intranets, but were available to members through the World Wide Web. It is this type of portal that has proven increasingly popular with real estate and property management firms.



**Steven D. Lloyd, CPA and CEO of DIY Real Estate Solutions,** has over 30 years of senior leadership experience at Fortune 500 companies developing

global enterprise property management software solutions. At DIY, Steve is focused on delivering intuitive, Web-based solutions to professional rental managers with portfolios of less than 1,000 units. DIY offers comprehensive lease and data management functionality, complete property accounting, credit screening, online rent payments, debt collections servicing and state-of-the-art web portals for marketing and resident services.

# Welcome to the **VIRTUAL OFFICE**

by Lambert Munz, RMP®

I read the "Altering Hours of Operation" article by Rob Massey, Jr., CPM® in the March 2007 issue of the *Residential Resource* with great interest. After reading his article, I would like to share one of my business experiences.

My business began in my home. My biggest fear was giving out my home address to owners, tenants and vendors. I also wanted a place where tenants could pay their rent. If everyone knew where I lived, I would be bothered night and day for various reasons.

A real estate friend told me about a virtual office service. What is a virtual office? Webster defines "virtual" as "existing or resulting in effect of essence though not in actual fact, form or name." In this case, it is office services, including mail, reception and answering services. It is a physical and shipping address for your company. A receptionist issues receipts for rent and hands out applications. Day offices or conference rooms are available for meeting with clients and are

charged on an hourly basis. If someone comes to the office looking for someone, the receptionist asks if they have an appointment, which of course they do not, and she will offer to have someone from the company contact them.

Can you see all the benefits? Elimination of interruptions from unsolicited vendors, vendors needing a check cut because they are going out of town for the weekend, owners wanting the bookkeeper to go over their report, tenants with a complaint, etc. In one instance, we had a tenant we were evicting that came to the office to cause trouble. She screamed and cried and had to be escorted out. The virtual office provided this service which would have disturbed our office staff for the entire day. I love being in control of our day and insist that we need 24 hours prior notice for appointments.

We have moved out of our home now to an undisclosed location and still use the virtual office as a buffer. We have been

doing this for over 15 years and I am not going to change. Our costs run about \$250 to \$300 per month. Compare that to a full-time receptionist.

The company that provides these services has offices throughout the United States. They offer one and two person full-time offices as well as virtual office services. The name of the company I use is called the Regis Company. They operate under the name of HQ Offices. If you travel, you can also utilize their VIP service, which allows you to use day offices in other cities to meet clients.



**Lambert Munz, RMP®**, is president of *Arbour Real Estate Management, Inc.* The firm manages 350 single-family and small multi-family units. Lambert

has been in the property management industry for 26 years and presently, he is the president of the NARPM Sacramento Chapter.





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From the creator of Sublet.com

# In Memory of Robert Craig

*Robert Craig, a member of the Alameda/Contra Costa Chapter of NARPM in California, passed away on June 13, 2007. He owned Craig Property Management in Pleasanton, CA. Those who would like to sign the guestbook, may visit the obituaries section of [www.contracostatimes.com](http://www.contracostatimes.com). Bob attended many conferences and conventions. He loved life and had great fun with his NARPM members. We will all miss a good friend and colleague.*

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# Maintenance 101

## Common Electrical Concerns

### ELECTRICAL SERVICE ISSUES

The use of electric appliances and devices has increased substantially since the first homes were wired for electricity. For the typical size home, 100 amps is generally considered the minimum acceptable electric capacity. For large homes, or homes occupied by the typical modern family making use of many of the electric devices now available, at least 150 amperes would be more appropriate. All electric homes generally require a 200 amp service. While a certain service size may have been adequate for a particular home in the past, any renovation work or the upgrading of major appliances may necessitate an increase in the capacity of the panel and/or household service.

The service lines which carry electric power from the utility company to a house can be buried or run overhead. Overhead lines must have adequate clearance over all points on the property and the house to avoid accidental contact (ladder, poles, etc.). Tree limbs and other vegetation must also be kept clear of the lines. A damaged service line or connection presents a potential hazard. The utility is usually responsible for maintenance to the point where line connects to the house.

### ELECTRIC PANELS

The main panel is the connection point between the incoming service lines and the house wiring. It typically contains a service disconnect (the main shut-off), overload protection (circuit breakers or fuses), and associated conductors (wiring). All circuits in the panel should be clearly labeled so that a particular circuit can be readily located in an emergency or for servicing needs. It is generally recommended, and now often required, that there be a main disconnect to shut down the house's electrical system quickly and easily. If there is no main, consideration should be given to providing one, particularly if there are numerous submains or household circuits.

The rating of circuit breakers and fuses must be compatible with the connected wire. Oversized fuses or circuit breakers present a potential hazard. The standard household wire sizes are 14 AWG (American Wire Gauge) and 12 AWG; these conductors should be protected by 15 and 20 amp fuses or breakers, respectively. Multiple circuits connected to a single overload device are often found. While this practice is common, the potential for an operational nuisance or overload hazard may exist. It is good practice (and in many cases required) to have only one wire connected to an individual circuit breaker or fuse.

### GROUNDING AND POLARITY

Electric continuity or bonding must be provided from all points in an electrical system to a grounding electrode (rod). Ungrounded components should be corrected. Older two-prong electrical receptacles without grounding provisions do not allow for the proper grounding of appliances. While an adapter may work in certain temporary situations, permanently grounded three-prong receptacles are recommended in locations where appliance grounding is required. In some situations, rewiring of the circuit(s) may be necessary. Another common condition, reverse polarity, occurs when the electric conductors on a circuit are reversed or improperly connected at a receptacle, or other device. While

the affected device may function, the potential for electrical shock under certain circumstances exists and should be rectified. If a spot check of a system indicates improper grounding or reverse polarity in areas, the entire system should be checked as a precautionary measure.

### KNOB AND TUBE WIRING

This is the type wiring originally used in many older homes. While it may still be functional, there are likely areas with damaged insulation and other concerns. It is a two-wire system that is not compatible with modern appliances that require grounding. If present, an

electrician should check all areas to determine the repairs or upgrade work required.

### ALUMINUM WIRING

While now commonly used primarily on main service lines and major appliance circuits, aluminum wiring was also used on household circuits between 1964 and the mid 1970s. The inherent characteristics of aluminum, and the wiring methods and/or materials used for household circuits, resulted in faulty connections, which created hazardous conditions. Since then, warnings about fire concerns and the development of new devices designed for aluminum led to remedial work being done on many systems. However, it is still generally recommended that all aluminum systems be checked prior to title transfer, and periodically thereafter, to determine if remedial work is required.



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## 2007 Designation Candidates

### **RMP® CANDIDACY**

Linda Allen  
Karen Ayers  
Shawn Beard  
Debbie Bennett  
Tina Bradley  
Marc Cunningham  
Hardeman Godbee  
W. Sean Kerr  
Dan Lopez  
Tina Lopez  
Adona Lowery  
Anthony Marotta  
Michael McCreary  
Barbara McDonald  
Nancy Myers  
Kathleen Richards

Mark Smith  
Candice Swanson  
Mark Vonder Meulen

### **MPM® CANDIDACY**

Marilyn Grimsley, RMP®  
Paul Irey, RMP®  
Robert Lynde, RMP®  
James Pickett, RMP®  
Gary Walker, RMP®  
Sylvia White, RMP®

### **CSS<sup>sm</sup> CANDIDACY**

Kelly Willis

## Congratulations to NARPM's New RMP® Designees

Chris Warren, RMP®  
Linda "Dusty" Woodstock, RMP®  
Laurene Young, RMP®  
Patrick Young, RMP®



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# Welcome New NARPM Members!

Members that joined NARPM from May 17 to June 20, 2007

## NEW MEMBERS

Bob Abbott  
Prime Properties  
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Tulsa, OK 74133-3787  
918-369-2442

Jason Adair  
Rental Management Solutions  
1515 SW Topeka Blvd.  
Topeka, KS 66612  
785-266-3499

Caroni Adams  
The Property Manager  
160 W 8th St.  
Durango, CO 81301  
970-259-0222

John Adams  
Atlantis Properties  
10 Jackson St., #107  
Los Gatos, CA 95030  
408-354-8910

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The Property Shoppe  
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Virginia Beach, VA 23451  
757-496-1986

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Preferred Property Management  
11355 S. Parker Road, #101  
Parker, CO 80138  
720-842-1833

Bonnie Barberini  
Avalon Realty & Oaktree Mgmt.  
500 Rose St.  
Las Vegas, NV 89106  
702-648-1299

Riza Bell  
FIL-AM Realty  
922 Justin Terrace  
San Antonio, TX 78251  
210-669-7492

Brian A. Birdy  
Birdy Properties, LLC  
601 NW Loop 410, #390  
San Antonio, TX 78216  
210-524-9400

Andrea Borell  
Ansan Property Management  
2889 10 Ave. North, #302  
Lake Worth, FL 33461  
561-439-9401

Miste Burenheide  
Prestige Property Management  
1045 S Ancona Ave., #140  
Eagle, ID 83616  
208-938-8009

Lana Byrne  
Richter & Associates  
41820 Six Mile Road  
Northville, MI 48168  
248-348-5100

Linda Combs  
Grubbs & Combs Properties  
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San Antonio, TX 78232  
210-493-2393

Kimberly Cox  
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Virginia Beach, VA 23451  
757-496-1986

Althea Dunning  
The Pivetti Company  
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Hollister, CA 95023  
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Silas Frazier Jr  
Silas Frazier Realty  
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678-931-0823

Jerry Garrity  
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Randy Halsne  
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405-844-4110

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PO Box 45533  
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Scott Jones  
Prime Properties  
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Plano, TX 75025  
214-432-1975

Sandra Katz  
Quality Property Mgmt. Services  
237 Chandler St., #107  
Worcester, MA 01609  
508-459-6957

Ryan Kimmel  
MB-Kimmel & Company  
PO Box 22631  
Denver, CO 80222  
303-773-1900

Colin Lightfoot  
C.L. Properties USA, LLC  
65 W Easy St.  
Simi Valley, CA 93065  
805-630-4703

Laura Livingston  
Beacon Property Management  
7899 S. Lincoln Court, #206  
Centennial, CO 80122  
303-347-0975

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BirdSong Property Management  
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707-433-7984

Susie Pascual  
Paradise Property Management  
3711 Wilderness Bluff  
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210-481-6861

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561-439-9401

Jonathan Sadoyama  
The Realty Co., Ltd.  
1042 Fort Street Mall, #300  
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808-550-8827

Jeffry Scoffern  
Moyer Realty Co.  
3760 Park Boulevard Way  
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Beth Seegert  
Richter & Associates, Inc.  
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Northville, MI 48168  
248-348-5100





Linda Shoenberger  
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775-826-4414

Kathy Tatsuno  
Drake Properties, Inc.  
315 Uluniu St., #208  
Kailua, HI 96734  
808-261-4677

Angela Velazquez  
DECA Realty Co.  
9630 Gravois Road, #101  
St. Louis, MO 63123-6267  
314-631-3306

Janice Williams  
Fred Williams Realty, Inc.  
2680 Quacco Road  
Pooler, GA 31322  
912-748-2140

Ray Wofford  
The FRO Group  
4250 Alafaya Trail, #212-159  
Oviedo, FL 32765  
866-394-2583

Jason Woodward  
Boise Property Management, LLC  
13601 W McMillan Road, #102-187  
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208-377-2525

Kerri Ziegler  
Beacon Property Management  
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Centennial, CO 80122  
303-347-0975

#### **NEW SUPPORT STAFF**

Elmer Byington  
Property Management Pros, LLC  
104 E Fairview Ave., #263  
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208-947-7369

Trina Holmes  
Premier Home Sales & Leasing  
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405-844-4110

Claire A. Suzuki  
Paradise Property Management  
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Cibolo, TX 78108  
210-481-6861

#### **NEW AFFILIATES**

Dave Dugdale  
RentVine.com  
2141 Dailey St.  
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720-209-9202

Don Hazlett  
Lands End Business Outfitters  
6 Lands End Lane  
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Dan Meister  
Pacific Screening, Inc.  
PO Box 25582  
Portland, OR 97298  
800-707-1941

Michael Mosebach  
DMC Construction  
1219 Forest Ave.  
Pacific Grove, CA 93950  
831-656-1600

Chris Nichols  
RentalHunt.com  
3127 Cherry Valley Circle  
Fairfield, CA 94534  
707-384-2154

Chris Sorensen  
Nims & Associates  
384 Bel Marin Keys Blvd., #145  
Novato, CA 94949  
415-382-6300

Don Taylor  
Renters Legal Liability, LLC  
466 S 400 E, #103  
Murray, UT 84123  
801-263-9883

Denise Walsh  
Home Management Network, LLC  
41820 6 Mile, #102  
Northville, MI 48168  
248-207-9956

## *Affiliate Members*

### Listed by Service

#### **BUSINESS PRODUCTS AND SERVICES**

American Blinds & Draperies  
Appliance Warehouse of America  
Atlantic Publishing Company  
Castle Insurance  
Centex House Leveling  
Coastal Residential Corp.  
College Hunks Hauling Junk  
FARPM  
First Horizon Home Loans  
Home Management Network, LLC  
Ian H. Graham Insurance  
JGS Insurance  
Kellogg & Andelson Accountancy  
LandLordLocks.com, Inc.  
LandlordSource  
Lands End Business Outfitters  
Newsletter Exchange, Inc.  
Northstar Moving Corporation  
Paychex, Inc.  
PayClix.com  
Paylease, Inc.  
Peachtree Business Products  
Professional Office Services of Idaho  
Rekey.com Locksmith Services  
Renters Legal Liability, LLC  
Roper Lock Box, LLC

Runzheimer International, Ltd.  
Signet Mortgage Corporation  
Starker Services, Inc.  
Sylvan Electronics, Inc.  
Two Men and a Truck  
Western Pacific Claim Service

#### **INTERNET TOOLS AND MARKETING**

1SourceRents.com  
All Property Management  
AudioVu.com  
ezLandlordForms  
ForRentByOwner.com  
Info on the Web  
Innercircuit, Inc.  
My New Place  
Point 2 Technologies-Propman  
Property Bridge, LLC  
Rent Marketer  
Rent.com  
Rent2Buy America, LLC  
RentalHomesPlus  
RentalHunt.com  
RentalResource.com  
Rentals.com  
RentalSource.com  
RentBlurb.com

RentVine.com  
ResidentSource  
Socrates Media, LLC  
StudentRent

#### **LEGAL SERVICES**

Law Offices of Davis, Rothwell,  
Mullin, Earle & Xóchihua, PC  
Law Offices of Heist, Weisse &  
Lucrezi

#### **MAINTENANCE**

A & K Appliance Distributing  
Blusky Restoration Contractors  
Christian Nissen Landscaping  
Crime Clean of Texas, Inc.  
DMC Construction  
Gillespie Home Inspection  
J-Phase Electric, LLC  
KMH Technologies, Inc.  
Maintenance Made Simple  
Orkin, Inc.  
Pacific Pest Management, Inc.  
Paul Davis Restoration  
Power Lift Foundation Repair  
Rainbow International  
RR Roofing  
Sherwin Williams Company

#### **SOFTWARE**

APPFOLIO, Inc.  
Davis Computing Solutions  
Dick Jonilonis & Associates  
DIY Real Estate Solutions  
Nims & Associates  
PROMAS Landlord Software  
Property Boss Solutions, LLC  
Recombo  
Tracker Systems, Inc.

#### **TENANT SCREENING**

Contemporary Information Corp.  
Credit Retriever  
Gambino Information Services  
Interstate Information Services  
Investigative Screening and  
Consulting  
MOCO, Inc.  
National Tenant Info. Services  
National Tenant Network  
Pacific Screening, Inc.  
Reliable Background Screening  
RentGrow, Inc.  
ScreeningOne  
TVS Tenant Verification Service  
United Screening Services Corp.  
VeriQuest Screening Solutions

# NARPM Ambassador Program

The Ambassador Program was first designed in 2000 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? To achieve Ambassador status, you must refer five new members in one year. Afterwards, you will receive an award certificate and a \$245 NARPM credit that can be used toward your annual dues, upcoming events, education classes, and more! You will also be listed in a special section here, in the *Residential Resource*, after achieving Ambassador status. You can earn multiple award certificates in a 12-month period, so be sure you continue referring new members even after you have achieved Ambassador status.

## How Do You Start Referring?

- Call NARPM Headquarters at 800-782-3452 to request member 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, the "Ambassador," will be recognized in the *Residential Resource*.

## May 17 to June 20, 2007

### New Member

John Adams  
Althea Dunning  
Dave Dugdale  
Bob Abbott  
Lana Byrne  
Kerri Ziegler  
Laura Livingston  
Don Hazlett  
Claire Suzuki  
Laura Adams  
Riza Bell  
Susie Pascual  
Linda Combs  
Bonnie Barberini  
Jonathan Sadoyama  
Jonathan Sadoyama  
Frances Hess, Jr.

### Referring Member

Louis Melo  
Phillip Frandler, RMP®  
Wendy Frenzel  
Kevin Martin  
Denise Walsh, MPM® RMP® CRMC®  
Karen Hodges  
Karen Hodges  
Melissa Prandi, MPM® RMP® CRMC®  
Susie Pascual  
Kimberly Cox  
Adona Lowery  
Carol Thompson  
Adona Lowery  
Tony Drost, MPM® RMP®  
Cori Shimabukuro  
Darlene Higa  
Jim Reimer, MPM® RMP®

## 2006-2007 Ambassadors

Wanda Franklin, RMP®  
Melissa Prandi, MPM® RMP® CRMC®  
Geri Stephens, RMP®



## What Would YOU Do... with \$245?

education classes

annual dues

convention  
registration

NARPM store



# RMP®/MPM® Certification Classes

Date	Location	Class	Instructor
Aug. 14, 2007	Fort Worth, TX	RMP® Marketing	Mark Kreditor, MPM®
Aug. 15, 2007	Fort Worth, TX	RMP® Office Operations	Mark Kreditor, MPM®
Aug. 25, 2007	Waikoloa, HI	RMP® Tenancy	Ray Scarabosio, MPM®
Sep. 24, 2007	Scottsdale, AZ	MPM® Personnel Procedures	Suzanne Cameron, MPM®
Sep. 25, 2007	Scottsdale, AZ	RMP® Applying Technology	Ray Scarabosio, MPM®
Sep. 26, 2007	Scottsdale, AZ	RMP® Marketing	Dave Holt, MPM®
Sep. 26, 2007	Scottsdale, AZ	RMP® Tenancy	Peter Meer, MPM®
Sep. 27, 2007	Scottsdale, AZ	Ethics	Marc Banner, MPM®
Sep. 29, 2007	Scottsdale, AZ	RMP® Habitability	Kit Garren, MPM®
Sep. 29, 2007	Scottsdale, AZ	MPM® Owner/Client Relations	Betty Fletcher, MPM®
Oct. 10, 2007	Nashville, TN	RMP® Office Operations	Betty Fletcher, MPM®

## Interested in Sponsoring Certification Classes?

Opportunities are available to chapters that would like to further member education, promote certification, and increase their chapter funds by sponsoring a certification class. However, it takes time to plan a class so give your chapter five to six month's lead-time if you wish to sponsor one of these events.

Find out more by calling Headquarters, at 800/782-3452 or e-mailing [info@narpm.org](mailto:info@narpm.org). We can provide you with the details you need to make your certification class a successful venture.

## Class Registration Form

FEES RMP® Classes	Early Registration*	Registration*
Member	\$195	\$225
Nonmember	\$295	\$325
Retake	\$100	\$130
RMP®/MPM®	\$97.50	\$127.50

MPM® Classes	Early Registration*	Registration*
Member	\$395	\$450
Nonmember	\$495	\$550
Retake	\$300	\$355
MPM®	\$197.50	\$252.50

Ethics Class	Early Registration*	Registration*
Member	\$45	\$55
Nonmember	\$145	\$105

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

### CLASS INFORMATION

- See individual class flyers for times and additional information. Flyers may be downloaded from [www.narpm.org](http://www.narpm.org).
- 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 the class; however, the registration fee can be applied to a later class with a \$25 transfer fee.

If NARPM cancels the course because minimum registrations have not been met or for any other reason, then tuition paid will be fully refundable. All courses are subject to cancellation by NARPM.

(Please print or type)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

### 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.

### Three Easy Ways to Register

**1. MAIL** your form with payment to NARPM, 638 Independence Parkway, Suite 100 Chesapeake, VA 23320

**2. FAX** your form with credit card payment to 866-466-2776. Please do not mail the original.

**3. ONLINE** with Internet Member Services (IMS) at [www.narpm.org](http://www.narpm.org).

More than 90% of renters use the Internet to research rental housing.

# Are you where renters are?

## rentalhomesplus

Powered by Apartments.com

**RentalHomesPlus** targets renters specifically looking for single family home, townhouse and duplex rental properties. Powered by Apartments.com, RentalHomesPlus offers renters free searches of a national database of rental homes. In addition, the site provides property owners & managers with a valuable and cost-effective resource for advertising vacancies.

### Advertise your properties with RentalHomesPlus and get:

- **Exposure** - Millions of renters are exposed to RentalHomesPlus listings
- **Experience** - We've been in the business of driving qualified leads to all types of properties for years
- **Value** - Advertising your property online is a cost effective way to reach renters

**Start your listing today! Contact:**

**(866) 399-4944**

**[sales@rentalhomesplus.com](mailto:sales@rentalhomesplus.com)**

**[www.rentalhomesplus.com](http://www.rentalhomesplus.com)**

NARPM

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