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Should we be charging our client more fees in the economic downturn?

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Inspections are an important part of setting your client's expectations.

p18

Advice on managing the psychology of a reluctant landlord.

RESIDENTIALResource



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

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we
lost
our
minds?



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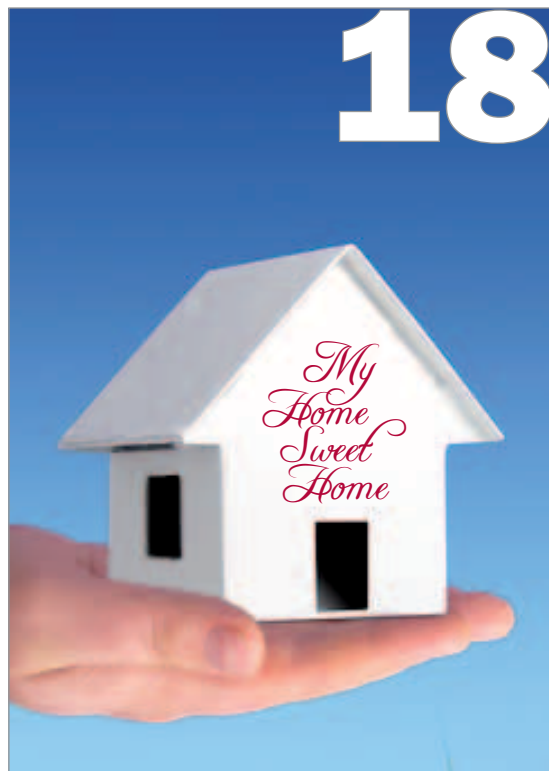
The mission of the National Association of Residential Property Managers is to support professional and ethical practices of rental home management through networking, education and designation.

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OFFICERS

EDITORIAL MISSION

Since 1989, the NARPM® news magazine has been a key focal point for the organization. The *Residential Resource* keeps members up-to-date on association events, and provides valuable industry advice and insight. NARPM® members receive the *Residential Resource* as part of their membership, included in their annual dues.

The *Residential Resource* is published monthly, with one combined issue for October/November. Articles can be submitted by e-mail to publications@narpm.org. Items mailed in for publication cannot be returned. Address changes may be forwarded to NARPM® National. The Communications Chair and Graphic Designer reserve the right to edit or refuse all publications for content and selection.

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The *Residential Resource* is designed for the members of the National Association of Residential Property Managers by Organization Management Group, Inc. in Chesapeake, Virginia. (www.managegroup.com)

NARPM® NATIONAL

638 Independence Parkway, Suite 100
Chesapeake, VA 23320

P: 800-782-3452
F: 866-466-2776
www.narpm.org

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Tony A. Drost, MPM® RMP®
President
president@narpm.org
208-321-1900

James Emory Tungsvik, MPM® RMP®
Treasurer
treasurer@narpm.org
253-852-3000

Jayci Grana, MPM® RMP®
President-Elect
presidentelect@narpm.org
407-629-6643

Vickie Gaskill, MPM® RMP® CPM® ARM®
Past President
pastpresident@narpm.org
800-755-5397

REGIONAL VICE PRESIDENTS

Thomas Guyer, MPM® RMP®
northwestrvp@narpm.org
360-748-4683

Andrew Propst, MPM® RMP® CPM®
northeastrvp@narpm.org / northcentralrvp@narpm.org
208-377-3227

Richard Vierra, RMP®
pacificrvp@narpm.org
808-293-643

Stephen Foster, MPM® RMP® CCIM®
southcentralrvp@narpm.org
210-340-1717

Carolyn Rogers, MPM® RMP®
southwestrvp@narpm.org
719-632-3368

John R. Bradford, III, RMP®
southeastrvp@narpm.org
704-334-2626

COMMITTEE CHAIRS

Tracey Norris, RMP®
Communications
communications@narpm.org
830-625-8065

Brian Birdy, MPM® RMP®
Professional Development
profdevelopment@narpm.org
210-524-9400

Andrea Caldwell, MPM® RMP®
Long Range Planning
longrangechair@narpm.org
408-978-8100

Deb Newell-Wagley, RMP®
Governmental Affairs
govtaffairschair@narpm.org
952-808-9700

Leeann Ghiglione, MPM® RMP®
Member Services
memberservices@narpm.org
206-286-1100

Vickie Gaskill, MPM® RMP® CPM® ARM®
Nominating
nominatingchair@narpm.org
800-755-5397

James Emory Tungsvik, MPM® RMP®
Finance Committee
treasurer@narpm.org
258-852-3000

NARPM® NATIONAL

Gail S. Phillips, CAE
Executive Director
executivedirector@narpm.org

Patricia Hartline
Communications, Graphic Designer
publications@narpm.org

Cher Leadbeater
Administrative Assistant
adminassist@narpm.org

Carla Earnest, CMP
Conferences & Conventions Coordinator
conventioninfo@narpm.org

Cathy Spruiell
Chapter Support
chaptersupport@narpm.org



PRESIDENT'S Message

“As professional property managers, we must SERVE and PROTECT our clients, and this year’s convention will certainly assist you in doing so.”



WITH THE ADDITION of so many services, such as regional conferences, on-line classes, e-chapter meetings, and the list serve, NARPM® has made it far easier for our members to learn and become leaders within their own markets. As professional property managers, we must SERVE and PROTECT our clients, and this year’s convention will certainly assist you in doing so.

The National Convention still remains the one event where we all can meet and tie everything together. This year’s Annual Convention and Trade show will be held October 19th through the 21st at the newly remodeled Dallas InterContinental Hotel. Please visit narpconvention.org to download our first Convention App for your iPhone or Droid. You can use the app to register, view the schedule of events, read about our speakers and breakout sessions, and view the trade show layout to include booth locations and description of services and so much more.

The National Convention has always presented the opportunity for our members to network. Many members go to the convention to take what they have heard or seen throughout the year and finally sit down with the member and/or affiliate who can

show them one-on-one how to implement it. Likewise, you will surely make contacts in the workshops or designation classes, and I encourage you to meet up with these folks during your breaks or after hours to share and learn from one another.

Prior to the official kickoff of the convention, NARPM® will be offering designation classes on October 17th and 18th. Obtaining a NARPM® designation not only displays your expertise, but what you learn in these classes can improve your business greatly. The NARPM® designation classes are full of great content, but it is the interaction and connections with the other students that can really help you understand and choose the changes that can improve your business’s efficiency, reduce risks, and become more profitable.

October 18th is an action packed day that starts off with the second Annual Past President’s Charity Golf Tournament which will benefit Vogel Alcove. Vogel Alcove provides services for the homeless and their children. The day finishes with the President’s celebration which includes a tour of Cowboys Stadium and dinner at the Texas Ranger’s Stadium.

The morning of the 19th begins with

our Business and Leadership Development Training with Dennis Snow. This training will focus on achieving our goals in the areas of customer service, employee development, and leadership. Later that afternoon we kick off the convention with our Opening General Session followed by the Grand Opening of the Trade Show.

The 20th and 21st are jammed pack with 20 workshops, along with a networking lunch, membership awards, and the Annual Business meeting. One General Session will feature former Air Force fighter pilot, Lt. Col Kevin Sweeney, who will speak about how to improve your confidence, even in pressure cooker circumstances.

Friday night’s Gala will close the convention in a way never done before. Put on your blue jeans and boots, as we’ll enjoy a Texas style dinner followed with armadillo racing, a calf roping contest, and a mechanical bull contest. It should be fun for all as something tells me that those who choose to just watch may be entertained the most.

Tony A. Drost, MPM® RMP®
2011 NARPM® President

NARPM®’S FINEST by President Drost

NARPM® is full of the finest property managers throughout the nation and even a few outside of our borders. I wanted to acknowledge NARPM®’s finest as I come across them in my travels.

Leeann Ghiglione, MPM® RMP®, became

involved with the leadership of her local and state chapters before serving on national committees. In 2010, Leeann chaired the National Convention Committee and was the recipient of the President’s Award. This year, Leeann serves as our National Member Services Chairperson. The entire Members Service Committee has done an outstand-

ing job this year in attacking their Task List thanks to Leann’s leadership along with her Vice-Chairperson, Patrick Chapman, MPM® RMP®. Leeann was recently nominated to be the 2012 Northwest Regional Vice President. Leeann’s heart is in strength and support of NARPM®’s membership and I know that she will be an outstanding RVP.

From the **DESK** of the *Executive Director*



Gail S. Phillips, CAE

One of the
number one
benefits of
NARPM® is the
sharing and
networking that
goes on between
members.

The NARPM® National Convention and Trade Show is next month. Have your registered yet? Remember you can register online. Check out the most current information at the [narpm.org/Conferences/Convention and Trade Show/Annual Convention](http://narpm.org/Conferences/Convention%20and%20Trade%20Show/Annual%20Convention) tab.

The Convention provides a great time for all attendees. There will be bull riding, armadillo racing, and calf roping. Along with these great Texas events, the President's Celebration will take members to the Dallas Cowboys Stadium to have a VIP Tour, play on the field and see where the famous Cowboy Cheerleaders get ready for the games. If you want a brief overview there is a PowerPoint on the convention web page that you can use to promote the event.

As I have said many times, one of the number one benefits of NARPM® is the sharing and networking that goes on between members. We just wrapped up a great, long range planning session where the NARPM® Strategic Plan was reviewed and updated. The committee always came back to one main feature of NARPM® and that was to maintain the culture of sharing and networking. Are you part of the sharing that goes on throughout the organization? Log onto narpm.org with your member id and password and check out the tab that says "Help Line." Here you will find the NARPM® discussion groups where members help each other by sharing forms or discussing issues that affect the industry. Sign up and you will be glad you did. If you are new to the service, all past discussions are archived either through the Yahoo Group or Google Group. If you are a new user go check out the past discussions. You may find all your answers there!

The NARPM® Board of Directors has been addressing many concerns within the organization. They brought in a facilitator in June who helped

them be effective leaders and work together as a team. All the directors agreed it was a great session. While at this meeting they were able to see the 2012 Convention site in Crystal City, VA (right outside of DC). Several took the metro into DC for a tour and also sampled the restaurants in this great city. Ask any director about the location. It is outstanding and the hotel is top notch!

Congratulations to the new board of directors that was just elected by the membership. Your 2012 leadership team will consist of: Jayci Grana, MPM® RMP®, who will lead this great organization, and James Emory Tungsvik, MPM® RMP®, who will be President-Elect. Stephen Foster, MPM® RMP® (current South Central RVP) will take over as Treasurer and Tony Drost, MPM® RMP®, will be immediate Past President.

It's time you think about getting involved in NARPM®. Leaders will tell you they have gained more than they have given back. Thanks to their involvement their companies have grown and they have made great friends. Start at the Chapter level and then think about getting involved in a National Committee. All meetings are held by conference call. Let me know if you would like more information.

I hope everyone had a great summer. You still have time to meet those 2011 goals so make sure you take part in the convention in October and learn some great tools that will help you.

Gail S. Phillips, CAE
NARPM® Executive Director



Charging More Fees Have We Lost Our Minds?

I have attended numerous NARPM® conferences and other property management classes over the years, and I have learned a great deal. There is one trend in these classes that caught my attention. Many of these classes were based on the topic of “How can I charge my clients and tenants more fees?” One could argue that these classes could tactfully be titled “How to Maximize Revenue” or “Your time is valuable so make sure you are compensated for it!” I am not completely opposed to this idea, as I also value my time, and I certainly like money! However, I could argue that these classes, if named by our clients and tenants, would be titled “How to confuse, anger, and nickel-and-dime those individuals who pay your bills!”

I titled this article “Have we lost our minds?” because I sometimes think we forget one of the most important things about being in any business: the

After speaking with hundreds of our clients, I have discovered that some of the biggest reasons that they chose to use our services initially and continue to use our services year-after-year aren’t just the traditional reasons—trust, diligence, and professionalism. Many of our clients like the fact that our fee structure is simple and easy to understand. Many like the fact that we go the extra mile and don’t ding them with additional fees. And here’s a big one: Many like the fact that we are “easy” to work with! When I asked what they meant by “easy,” they responded with:

1. “Your website is clean, simple, and easy to navigate.”
2. “I like that you return my calls/emails/texts quickly, even on nights and weekends.”
3. “I like the fact that you can ACH my funds to me and email me a statement that is easy to read. I also like that I get my money quickly.”



Duke Dodson founded Dodson Property Management (DPM) in 2007. DPM now manages over 450 residential units in the Greater Richmond Area (VA). Duke is an RMP® candidate and has been a NARPM® member since 2009.

**The most successful companies in any industry
are the companies that put their customers’ needs
above everything else.**

customers’ needs! The most successful companies in any industry are the companies that put their customers’ needs above everything else. Does this mean that they are sometimes inconvenienced by their customers? Sure. Will they sometimes work really hard and get paid very little for their work? Certainly. Then why do we do this? I think the answer is very simple... growth. I’m pretty sure that I can get 60 to 80 landlords to work with me if my “rules” are stringent, if my fee structure is lengthy and confusing, and if I refuse to do anything for them that isn’t in the property management agreement. However, I don’t think I can convince 10,000 landlords to work with me given those conditions. That’s where my company is headed.

The world is changing around us. People want things immediately. If they call you at night, they want a response. They don’t have time to drive to the bank to deposit a check. Products and services must be simple and easy to use if they are to be adopted by the masses. The companies that adapt to the changing world the fastest will be the most successful.

Again, I’m not completely disagreeing with the point-of-view mentioned in the first paragraph. I’m simply offering a different perspective. If you constantly focus on what you want, you will probably make a couple more bucks this month. However, if you focus on what the customer wants, you will likely build a successful company. 🏠



Jennifer Brown is a marketing enthusiast for PropertyBoss Solutions, an industry leading provider of property management software, and she recently became a landlord. For more information on PropertyBoss Solutions, visit www.propertyboss.com or call Jennifer at 864.297.7661 x25.

Business Communication Insights

In this digital age, communicating with a mass audience has never been easier. With a few keystrokes you can reach friends, fans and followers via Facebook, Twitter, Groupon and YouTube. But when trying to touch select groups like prospects and clients in a personal tone, the medium of email is still one of the most valuable tools for professional property managers.

According to the Direct Marketing Association, in 2010, email marketing returned \$43 for every dollar spent. That's an incredible ROI when compared with media such as print or TV. That's because it's relatively cheap, if not free, to compose and mass distribute a targeted message to an audience of your choice.

THE MEDIUM IS THE MESSAGE

Of course, choosing the right email tool is the first step to using email effectively for your business or marketing messages. First, check with your Internet Service Provider (ISP) or website hosting company to see if they offer bulk email delivery service.

If not, there are a number of reputable email correspondence providers like Constant Contact, Emma, MailChimp and VerticalResponse, to name a few. They are affordable and are extremely good at what they do, including tracking the open and click rates of your campaigns. These analytics can be invaluable when planning future campaigns.

The bulk delivery services all pretty much operate in the same way: choose your template (or create a custom one), insert your message along with any logos and images you'd like to use, and upload your mailing list before hitting "send." Here are a few tips to keep in mind for optimum delivery and readability when using a bulk delivery service:

USE PERMISSION-BASED LISTS

Be sure the addresses you are sending to are associated with people who want to hear from you. This can be tricky for a number of reasons. Errors can be made when writing or typing email addresses. Sometimes people intentionally provide fake addresses, or they may forget they signed up to receive mail from

you in the first place!

Most email marketing experts agree that email permissions go stale within six months or less. We've all signed up for the latest fad newsletter only to tire of the weekly (or daily) invasion of our inboxes. So it's typical to see a certain percentage of your emails "bounce," or be undeliverable with each mailing. And, you may have people decide to hit the "unsubscribe" button because they've changed their minds about receiving newsletters and/or special offers from you.

Bounces and unsubscribes are bad enough, but what you really want to avoid is having a recipient (or worse, more than one) mark your email as "spam." Messages identified as spam, or unsolicited bulk mail, are reported to the recipient's ISP, who can block you from sending emails in the future.

Getting blocked, or "blacklisted," is very, very bad. Using a bulk delivery service like MailChimp or the others can help keep your emails from landing in spam land because those companies' reputations are at stake if they do allow spammers to use their services.

According to MailChimp, 0.1% for spam or abuse complaints, 5% for bounces and 1% for unsubscribes are the thresholds set by ISPs and other spam patrolers. Campaigns with complaint, bounce and unsubscribe rates higher than those thresholds risk account suspension. To illustrate these thresholds, more than one complaint or 10 unsubscribes from a mailing of 1,000 addresses would trigger an alert from your email service provider.

THINK ANTI-SPAM

All of these safety measures are to ensure compliance with the 2003 CAN SPAM Act, which was passed for the protection of all consumers (including you!).

The Act outlines the regulations and responsibilities for sending commercial email and is worth a read if your business participates in sending emails to multiple recipients. Here are a few highlights of the law:

1. Be truthful with your header and subject lines.



2. If your message is truly an advertisement, identify it as such.
3. Always include your physical and postal address.
4. Include a clearly-defined “unsubscribe” method and quickly honor those requests (within 48 hours).
5. Even if you use a third-party service to send your emails, you are still legally responsible for complying with the law.

CONTENT IS KEY

The key to not being perceived as spam in the inboxes of your recipients is to keep your email messages relevant and personal. Whether a monthly newsletter filled with news your tenants care about, or some new properties you may have available for old prospects, be sure to craft the message so the recipient knows it’s truly meant for him – not just another in the long list bound for the great inbox in the sky.

We’ve all had those days when our inboxes are full of email and not one of them is from a person we care to hear from – much less from an actual person. Between the cable company, public radio station, my bank and scores of clothing companies, I receive enough electronic reading material to make me question if the U.S. Postal Service is still in operation. And very little of it actually applies to me or my needs.

So, always ask yourself: “what would our clients and prospects like to see from us?” Not just “what do we want to tell them?” Ask yourself whether the message is one you would like to receive or would benefit from.

Remember, it is a relationship you are trying to nurture – not a race you are trying to win. Some good examples of newsletters with relevant and personal content are those distributed by Cooks Illustrated, Field Notes and Inc. Magazine (see samples at narpm.propertyboss.com).

CLEAN & SIMPLE DESIGN

In addition to securing a clean mailing list and developing compelling content, another factor to consider (and one you may never be able to completely control) is the appearance of your email in each email client program out there, not to mention mobile devices. You don’t know when you send to jane@

hercompany.com if she is using Microsoft Outlook, Mac Mail, or any of the tons of web-based email services like Gmail or Yahoo to view the message you are sending.

Since every email program renders, or interprets, HTML differently, experts advise testing your emails in several different mail clients and on both PCs and Macs, if possible. Bulk delivery companies also provide preview and inspection features that allow you to see exactly how your message will be rendered in different platforms.

To avoid some of the frustrations of testing and sending HTML emails, keep your design as clean and simple as possible. Of course you want to include images and appealing graphical elements, but be aware those images and graphics may not be viewed by all recipients.

One trick is to use text as a design element. Choose a different font, font size or color to accentuate a point instead of an image that may not be rendered as beautifully across all email platforms.

IN CLOSING

Email is still an easy, affordable and valuable tool for you to use to reach clients, and even prospects, with transactional, as well as informative and marketing messages. Here are five things Emma, a popular email marketing company, recommends reviewing prior to sending any email campaign:

- Does my subject line entice readers to open? They’re the most important 8-10 words in your campaign.
- Am I making the most of the preview pane? Many of your recipients will just see the first few inches of your campaign.
- Is my email easy on the eyes? Use simple, intentional font and style choices.
- Does the message come through, even if the images don’t? Many email clients don’t automatically display images.
- Does this email have a personal touch? Make sure your email feels like a conversation with people who know you.

More tips are available at narpm.propertyboss.com. Happy emailing! 📧

We’ve all had those days when our inboxes are full of email and not one of them is from a person we care to hear from – much less from an actual person. So, always ask yourself: “what would our clients and prospects like to see from us?” Not just “what do we want to tell them?” Ask yourself whether the message is one you would like to receive or would benefit from.

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LEGISLATIVE Scoop

KEEPING OUR MEMBERS CURRENT ON THE NEWEST INDUSTRY LAWS AND POLICIES NATIONWIDE.



Deb Newell, RMP® has been a real estate investor and property manager for over nine years, and is sole owner of Real-Time Leasing in Burnsville Minnesota. She received her Bachelor's degree in Political Science from the University of Colorado at Denver where she also taught first year Poly/Sci courses. Deb has possessed a life-long passion for governmental affairs and participates in a variety of auxiliaries, such as NARPM®, dedicated toward encouraging local and national citizenship participation.

We have the responsibility to show our lawmakers how their decisions and management of government issues impact our industry.

Government Working For You?

One of my favorite quotes is "Patience is a Virtue." I say this to my kids often – so much so, that now, as they enter their teens, they love to throw it back at me when I am not as patient. Of course, this never happens in the property management business, right?

The Midwest region of the United States has always been known as one of the best places for quality of life. More specifically, The Twin Cities (Minneapolis/St. Paul MN) has a lot to offer; we have everything from 10,000 lakes, The Mall of America, and company headquarters to powerhouse brands such as Target, Best Buy, General Mills, 3M, and last but not least, The Twin Cities has record breaking amounts of snow! Oh, and one more thing we have to offer, no working government!

So I'll admit it, my patience has been running thin lately. Not because of the day-to-day landlord/tenant problems that tend to drive the course of my day, but because our state government is in the midst of a shutdown! I'll mention that this is our second shutdown in a decade! Looks like we also hold the record for shutdowns!

Historically, The Midwest has always been less impacted by crises that tend to wreak major havoc on the East and West coasts. From the economy crisis, to the real estate bubble, our region has been fortunate enough to experience less of a hit. But in the case of our state government, it just may be that our state is blazing the trail! Is it possible that our federal government is on the verge of experiencing the same shutdown as the state of Minnesota?

Although our federal government avoided what Minnesota could not by coming to some sort of a budget agreement in the 11th hour, don't think for a second that this was the end of our woes. This budget Band-Aid will not solve our nation's debt and deficit problems, and more specific to our industry, the Band-Aid will not address residential housing issues.

So what does a shutdown really mean? If our federal government were to shutdown, all of us should be concerned about a variety of domino effects on Federally funded programs that many of us rely on for rents to be paid.


- Community Planning & Development
- FHA
- Multifamily Housing Programs
- Public Housing
- Temporary Housing Programs (Recovery Act, HERA, HOPE, etc.)

As property managers, we are fortunate enough to be part of a niche industry that boasts upside potential in almost any kind of economy. But let's consider the potential ripple effect of a government shutdown.

One of the immediate impacts is job loss by government workers. As with any other industry, without employment, government workers will not be able to afford housing, putting our own clients at risk if rents are not paid. How many of your clients have set aside monetary reserves in the case that rent is not paid?

Did you realize that if a government shutdown occurred that this would affect the alcohol and tobacco industry? Permits to buy liquor from wholesalers would be frozen along with new permits being issued. Those waiting would wait longer. This does affect local establishments who employ my tenant, the bartender, and possibly the waitress; the end result – the bar experiences a shutdown, its employees don't work, and rent is not paid.

I am a strong supporter of individual involvement in local governmental affairs, but at this point in the game, how can individual citizens have an impact on the caliber of issues that reside on a much greater scale at a national level?

Although I'm not proposing that we rally a picket line, I still hold true to my belief that we have the responsibility to show our lawmakers how their management of government issues impact our industry. As small business owners, we can come together and meet with our representatives regarding local issues that directly and indirectly affect our businesses. I urge you to introduce yourself to your local representative and clearly communicate your point-of-view. Although it may take time to see results, if you do this the right way, sooner or later your government leaders will seek you out when it is crunch time! Most importantly, always remember, "Patience is a virtue!" 



James Alderson began his career in Property Management in 2005. He is currently managing just over 100 properties in and around the San Antonio area. James and his wife Cyndi reside in Canyon Lake, TX. James started his real estate sales career in 2001 and diversified into property management as a result of the down turning of the sales market. His wife Cyndi quit her administrative assistant job with Texas State University in October 2010 to join him as account manager. James and Cyndi are both members of NARPM® and active in the local San Antonio chapter.

Setting Expectations for Your Owners Why Inspect?

As property managers we sometimes find ourselves hanging in the middle between both tenant and owner with the security deposit at stake. We are constantly asking ourselves, “Do I keep the owner happy and lose a tenant, which has the potential of immediate income loss, or do I keep the tenant happy, which has the potential of long term income loss. This is never a good situation to be placed in.

So why inspect? Inspections help us become the messenger and not the dictator. As a property manager, if we set expectations on tenants and hold them accountable for the home they live in that someone else owns, the inspection then just becomes part of the process. If they know up front that we intend to hold them accountable for the home and that we will inspect it twice to four times a year, they are more apt to take a little pride in the property and let us know about issues that come up before the issue becomes a major problem.

We must also set expectations for our owners, so they know up front that there are certain things that we as property managers are not qualified to do. All of which lets them know they can expect to be paying for things like normal maintenance as well as periodic inspections. We should make the owner aware that an inspection includes follow up and mandating to the tenant certain things must take place. An example would be that the air conditioner filter will be changed on a monthly basis or they will need to pay for the service of that air conditioner. Suddenly the small cost of an inspection far outweighs the high cost of an air conditioner repair bill.

Inspections, surveys, reviews, or whatever name you choose to place on them are not only important to you as a property manager, but they are EXPECTED by your owners/investors. A friend of mine, who happens to be an attorney, told me that the biggest complaint he has from investors about property managers is that “they never went to see my home.” When an owner or investor came to us to manage their property and we sold them on all the services we provide for them, we may not have even mentioned a survey or inspection. All they heard was, “I will put money

into your bank account every month and you can leave all the headaches to me.” They never even thought twice and said, “SIGN ME UP. I’ve been managing my own property for several years and the current tenant now owes me over \$2000 in past rent not to mention all the repairs that they caused and I am tired of dealing with it.”

Even though we may have never mentioned or discussed taking pictures of the property and keeping them on file, the owner expects it. Owners have their own thought about what our jobs as property managers really entail. If we don’t live up to their expectations or set them straight on what we actually do, we may be short lived in the industry. If we don’t inspect the home and keep the owners informed of the maintenance of their home, they will move on to someone that does.

WHAT TO LOOK FOR

When performing an inspection of a rental property, there are certain things to watch for. Here are only a few.

- Always watch for signs of unauthorized pets. These are not difficult to see, even if the tenant has taken the dog to mom’s house and hidden the doggie dishes in the garage. How can they possibly pick up all of that poop in the back yard?
- If there are quilts or mats all over the floor in the living room, they are probably trying to hide juice or wine stains that are on the carpet. Have them removed, so you can see what might be hiding.
- Open the door to the air conditioner, pull out the filter and listen to the tenant say, “I’m so glad you did that. I need to change that thing, don’t I?”
- If the bathtub curtain is pulled shut, you might want to open it and see what is growing inside. I’m not talking about mold or mildew. I have been quite surprised on occasion at what I’ve seen.
- If Grandma is sleeping in one of the bedrooms and cannot be bothered, you might want to check and see if she is on the lease. Chances are, the tenant is trying to hide something in that room as well.

Continued on page 20

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CHAPTER Spotlight

SHEDDING SOME LIGHT ON THE EXCELLENT NARPM® CHAPTERS ACROSS THE UNITED STATES.



Troy K. Rappold, RMP® CPM® is the owner of Rappold Property Management, LLC. Located in Portland, OR the company was established in 2005 and serves the greater Portland Metro area. Their portfolio consists of single family homes, condos and small apartment communities. He joined NARPM® in 2007 and is serving as Chapter President in 2011. He hopes to earn his MPM® later this year. He can be reached at troy@rappoldpropertymanagement.com

Portland, OR

The Portland chapter of NARPM® is currently the only chapter in the state of Oregon and we have been helping property managers improve their game for over 20 years. The population of the greater Portland metro area is approximately 2.3 million and is one of the fastest growing cities in the country. It's a cool, hip place to live. One might even say Portland would make a great host city for the NARPM® National Convention. Picturesque mountains, rocky coasts, pastoral vineyards, exquisite rose gardens and abundant coffee houses beckon. And with that shameless plug, the official campaign commences.

Like most parts of the country, Portland experienced a bubble in the real estate market. One of the many consequences of this has been a larger number of real estate brokers entering the world of property management because their commissions are down. Many have learned the hard lessons and intricacies of this industry the difficult way. Because of this increase in newbies, our chapter has marketed NARPM® membership directly towards brokers in local real estate offices as well as the national franchises, like Keller Williams and Coldwell Banker. The result has been a noticeable increase in membership and attendance. The hope is to translate this into less mistakes and more managers

also had a principal broker who is certified to teach the Earth Advantage Course for the State of Oregon to share with us new details about the Green Movement in residential housing. Quality speakers, we have learned, is a must for worthwhile and well attended meetings. It is also important to allow the vendors, whose support is so critical to the local chapters, to have some podium time. Each meeting we have a Vendor Spotlight, where a dues-paying vendor gives a brief, five minute presentation about their company and services. A week before the meeting I tactfully share some advice with our vendor to use their five minutes not just as time to present a commercial for their company but also as a teaching opportunity. Teach us something new about your industry or trade that we might not know. There is always something new to learn and it keeps it interesting for everyone.

Like most chapters, we meet once a month with our general membership. Unlike most chapters, we do not meet at a restaurant or have lunch catered. We meet at a conference room in a centrally located hotel and we brown bag it. We have found this to be less expensive and less distracting than a busy or loud restaurant and the rental rate for the conference room is only \$50. I highly recommend this approach.

We have found meeting in a centrally located conference room to be less distracting than a busy restaurant.

reaping the benefits of what NARPM® so ably offers. The better educated and trained property managers become, the better that is for our tenants, our clients, and our communities. It also brings increased credibility and professionalism to the residential sector of property management; something our colleagues in the industrial, retail and commercial segments have been known to criticize.

We have also made a concerted effort to bring relevant speakers to our meetings. So far this year we have had an experienced lawyer who works with the Oregon Real Estate Agency discuss the rules surrounding our Policies and Procedures Manual. We

We are excited to give back to our community this year, too. Along with the Metro Multi-Family Housing Association (MMHA), we will be helping repair and remodel several houses that were selected by Habitat for Humanity. The houses are located in an economically depressed neighborhood and they were picked based on the need of the individual and the work that needed to be completed. So one weekend this spring we will put on our Carhart jeans, grab our hammers and go participate in an "Extreme Makeover: Portland NARPM® Edition." Teaming up with another association is an added bonus and if it isn't raining, it should be a great time for everyone. 🏠

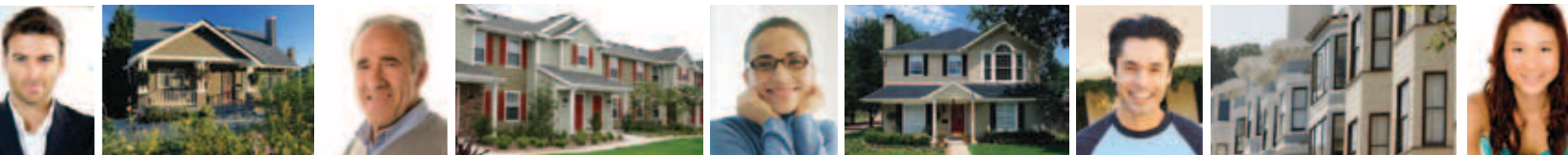
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*Based on data from comScore Media Metrix.

REGIONAL Communications

CONNECTING THE EXPANDING NARPM® MEMBERSHIP ONE REGION AT A TIME.



Tom Guyer, MPM®
RMP®, has operated T. J. Guyer, Inc., Chehalis, Washington, along with his wife Jude, for the past 26 years. Along with his new partner, Fred Lofgren, he manages commercial, residential and multi-family apartments. Tom also holds NAR Commercial Investment Certification. Tom is currently serving as National Regional Vice President for the Northwest Region and has served as Vice President and President for Olympia/Thurston Chapter, Vice President, President and Board member for Washington State Chapter. He has served three years as NW Regional co-chair. Tom has served on the National Convention Committee and Professional Development Committee, sub chaired Distant Learning. He is also certified to teach real estate in the state of Washington.

The RVP Bulletin



I have had the opportunity to be a leader in NARPM® since 1997 whether it was on a committee or as a national board member.

I am passing onto you my ten beliefs on leadership.

- 1. Have a clear vision of yourself, others, and the world.** Who are you? What do you stand for? What is your life purpose? How do you want to influence others? How do you want to contribute to yourself, your family, friends, colleagues, and the world? Answer these questions to formulate a concrete vision of yourself and your world. Then, start living your life as the leader who makes your vision a reality!
- 2. Know and utilize your strengths and gifts.** You have unique gifts that you were born with and personal strengths you've developed over your lifetime. Realizing and utilizing these gifts and strengths will assist you in being a formidable leader.

rose to the top because another leader recognized and harnessed their potential.

- 5. Set definitive goals and follow concrete action plans.** You have to know where your destination is before you can map out a plan to get there. To improve your leadership skills, first set specific life goals with appropriate time lines. Design your goals by moving backwards from the end of your life to the present week. Then, formulate action plans you can commit to that will get you to where you want to be.
- 6. Have a clear vision of yourself, others, and the world.** No one respects a grumpy or negative person. With a positive attitude you are looking at the bright side of life. People are naturally attracted to you when you have a positive attitude. By being positive, you will lead a happier life, as well as be surrounded by other positive people. You will also magically attract exciting

**You have to know where your destination is before
you can map out a plan to get there.**

- 3. Live in accordance with your morals and values.** Making choices and taking actions out of accordance with your morals and values leaves you with a nagging "bad" feeling. This feeling seeping in from your subconscious mind hinders your success in your career and your relationships. On the other hand, making choices and taking actions aligned with your morals and values helps you succeed almost effortlessly. People sense integrity and will naturally respect your opinion and leadership.
- 4. Lead others with inclusiveness and compassion.** The greatest leaders are those who include everyone in their sphere of influence by recognizing each person's greatest value. To be one of these leaders, look beyond the obvious and see others with insight and compassion. Many of history's greatest leaders have admitted that they

offers and possibilities.

- 7. Improve communication skills.** Having great leadership skills includes being able to clearly and specifically communicate your vision, goals, skills, intentions, and expectations to others. This also includes your ability to listen to what other people are consciously or unconsciously communicating. To become a great communicator, continually strive to improve your verbal, nonverbal, and listening skills.
- 8. Motivate others to greatness.** A leader is as powerful as his team. As a leader, you will want to surround yourself with a powerful team by assisting others in recognizing and utilizing their strengths, gifts, and potential. Motivating others to their own greatness will improve the group energy, increase the vitality of your projects, and

Continued next page

Northwest: Tom Guyer, MPM® RMP®

Alaska, Washington, Oregon, Idaho, Montana, Wyoming.

Pacific: Richard Vierra, RMP®

California, Nevada, Hawaii.

Southwest: Carolyn Rogers, MPM® RMP®

Utah, Arizona, Colorado, New Mexico.

North Central: Andrew Propst, MPM® RMP® CPM®

North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Wisconsin, Illinois, Michigan, Indiana.

Northeast: Andrew Propst, MPM® RMP® CPM®

Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, Delaware, Maryland, Washington DC, Ohio, West Virginia.

South Central: Stephen Foster, MPM® RMP® CCIM®

Kansas, Oklahoma, Texas, Missouri, Arkansas, Louisiana.

Southeast: John R. Bradford, III, RMP®

Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi.



Continued from previous page

move you forward toward achieving your goals and vision.


- 9. Be willing to admit and learn from failures and weaknesses.** Face it – no one is perfect, and everyone has made a mistake or two in their lives! The most successful leaders know that the key to success is not in avoiding falling or failing, but to learn from their mistakes. As a strong leader, you will also be able to communicate your weaknesses to your team, so that you and your team can appoint someone who excels at that particular task or activity.

10. Continue to educate and improve yourself.


Great leaders continue to improve themselves in every possible way. The person who thinks he is an expert, has a lot more to learn. Never stop learning. Be receptive to everyone's perceptions and information from around you and beyond. Always take time to GROW AND LEARN.

The last precious leadership skill I can pass on more than the above ten is PASSION. If you have passion in what you believe, you will always be able to view the future. 🏠

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Frank Franco has been a resident of Stafford County Virginia since 1973. Frank began investing in real estate in 1976 and obtained a broker's license in 1982. After several affiliations with franchised real estate companies, Frank started Park Hill Properties in 1997, a general brokerage real estate firm with a specialty in residential real estate property management. Frank joined NARPM® in September 2009 and is seeking to increase his client and personal portfolio.

Prepare Your Clients Psychology of Investing

Before the last downturn in the real estate market there were 'reluctant landlords.' Since the downturn the group has grown by leaps and bounds. 'Reluctant landlords' is my term for buyers that bought a home for their personal residence and later decided to become landlords as an economic alternative to selling in an adverse market. Many of your potential clients did not buy their homes in order to rent them out. The purchase was made with their hearts, not with an eye on the potential cash flow. They have lived in their home for years, raised families, created memories and are very emotionally attached to their home, as we all are.

Unable to sell their home without bringing a check to the closing table, they have contacted you to manage their home as the only viable alternative. But are they up to the psychological task? As property managers we are well versed with the financial aspects of a rental home and ably prepare our clients with explanations of suggested rental income projections, vacancies and operating expenses. We manage their expectations on the length of marketing, the care of tenant selection and the details of move-in inspections and security

nuisance' and a potential liability. They come to the table with their hearts and you come to the table with your property management business presentation. The two parties are not yet ready to speak the same tongue. Unless you set the stage for a transition from emotional ownership to business ownership, you're going to make your job of salesmanship a lot more difficult.


Real estate sales professionals are trained to prepare their buyers to overcome psychological hurdles when buying a home. They do this by explaining 'buyer's remorse' before it sets in. Later, when the ink is dry on their contract and they rethink their decision, these few well-placed words will help to relieve the buyer's anxiety. They have appropriately addressed the psychological aspect of an important decision their client made. A different anxiety about decision making confronts your potential clients and a wise property manager will address the psychological issues. In this case, the psychological hurdles relate to emotions and attachments to their home and their reluctance to let strangers violate their inner sanctum.

Remind your client that they will be moving on to a

They come to the table with their hearts and you come to the table with your property management business presentation.

deposits. In our minds we dove into the property management conversation with an analytical perspective and impressed our new client with our market knowledge and business acumen. We have come to the table eager to talk about the business of rental homes, but perhaps that is the first mistake in our presentation.

In their minds, what have they come to the table to discuss? They arrive with cherished memories of their home, their friends and neighbors, the family photo on the mantle and Fido's ashes in the back yard fertilizing the poison ivy. They are proud of the important trampoline gift to their kids that is the focal lawn ornament and neighborhood amenity. You will soon be telling them to remove it because it is an 'attractive

new location. It is this new location that will become their home. It's not the geography that makes a home; it's the people inside the house. They don't have to part with their valuable emotions, because these belong to their family and will go with them. They do need to move their memories and emotions out of their house with the furniture, so they can begin to envision the property they own as a 'business property.' When they begin to accept this, the business of their rental home can begin. You are not going to resolve all of their emotional angst, but if you make your case for decisions based on good business principles, not emotion, you will set the stage for a smooth transition from owner/occupant to investor/landlord. 

CHAPTER PAST PRESIDENTS Spotlight

HONORING NARPM® CHAPTER PAST PRESIDENTS AND CELEBRATING THEIR SUCCESSES.

SANTA CLARA, CA

The Board of Directors of the Santa Clara County Chapter of NARPM® chose to host a meeting honoring the long and storied legacy of the chapter by recognizing its past presidents dating back to 1992. The concept behind the format was to celebrate the success of the only chapter in the national association to reach the threshold of achievement by generating three national presidents and winning Chapter of the Year three times, as well as achieving the criteria of chapter excellence every year since the chapter's inception.... Truly A Three-Peat Wonder!



National Past President Andrea Caldwell, MPM®, emceed the event. The birth of the chapter was chronicled in the story of the first convergence of property managers organized by National Past Presidents Rocky Maxwell, MPM®, and Steve Urie, MPM®, in 1992. Those in attendance of that first gathering agreed their lives as property managers were never the same from that date forward. The long term significance of Rocky Maxwell's influence on the chapter and also the national association became quickly apparent as each president stepped to the podium to describe their memories and how their service to the association affected their businesses and ultimately their lives. Rocky's presence was felt by many in the

decision to volunteer for the association which ultimately led to the presidency. His arm was long and his spirit was amazingly encompassing as he encouraged and motivated so many past leaders.

The dedication of the early leaders led to immediate growth of the chapter but more importantly it seemed to bond the members together closely. Each president had a story to tell that contributed to the foundation of the chapter and its evolution to its current status. Presidents told of how business is referred around the chapter and how volunteering made life as a property manager easier and how laughter has always been a component of the fun of belonging to the Santa Clara County Chapter of NARPM®.

Watching the reunion of many of these past leaders who have retired and left the business come back together again was inspiring to the newer members who experienced the walk down memory lane of the chapter during the presentation. It gave all the participants of this meeting a full understanding of how service in this association can directly benefit one's business. It also inspired a sense of pride in the chapter's accomplishments, generated by each past leader's contributions. Lastly, it served to motivate and inspire future leaders from the attendees.

Watching the story of the chapter unfold, it became apparent that it mirrors the trends and changes within the national association. Many of the later presidents are second generation property managers as well as being in the under-forty age range. Ten of the seventeen past presidents hold national designations; nine of those presidents were all the early consecutive presidents. 🏠

Rocky's presence was felt by many in the decision to volunteer for the association which ultimately led to the presidency. His arm was long and his spirit was amazingly encompassing as he encouraged and motivated so many past leaders.

PAST PRESIDENTS OF SANTA CLARA COUNTY CHAPTER OF NARPM

Brian Bonnifield, RMP®	1992-1994	Louis Melo	2004
Rich Raich, RMP®	1995	Gary Walker	2005
Sylvia Hill, MPM® RMP®	1996	Julie Collins	2006
Carmela Pankey, MPM® RMP®	1997-1998	Kathryn Pelling, MPM® RMP®	2007
Andrea Caldwell, MPM® RMP®	1999	Sandy Adams	2008
Arlene Lopes, RMP®	2000	John Adams	2009
Michael Segal, RMP®	2001	Joi Walker	2010
John Dovano, RMP®	2002	John Bowen	2011
Barbara Campbell, RMP®	2003		

Continued from page 12 "Inspect"

I will be the first to admit that I trust almost everyone until they prove to me that they cannot be trusted. Property Management has caused me to rethink that trait about myself and made me realize that even some parties are guilty until proven innocent or just cannot be trusted at all.

AFTER THE INSPECTION, THEN WHAT?

It is not enough just to have an inspection on a property. The follow up to an inspection is probably the most vital part of keeping the tenant accountable as well as making sure the investment is maintained. I like what one property manager told her tenants when she found a less than "well kept" property after the periodic inspection. She said "Mr. Tenant, you no longer qualify for the good tenant discount we gave you when you moved in at the beginning of your lease. There is now not only an increase in the rent to fix the damage found during the inspection, but also there will be an increase in deposit. You can pay the \$400 cost of damages now or you can make \$40 per month payments for the next 10 months when your lease may or may not be renewed.

Just recently one of my owners paid for an inspection and the company provided 80 plus pictures along with comments on a 24 page report. Between the time of the mid lease inspection and the end of the lease, the house was literally trashed. A police report was filed and insurance claim was established and an adjuster was sent out. When all was said and done, the security deposit took care of the owner's deductible and the insurance claim paid for the rehab. The owner was out not out of pocket and the home is in good shape again. Had we not had the recent inspection pictures and comments for the insurance company to compare to, this could have ended up costing the owner several thousand dollars.

My company has hired a third party inspection firm that does our inspections for us and our owners absolutely love it. They have gotten the 20-30 page report with pictures and comments about the upkeep of their home and it helps us hold the tenant accountable as well. Let's face it, if an owner pays for an inspection on their home (whatever you might charge) and all you do is check the air conditioner filter, and get the tenant to change it, this one inspection alone could save the owner hundreds of dollars in air conditioner repair bills alone.

As property managers, if we hold the tenant accountable for the home they live in and do not own, by setting those expectations up front, the life of property managers, tenants as well as landlords can be better lived. 🏠

A LETTER FROM MARK KREDITOR, MPM® RMP®

PAST PRESIDENT OF NARPM®

As you make your plans to come to Dallas, Texas to attend the 23rd NARPM® National Convention please consider playing in our 2nd Annual Past President's Golf Tournament.

Started last year in Seattle by past president Bob Machado, MPM® RMP® (I always follow Bob), this year's golf outing on Tuesday, October 18th at 8 a.m. should be even more fun.

Aside from being famous for our white sand beaches and mountain ranges, Dallas really is a golfer's paradise. This year we have secured the Masters course at Club Corp's Brookhaven Country Club, one of the most spectacular golf experiences a NARPM®

member can share.

The tournament will be seated by ability to allow all players to compete equally, in other words everyone is welcome and we encourage you to participate.

This year's charity is The Vogel Alcove, an amazing childcare center for the homeless in downtown Dallas. This shelter, started in 1987 has provided over 12,500 homeless children quality child care from a caring staff of teachers and therapists. The center has added extensive programs to address the psychological problems of homeless children as well as social services for their families. Over the years celebrities like Izhak Perlman, Harry Belafonte, Marvin Hamlisch, Liza Minelli and Lyle Lovett have performed fund raising performances for this very special day care facility. But none can compare to the direct connection NARPM® has in all our communities as we face head on the challenges so many families have with housing. It is our

hope every NARPM® chapter will sponsor a hole and we ask each of you to make a donation to this wonderful cause.

At the regional meetings throughout the country where the charity and tournament have been discussed, our members have pledged nearly \$30,000 toward our goal of \$50,000. Please participate as a golfer on October 18th and make a donation to support this wonderful event.

Past Presidents Bob Machado, MPM® RMP®, and Chris Hermanski MPM® RMP®, will contribute their expertise in making this one of the great NARPM® events surrounding this year's convention. We will be back to the hotel in time for everyone to join the President's tour of Cowboy stadium.

For more information call Mark Kreditor at 214-522-5700 ext 3 or mark@gtfrealty.com. We also need volunteers for the event so please contact me if you would like to help with the event. 🏠

DON'T WAIT TO REGISTER!



The past presidents of NARPM® invite you to join them at their annual Golf Tournament to benefit a local charity of their choice. This year's event will take place on October 18, 2011.

Fore!

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Thank you to our golf tournament sponsor for their support!



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Help us help Vogel Alcove with a suggested donation of \$100 or a \$_____ donation of your choosing.

GOLFERS

Help us reach our goal of 100 golfers to participate in this exciting first-year event! Don't be shy—all skill levels are welcome. Just come on out to the green for a great time with your fellow NARPM® members and support this year's charity, Creative Living Options.

Current golfer count: As of August 4, 2011.

21



NARPM® 23RD ANNUAL CONVENTION PAST PRESIDENTS' GOLF TOURNAMENT BROOKHAVEN COUNTRY CLUB, 3333 GOLFING GREEN DR., DALLAS, TX

In the interest of networking and fellowship, the tournament director will place all players on a team based on their ability.

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Signature _____
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Send registrations to play golf by mail to NARPM®, 638 Independence Parkway, Suite 100, Chesapeake, VA 23320; by fax 866-466-2776; or by email info@narpm.org.



National Association of Residential Property Managers

THIS YEAR'S CHARITY

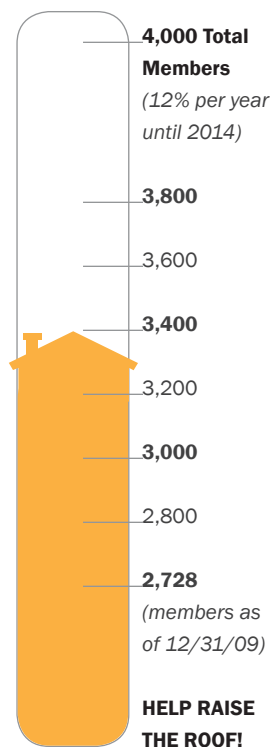
Each year, the NARPM® Past Presidents' Golf Tournament will benefit a charity of the Tournament Chair's choice.



Since 1987, Vogel Alcove has provided amazing services to the homeless of Dallas. 24% of Dallas' homeless are children. Vogel Alcove provides these children with food, clothing, education, sensitivity curriculum, medical and dental care and a host of other services without charge. In addition, Vogel Alcove and their staff provide screening for developmental delays, play therapy, and speech occupational and physical therapy. Parenting programs are also available covering the challenges of surviving depression, anxiety issues, and parenting matters. Many of their services are provided in Spanish. Several families in our community have been touched by Vogel Alcove. It is an honor to tell this story and raise awareness and support for the Alcove through this year's Past President's golf tournament. I'm very proud to see so many property managers help support the ongoing fight from homelessness.

MEMBERSHIP Growth

A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM JUNE 23 - JULY 25, 2011.



Fae Brown
Ralph Brown Realty
Middletown, MD
301-696-9700

Alexandre Capeto
ONEprop, Inc.
Dallas, TX
972-407-9991

Virginia E. Cozy
Park Avenue Previews, Inc
Casselberry, FL
407-830-6266

Doug Dickie
Zenith Realty
Jacksonville, FL
904-215-0676

John Dirgo
Aloha Coast Realty
Hilo, HI
808-934-7600

Ruth Gissa
Gissa Real Estate, Inc.
Colorado Springs, CO
719-598-2455

Lanne Goolsby
Custom Property Management
of NW Florida, LLC
Pensacola, FL
850-471-6263

Jorge E. Gosalvez
Gosalvez Team Rentals
Santa Clara, CA
408-984-0503

Seth Greenia
Gordon James Realty Services,
LLC
Arlington, VA
202-670-1795

Ann Gregory
Gregory Real Estate and Man-
agement, LLC
Phoenix, AZ
602-989-3411

Brita Haynes
Sky Group, LLC
Dallas, TX

Eric Herrmann
3rd Base Realty Group, LLC
Wadell, AZ
623-910-4610

Joseph Hoa
ONEprop, Inc.
Dallas, TX
972-407-9991

Shawna Huffman
Russellville Management
Services
Russellville, AR
479-968-7368

Phillip Hurlbut
ONEprop, Inc.
Dallas, TX
972-407-9991

Larry B. Jenkins II
AHI Properties
Pelham, AL
205-682-9106

Debe Johns
Coldwell Banker Next
Generation Realty
Homosassa, FL
352-382-2700

Steve Kemp
Windermere Property
Management North, INC.
Lynnwood, WA
425-776-1119

Jeffrey Kerr
Chitown Property Group, LLC
Chicago, IL
773-234-3557

Dallace Leota
ONEprop, Inc.
Dallas, TX
972-407-9991

Kathleen Lopez
Kathleen Lopez
Highland, UT
801-756-2919

Deborah Loughborough
Twin Oaks Realty, Inc.
Akron, OH
330-867-9990

Jered Monroe
ONEprop, Inc.
Dallas, TX
972-407-9991

Melissa Munson
Long & Foster Real Estate
Winchester, VA
540-349-1400

Man Nguyen
Allied R&C
Orlando, FL
407-371-3512

Joyce O'Connor
Top Rents, LLC
Gardner, KS
913-856-2340

Eirik Olsen
Sterling, Johnston and Assoc.
Redmond, WA
425-285-1324

Tracy Pankau
Keller Williams Realty
Spring Branch, TX
210-843-7016

Teri Quon, R
AMPAC Realty, LLC
Aiea, HI
808-486-3632

Keith Race
Fusilier Management Group
Orlando, FL
407-476-0476

PROFESSIONAL MEMBERS

Luisa Aparicio
Aparicio Realty &
Management, LLC
Katy, TX
713-408-3416

LaTonya M. Billups
Exit Real Estate Solutions
Newport News, VA
757-806-6700

Paula Bragg
Russellville Management
Services
Russellville, AR
479-968-7368

Jason W. Bridgman
Bridgeman Property
Management, LLC
San Antonio, TX
210-710-1129

Greg Raymer
Raymer Real Estate
Services, LLC
Bowling Green, KY
270-842-8195

Justin Recca
Innovative Realty, LLC
Winter Park, FL
407-772-5555

Steve Ross
Morris Property
Management, Inc.
Brentwood, TN
615-775-9050

Jason Rush
ONEprop, Inc.
Phoenix, AZ
480-382-6590

Regina Salgado
HomePro Management
Kissimmee, FL
407-964-1299

Fred Senetmavilay
ONEprop, Inc.
Dallas, TX
972-407-9991

Virginia Silberstein
Frontline Florida Realty, Inc.
Winter Garden, FL
321-274-6991

Brodie Stephens
Realty World Platinum
Folsom, CA
888-408-9591

Courtney Takai
RE/MAX Honolulu
Honolulu, HI
808-561-8200

Sherri Thaxton
Sherri Thaxton
Portsmouth, VA
757-407-1492

Leonard Vonhof
Century 21 A-One Realty
Burlison, TX
817-295-6161

Crystal Webster
The Heritage Home Team
Olathe, KS
913-908-9801

Don Wilson
Florida Property
Management Experts, LLC
Clermont, FL
352-241-7000

Bobbie Witt
Victoria Equities Realty
Management Company
Orlando, FL
407-649-4205

Lisa Zeller
Easy Street Realty &
Management
Avondale, AZ
623-882-3514

AFFILIATE MEMBERS

ACUTRAQ
Jeannie Baker
Little Rock, AR
479-677-3355

Greeley Tent & Awning
Company
Julie Ann Heyer
Greeley, CO
970-352-0253

SUPPORT STAFF

Karen Gibson
ONEprop, Inc.
Dallas, TX
972-407-9991

Cyndi Alderson
Alderson Properties
Canyon Lake, TX
210-325-7905

Carol Arthur
Moran Property Management
Garden Ridge, TX
210-657-7500

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OCTOBER
19-21

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2011

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AMBASSADOR Program

EARN REWARDS AND ACHIEVE AMBASSADOR STATUS FOR REFERRING NEW NARPM® MEMBERS.

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. You will then receive an award certificate and a \$200 NARPM® credit that can be used toward your annual dues, upcoming events, education classes, and more! 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.

What Would **YOU** Do with \$200 NARPM® Dollars? Dues? Education Classes? Convention?

JUNE 23, 2011 - JULY 25, 2011

NEW MEMBER

Ruth Gissa
Jason W. Bridgman
Shawna Huffman
Paula Bragg
Lanne Goolsby
Joyce O'Connor
Latonya Billups
Debe Johns
Fae Brown
Mark Lawrence
Steve Ross
Cyndi Alderson
Jeannie Baker
Brodie Stephens
Julie Ann Heyer
Crystal Webster
Eirik Olsen
Karen Gibson
Alexandre Capeto
Joseph Hoa
Phillip Hurlbut
Fred Senetmavilay
Jered Monroe
Dallace Leota
Jason Rush
Larry Bryan Jenkins, II

REFERRING MEMBER

Wini Hulterstrom
James Alderson
Tina Hogan
Tina Hogan
Joanna Hackett
Kandy Meehan
Marion Sparks
Dawn Regan
Cindy Van Mater
Cindy Van Mater
Rachel Acuff
James Alderson
Betty Fletcher
Carlos Hernandez
Jana Pickett
Kandy Meehan
Dave Poletti
Kevin Martin
Kevin Martin
Kevin Martin
Kevin Martin
Kevin Martin
Kevin Martin
Kevin Martin
Rett Harmon/Curtis North

1. Contact NARPM® National for Membership Application brochures. Upon request, National can mail the application directly to the prospective member.
2. The 12-month period to obtain five new members starts the day the first application is processed.
3. When the fifth application is received, an award certificate and a recognition certificate will be issued and dated. A \$200 NARPM® credit will also be issued.

2011 AMBASSADORS

Dawn Crawford, MPM® RMP®	Cherie Ruchty
Theo Montgomery	Paul Arrington
Molly Anderson, RMP®	Sally Ankers, RMP®
Traci Lewis Vancamp, RMP®	Mary Rinaldi, MPM® RMP®
Jayci Grana, MPM® RMP®	Lynda Ghaedi
Judy Rose	Jennifer Herman
Brian Birdy, MPM® RMP®	Robert Locke, MPM® RMP®
Chantal Bachar	

NARPM® DUES BILLING GOING ELECTRONIC IN OCTOBER



In an effort to "Go Green" and help do our share to save the environment, NARPM® will begin Electronic Dues billing in October. If you would still like to have your bill mailed to you please go to <http://www.narpm.org/members/services/member-info.htm> (you must be logged in to members only) log into the ecommerce platform and update your personal information. Once there click on preferred billing method and choose mail, or call NARPM® at 800-782-3452.

Hear Ye! Hear Ye!

In accordance with NARPM® guidelines for approval of the Certified Residential Management Company (CRMC®) designation, notice is hereby posted that Wilson "Hoppe" Cantwell, MPM® RMP®, with Keller Williams Home Locators, and Kevin Knight, MPM® RMP®, with Liberty Management, Inc., have applied for the CRMC® designation.

If anyone knows of any reason why this company should not be eligible, please contact NARPM® National by phone at 800-782-3452 or by e-mail at info@narpm.org. Objections must be received by September 15, 2011.

NARPM® Affiliate Members

BUSINESS PRODUCTS AND SERVICES

ACN BC Communication
All County Franchise Corp
American Draperies & Blinds
Avenue West Global Franchise
AZUMA Leasing
Burns Pest Elimination
Carrington Property Services
Cbeyond, Inc.
Centex House Leveling
Coastal Reconstruction Group
Cook & Company Ltd
CORT
CoSign My Lease
Defender Direct
DocuSign Inc.
East Coast Public Adjuster TX
First American RMS
Greeley Tent & Awning Company
Hart and Associates
Health Advocate Inc.
Heather Grimes R.E. School
IronStone Bank
JGS Insurance
Johnson Agency
LandlordSource
Merchants Information Solution
Meternet
Mobile Insurance Agency
Mutual of Omaha Bank
NCSPLUS, Inc.
New Empire Group
Nu-Set Lock
OPTIONS
Oracle Financial Services
Paylease, Inc.
Peachtree Business Products
Preferred Property Managers
Property Management Inc.
PropertyManagementPros.com
QCI - Structural Solutions
Regal Restoration and Remodel
Renters Legal Liability
Resolve Partners, LLC
Scent Tek
Servpro of Campbell
Social Eyes Marketing
Southwest Recovery Services
Starker Services, Inc.
Supra
TenantAccess, Inc.
The InfoTech Group LLC
United Refrigeration
Unitrin Direct Preferred Ins
Utah Apartment Association
Venturi Clean
WeCosign, Inc.
World Connections Travel Inc.

INTERNET TOOLS/MARKETING

All Property Management
Apartmentratings
Business Rating and Reviews
DocuSign Inc.
FreeRentalSite.com
Grand Terra LLC
HERO PM
HomeTownRent.com
Hotpads.com
Landlord Solutions
Manage My Property
MMM Limited
MOVE Inc.
MYOWNREALESTATE.COM
Planet Synergy, Inc.
Pointwide.com
Property Management Inc.
Property Management Profile
PropertyRentalsOnTheNet INC
Propertyware, Inc.
Providence Mgmt & Investments
RealRentals.com
Rent.com
Rent2Buy America, LLC
Rental Ads
Rental Source
Rentalhunt.com
Rentals.com
Rentbits Homes

Rentfeeder Inc
Runzheimer International Ltd.
WalkThruInspections.com
Xpress-pay.com
Zillow, Inc

LEGAL SERVICES

Boltz Law
Judith B. Wolk LLC, Attorney
Law Ofcs of Heist, Weisse & Davis
Law Office of Daniela Pavone
Pre-Paid Legal Services, Inc
Privacy Solutions, Inc.
Provizer & Phillips PC

MAINTENANCE

Able Restoration
Alpha Pest Control Inc.
Archipelago Services LLC
A-ROCK Property Preservation
Artistic Solutions Landscaping
Belfor Property Restoration
Crime Clean of Texas, Inc.
Davey Tree Expert Company
Delta Mechanical Inc.
DMC Construction
Earth's Best Natural Pest Mgmt
Empire Today LLC
Extreme Landscape & Management
Greeley Tent & Awning Company
KYS Construction, LLC
MFS Supply
Mr. Rekey Locksmith Services
Mr. Rekey Locksmith Services
MSN Construction and Mgmt Corp
Orkin, Inc.
Propertyware, Inc.
RR Roofing
Service Master Cleaning & Rest
Sherwin-Williams Company
Spartan Plumbing
The Siding Specialists, Inc.
Western Mold Pro, Inc.

SOFTWARE

AppFolio, Inc.
BuildingLink.com, LLC
Buildium
HERO PM
Hoamangement.com Inc.
MYOWNREALESTATE.COM
Planet Synergy, Inc.
PROMAS Landlord Software Ctr
Property Genie
Property Management Inc.
PropertyBoss Solutions, LLC
Propertyware, Inc.
Rent Manager
Rentec Direct LLC
RentJuice
TRexGlobal.com
Yardi Systems

TENANT SCREENING

ACRAnet
ACUTRAQ
Alliance 2020
Background Info USA
Beacon Background Screening
Clear Screening
Contemporary Information Corp.
CoreLogic SafeRent
Credit Investigators, Inc
E-Renter USA
LexisNexis Resident Screening
Microbilt
MOCO, Inc.
Mocolnc-The Information Source
National Tenant Network, Inc.
Rapid Credit Reports
Reliable Background Screening
Resolve Partners, LLC
SARMA
StarPoint Screening
Tenant Approve
Tenant Screening USA
Trans Union Rental Screening S
TVS Tenant Verification Servic

2011 Designation Candidates

(since 2010 convention)

RMP® CANDIDACY

Laurel Anderson
Susan M. Bielser
Karen Birdy
Russell Birdy
Jason Bostick
Celine Cantwell
Lisa Coulter
Anika Dixon
Dennis Dodson
Verna Eguires
Joel Elliott
Jennifer Ellis
Benjamin Farham
David Haas
Randy Halsne
Porsche Harvey
Claudia Host
Elizabeth P. Ishimitsu
George James
Jonas Judd
G. F. Kempself
Jorgette Krsulic
Cheryl Y. Kunimoto
Stephen Lankford
Donna Lasater
Melissa Lofton
Alexander Machado
Kevin Mackessy
Diane Marr
G. Wayne Marinik, Jr
Robert Massey, Jr
Kimberly Meredith-Hampton
Charlene Minor
Todd Monohon
Amy Newell
Brandi Oshiro
Benjamin Parham
Pam Penor
Dana Possick
Craig Richey
Matthew Ridings
Daniel Riley
Melissa Riqueres
Kevin Rose
Tressa Rossi
Elaine Saigusa
Steve Schultz

Camille Sebring
Jaime Sepulveda
Cyndy Starr
Margaret Steacy
Carrie Swafford
Robert Thomas
Sandra Thomas
James Turner
Timothy Wehner
Billy Williamson
Ronald A. Wills

MPM® CANDIDACY

Riza Bell, RMP®
Gregg Birdy, RMP®
Hoppie Cantwell, RMP®
Barney Christiansen, RMP®
Merilee Christiansen, RMP®
Brenda Davila, RMP®
Greg Doering, RMP®
Christina Hogan, RMP®
Amy Karns, RMP®
Shannon McLaughlin, RMP®
Deborah Newell-Wagley, RMP®
Janelle Nord, RMP®
Mike Norris, RMP®
Troy Rappold, RMP®
Adriana Fruiht Rodriguez, RMP®
Lynn Sedlack, RMP®
Shana Smith, RMP®
Marc Witmer, RMP®

CSS® CANDIDACY

Tammy Allen
Theresa Ballew
Rebecca Cruz
Jana Drudy
M. Patty Gonzalez
Sara Levens

CRMC® CANDIDACY

Jackson Group Prop. Mgmt.
Birdy Properties, LLC.
Rollingwood Management, Inc.
Park Place Property Mgmt.
Liberty Management, Inc
Keller Williams Home Locators

Start down the road to designation today!

For more information, visit narpm.org/search/search-affiliates.html.

DESIGNATION Classes

DEMONSTRATE THAT YOU HAVE EXPERT KNOWLEDGE ABOUT RESIDENTIAL PROPERTY MANAGEMENT.

Interested in Sponsoring?

Opportunities are available to chapters that would like to further educate their members and increase their chapter funds. However, it takes time to plan a class so give your chapter five to six month's lead-time if you wish to sponsor.

DATE	LOCATION	CLASS	INSTRUCTOR
9/14/2011	Honolulu, HI	NARPM® 101	Vickie Gaskill, MPM® RPM®
9/15/2011	Honolulu, HI	Ethics	Vickie Gaskill, MPM® RPM®
9/21/2011	Roswell, GA	Marketing	Betsy Morgan, MPM® RPM®
9/21/2011	Roswell, GA	Maintenance: Basics and Beyond	Kit Garren, MPM® RPM®
9/22/2011	Roswell, GA	Tenancy	Betsy Morgan, MPM® RPM®
9/22/2011	Roswell, GA	Operating an In House Maintenance Co	Kit Garren, MPM® RPM®
9/24/2011	Orlando, FL	Risk Management Essentials	Fred Thompson, MPM® RPM®
10/17/2011	Dallas, TX	Operating a Maintenance Co. Essentials	Sylvia Hill, MPM® RPM®
10/17/2011	Dallas, TX	Owner/Client Essentials	Fred Thompson, MPM® RPM®
10/17/2011	Dallas, TX	Habitability	Darryl Kazen, MPM® RPM®
10/18/2011	Dallas, TX	Operating a Maintenance Co. Advanced	Sylvia Hill, MPM® RPM®
10/18/2011	Dallas, TX	Owner/Client Essentials	Fred Thompson, MPM® RPM®
10/18/2011	Dallas, TX	Ethics	Darryl Kazen, MPM® RPM®
11/17/2011	Tucson, AZ	Ethics	Ray Scarabosio, MPM® RPM®
11/18/2011	Tucson, AZ	Risk Management Advanced	Ray Scarabosio, MPM® RPM®

Online Designation Courses are now available through OMG Distance Learning. For information and/or to enroll visit www.narpm.org/education.

- 1. Mail** form below 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** registration is also available through Internet Member Services at www.narpm.org.

FEES (subject to change)

⑥hour Course	Early Registration*	Registration
Member	\$195	\$250
Non-member	\$295	\$350
Retake	\$75	\$150
RMP®/MPM®	\$100	\$150
Candidate	\$180	\$250

③hour Ethics

Member	\$45	\$45
Non-member	\$95	\$95

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

COURSE INFORMATION

- Course flyers containing additional information may be downloaded from www.narpm.org/education/schedules.html.
- All materials will be given to students on the day of the class.
- Attendees 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®.

Name _____

Company _____

Address _____

City/ST/Zip _____

Phone _____ Fax _____

E-mail _____

Register for Classes

Name of Class	Class Date	Cost
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
		Total \$ _____

Method of Payment

☐ I have enclosed a check for \$ _____ Check # _____

☐ Please charge my credit card in the amount of \$ _____

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Name of Cardholder _____

Signature _____

I authorize NARPM® to charge my credit card.

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See why NARPM leaders love using AppFolio's online property management software.



P = Past President L = Leader E = Educator

"We are saving 40 hours a month."

Chris Hermanski, Mainlander Property Management (OR)

"...helped us sign a new client with 100 units."

Ray Scarabosio, Jackson Group Property Management (CA)

"We recommend AppFolio whole heartedly to any property manager."

Mike Chamberlain, Chamberlain Property Management (CA)

"It's so easy even I can use it."

Robert Winger, Whisler Land Company (CA)

"...the future in property management software."

Tim Savin, McGrath Real Estate Services (VA)

"...allows us to significantly grow our portfolio."

Jennifer Newton, Walters Home Management (CA)

"...a 'life-changer' for my company."

Melissa Shearer, Specialized Property Management (TX)

"My staff loves AppFolio. I don't know how we functioned without it."

Robert M. Locke, Crown Realty & Management (GA)

"...support is the best I have ever seen!"

Tom Cowan, RE/MAX Center (GA)

"I am more than impressed with their response time and service."

Michelle McLinden, Real Estate Management Group (MT)

www.appfolio.com/narpm