

p11

Learn how to protect yourself from "Too Many Wrong Mistakes" with E&O.

p12

Ever wondered how to start an in-house maintenance company?

p21

Will a tenant manual help you set tenant expectations and eliminate costly time?

RESIDENTIALResource



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

LEADERSHIP
BY *example*

24th ANNUAL CONVENTION and TRADE SHOW

Photo Recap

NARPM® continues to grow with record-breaking attendance of over **750** in Crystal City. Two years ahead of schedule, overall membership explodes, topping **4,000!**

BE HAPPIER. MAKE THE SWITCH.

appfolio[™]
Property Manager

NARPM Members Are Choosing AppFolio's Web-based Property Management Software.



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

Robert Locke, Crown Realty and Management



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

Melissa Shearer, Specialized Property Management



"Support is the best I have ever seen!"

Tom Cowan, RE/MAX Center

For one simple monthly fee you get all of this (and more):

- Complete Accounting
- Easy Vacancy Posting
- Online Applications
- Beautiful Website
- Free Online Rent Collection
- Built-In Screening
- Ongoing Training & Great Support
- New Releases Each Month



2009 & 2010 Affiliate
Member of the Year

www.appfolio.com/narpm

IN THIS ISSUE December 2012

The mission of the National Association of Residential Property Managers is to be the professional, educational, and ethical leader for the residential property management industry.

FEATURE ARTICLES

- p9** **Part 2: Reorganization Breathes New Life: A History of NARPM®**
Steve Urie, MPM® RMP®, shows us how the struggling, young association reorganized in 1988 and began working hard to make a professional name for itself in the industry.
- p11** **"Too Many Wrong Mistakes": ErrorS & Omissions**
John DiGerolamo, CIC, President and CEO of DFI Insurance, discusses the importance of Errors & Omissions insurance for property managers.
- p12** **In-House Maintenance Company (IHMC): Part 2: How To Get Started**
Arthur Kowitz, RMP®, continues with part two of a three-part series that will help you explore the feasibility, benefits, and pros/cons of the addition of an In-House Maintenance Company (IHMC) to your existing property management business. Learn how to get started.
- p21** **Improve Your Overall Customer Service: Set Tenant Expectations**
Joel Elliott, RMP® candidate, questions how many professional property managers spend the same amount of time setting the expectations for our tenants as we do for our owners.



CONVENTION PHOTOS ON PAGES 7, 14, 15, & 18



NARPM® DUES DEADLINE IS JANUARY 2, 2013



NARPM® dues billing has gone out for 2013. Remember, the early bird deadline is January 2, 2013 to take the \$50 discount. If your company should receive a tier discount for multiple members, make sure all information is verified with NARPM® National. Contact ChapterSupport@narpm.org. You can access a copy of your invoice and pay your dues online at <http://www.narpm.org/members/services/register-events-pay-dues.htm>. You must log into NARPM.org to do this.

MONTHLY COLUMNS

- p5** President's Message
- p6** From the Desk of the Executive Director
- p8** Legislative Scoop
- p16** Technology Matters
- p22** Regional Communications
- p24** Membership Growth
- p28** Chapter Spotlight
- p30** Ambassador Program

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.

Copyright © 2012 National Association of Residential Property Managers. All rights reserved. Materials may not be reproduced or translated without written permission. E-mail publications@narpm.org for reprint permission.

Statements of fact and opinion are the responsibility of the authors alone and do not imply an opinion on the part of the officers, staff or members of NARPM®. Any legal matters or advice mentioned herein should be discussed with an attorney, accountant or other professional before use in a particular state or situation. NARPM® does not endorse any advertisement in this publication. All readers are responsible for their own investigation and use of the products advertised.

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

An award-winning publication, the Residential Resource has won a 2009 & 2007 APEX Award of Excellence, a 2006 Gold MarCom Creative Award, and a 2006 Communicator Award of Distinction for Print Media.

OFFICERS

Jayci Grana, MPM® RMP®
President
president@narpm.org
407-532-0309

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

James Emory Tungsvik, MPM® RMP®
President-Elect
presidentelect@narpm.org
253-852-3000

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

REGIONAL VICE PRESIDENTS

Leeann Ghiglione, MPM® RMP®
northwestrvp@narpm.org
206-286-1100

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

Richard Vierra, RMP®
pacificrvp@narpm.org
808-293-6436

Bart Sturzl, MPM® RMP®
southcentralrvp@narpm.org
512-693-4772

Barney Christiansen, MPM® RMP®
southwestrvp@narpm.org
801-566-9339

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

COMMITTEE CHAIRS

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

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

P.J. Chapman, MPM® RMP®
Member Services
memberserviceschair@narpm.org
208-336-5111

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

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

Tony A. Drost, MPM® RMP®
Nominating
pastpresident@narpm.org
208-321-1900

NARPM® NATIONAL

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

Patricia Hartline
Communications, Graphic Designer
publications@narpm.org

Tiffany Jones
Administrative Assistant
adminassist@narpm.org

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

Cathy Spruiell
Chapter Support
chaptersupport@narpm.org



PRESIDENT'S Message

"It is amazing how much can be accomplished when clear vision, leadership, and teamwork are involved."

LEADERSHIP
BY *example*



What an awesome year this has been! It has been an honor serving as your 2012 President. NARPM® has accomplished so much in such a short amount of time. Following are just a few items that were accomplished:

- The 2014 goal of reaching 4,000 members was met in September. That's over two years early!
- The Governmental Affairs Committee is forming a PAC (Political Action Committee) in order to increase awareness of NARPM® within the federal legislature.
- The board affirmed their support of the policy requiring Professional Members to take the Ethics course once every 4 years. This increases the professionalism of our membership as well as the association.
- A new class of membership, Associate Member, was formed to accommodate the basic needs of members that do not wish to pursue, or have not yet met, the

requirements of being a Professional Member.

- The National Convention in Arlington (Crystal City), VA was the most attended convention in the history of NARPM®.



- The Finance Committee developed, and will implement, an in-depth strategy to protect and increase NARPM®'s assets.

Please join me in thanking all of our volunteers who contributed to the success of our association. It is amazing how much can be accomplished when clear vision, leadership, and teamwork are involved.

If you have not had the opportunity to serve as a volunteer for NARPM®, please consider doing so. While you are donating your time, I am confident that you will find the experience to be as educational and rewarding as I have.

I am optimistic to see what 2013 holds for us. With James Tungsvik, MPM® RMP®, leading the way, I am confident that we will see another record-setting year.

A handwritten signature in black ink that reads "Jayci Grana".

Jayci Grana, MPM® RMP®
2012 NARPM® President

NARPM®'S FINEST *by President Grana*

I would like to recognize our 2013 President, James Tungsvik, MPM® RMP®.

James has been a member since 1995 and has been serving on the board since 2006. He is passionate about the vision of NARPM® and the needs of the member-

ship. He has garnered my respect and that of many others with his enthusiasm. I am proud to call James my friend and the 2013 President of NARPM®.

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



Gail S. Phillips, CAE

The outstanding news announced at the Convention was that NARPM® hit its goal of 4,000 members two years earlier than planned!

If you attended the Convention in Arlington (Crystal City), VA, you experienced the largest Convention NARPM® ever held! We hosted over 757 registrants and booth workers and processed 125 walk-ins. I hope you filled out your survey, as these will be studied and taken into consideration for the planning of the 2013 event. Yes, NARPM® Conventions are growing. With that in mind, make sure you make your reservations for the 2013 Convention early. We will be at the Hyatt Regency in San Diego (La Jolla), CA and reservations can be made by calling the hotel at 888-421-1442. In 2014, the NARPM® Convention will be in Minnesota, where we will have larger hotels to accommodate future growth.

The outstanding news announced at the Convention was that NARPM® hit its goal of 4,000 members two years earlier than planned! These numbers show the need for a professional property management association that the founding members of NARPM® saw 25 years ago. It is still true that the majority of new members come from you, the existing members, talking about the association to other real estate agents. You sell NARPM® daily, so make sure you are taking advantage of the Ambassador Program (see page 30 for more information) and earn those credits for new members.

With the excitement of the Convention over, don't feel let down. The Broker/Owner Retreat and the Regional Conferences are right around the corner. Registration is open online and forms are available at <http://www.narpm.org/conferences/regional-conferences/index.htm> or on page 20. Sign up early!

In September, the NARPM® Strategic Planning Committee met and came up with a plan that will carry NARPM® through 2013. NARPM® Core Values still remain:

1. Networking – Promote cooperation and sharing among colleagues.

2. Education – Promote education and business development.

3. Advocacy – Advance the profession by influencing issues that impact the residential property management industry.

4. Professionalism – Recognize expertise through professional designations.

5. Ethics – Create respect and integrity among members through ethical, honest and credible behavior.

The major initiatives from this plan are:

- Reinforce the Mission and Vision of NARPM®.
- Leadership Enhancement Initiative – Evaluate the nominating process.
- Ensure Organization Optimization – Evaluate the members' return on investment.
- Stay Ahead of the curve with Technology.
- Maintain, Improve, and Promote Member Services, which includes improving and expanding educational opportunities.

In 2013, the budget and committee plans will be driven by the initiatives of the plan with the main emphasis on services and members' return on investment.

Finally, enjoy the pictures of this year's Convention on pages, 7, 14, 15, and 18 in this issue of *Residential Resource*.

P.S. Chapters, did you remember to submit your Chapter Compliance documentation by December 1? It is not too late to make sure National has everything by the end of the year. Use the new document upload system when submitting information.

Have a safe and Happy Holiday season and see you next year! 🍷

Gail S. Phillips

Gail S. Phillips, CAE
NARPM® Executive Director

LEADERSHIP BY *example*

24th ANNUAL CONVENTION and TRADE SHOW

OCTOBER 17-20, 2012 ~ Arlington, Virginia
Awards

Congratulations to the 2012 NARPM®
Award Winners featured on this page!

Chapter Excellence Recipients:

Atlanta, GA
Austin Area, TX
Big Island East, HI
California State
Central Arkansas
Charlotte Regional, NC
Colorado Springs, CO
Denver, CO
Fort Worth/Mid Cities, TX
Greater Dallas, TX
King County, WA
Kitsap County, WA
Marin/Sonoma, CA
Maryland Suburban
Nashville, TN
Northern Colorado
Oahu, HI
Orlando/Central Florida
Phoenix, AZ
Pierce County, WA
San Antonio, TX
Santa Clara, CA
Sarasota/Bradenton, FL
Southwest Idaho
Virginia Peninsula
Western Colorado



President's Award:
Wendell Davis, MPM® RMP®
Watson Realty Corporation CRMC®
Jacksonville, FL



Rocky Maxwell Award:
Tiea Vincent
Walter Williams Property Mgmt
Jacksonville, FL



Volunteer of the Year:
Tracey Norris, MPM® RMP®
Property Professionals, Inc.
New Braunfels, TX



**In Appreciation of Dedicated
Service to NARPM®:**
Tony Drost, MPM® RMP®
First Rate Property Mgmt, Inc. CRMC®
Boise, ID



Large Chapter of the Year:
Atlanta Chapter



Small Chapter of the Year:
Nashville Chapter



Affiliate of the Year:
Propertyware

LEGISLATIVE Scoop

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



Deb Newell, MPM®
RMP®, has been a Real Estate Investor and Property Manager for close to 12 years and is the sole Owner/Broker of Real-Time Leasing in Burnsville, MN and Salt Lake City, UT. She received her Bachelor's Degree in Political Science from the University of Colorado – Denver with an emphasis in Intentional Communities. Her degree and emphasis alone has helped her prepare for her career in Real Estate and specifically working in Property Management. Working with different groups, organizations and legislative committees has helped shape her business. Deb has possessed a life long passion for Government Affairs and is dedicated toward encouraging local and national citizen participation and educating others about the importance of legislative involvement.

The message that National gave us was to make ourselves known in the national arena with legislative issues.

End of the Year - The Beginning of Changes. . . Concluded

I write this with bittersweet feelings. After two years serving as Chair for Governmental Affairs, my time has come to hand the baton to someone else. I'm excited for Heidi Hartman, RMP®, who will take over as Chair in 2013. She has been a great asset in the State of Washington with their own Legislative Committee and will now add her expertise to the NARPM® Governmental Affairs Committee. I'm also excited to continue my trek with NARPM® by serving as the incoming 2013-2014 RVP for the Northeast/North Central Region. We have some fantastic people serving on our Board, and I'm thrilled to be a part and serve.

In the last two years, we have seen a lot of changes within Governmental Affairs. The message that National gave us was to make ourselves known in the national arena with legislative issues. One improvement I felt strongly about, and implemented, was to begin sending our National President along with the Governmental Affairs Chair to Washington, DC to introduce ourselves to our Representatives and Senators. What better way to slowly get our foot in the door and tell who NARPM® is to those voting on bills that could affect our industry.

The first year, Past President (2011) Tony Drost, MPM® RMP®, and I went with IREM to familiarize ourselves with the process and how meeting our representatives works. We learned a lot! It was a great experience to see all of this in action and prepare us to know how to begin our own "Day on the Hill."

This past year, NARPM® President, Jayci Grana, MPM® RMP®, and myself met with 14 representatives. It was a busy two days, meeting aides, Representatives, and Senators. We had some great discussions that really started the process of creating awareness of our organization. What's interesting is that we met with representatives from both parties. Our choosing was based on what committees they oversaw and what bills have been and are currently in session. We were asked a lot of questions about who we are, who our members are, what we do, and how our businesses were generally structured.

This is something that we hope to continue to do and build upon, with the goal of someday having NARPM® members join us in our Nation's Capitol.

Another area we have been working with is the ULC (Uniform Law Commission) who has been working since early 2011 on revising the Uniform Residential Landlord and Tenant Act (URLTA) of 1974. Steve Stein, NARPM® Professional Member from Harrisonburg, VA, has taken this task on, participating both in conference calls and meetings in DC. Just this month, we received an email from the Commissioner praising Steve's contribution to the Committee. "I just want to express great appreciation for the excellent contributions Steve Stein is making to the work of the Drafting Committee to Revise the URLTA. Without the perspective of the landlords, we will not be able to draft a balanced, workable and fair act that has a reasonable chance of being enacted by state legislatures."

Finally, we have worked extensively on developing a PAC (Political Action Committee) for NARPM®. This is one more step in bringing attention to our unique organization in Washington, DC. By developing this PAC and having it implemented beginning 2013, we will start the process of raising money to contribute to those who would support us as an organization nationally. A separate special group will be developed and implemented with steps to ensure that NARPM® is well represented and funds are dispersed as the Board chooses.

Lastly, this year we restructured our committee, adding two Vice Chairs to work with our Chair and also adding Regional Reps to help bring to National important regional and state issues that affect our members. This may continue to evolve and change as we grow. We are trying to stay ahead of the curve and be a proactive committee by bringing issues to our members, and making access to these issues a resource on our website.

The future is bright for Governmental Affairs. We have had many volunteers recently wanting to be a part of our committee. We are continually growing as an organization which makes our presence nationally with Washington, DC that much more important.

Thank you for the opportunity I have had to serve. It has been a great experience and one that I use in my own business. 🏠



Part 2: Reorganization Breathes New Life A History of NARPM®

Part two of the NARPM® history series shows us how the struggling, young association reorganized in 1988 and began working hard to make a professional name for itself in the industry. We will have several contributing authors as the history is recounted over the next months.

Without anything to use as an example, Steve Urie, MPM® RMP®, was given the unenviable task of writing the bylaws, code of ethics and standards of professionalism for the association. The bylaws remained unchanged for three years until John Parizak, Donna Brandsey, MPM® RMP®, and Peggy Rapp, MPM® RMP®, along with Steve, made extensive revisions.

Steve thought he had a tough assignment, until he heard that Karen Ebert, MPM® RMP®, was asked to serve as newsletter editor. Karen would serve in this position for four years. During that time, the newsletter grew from three issues a year to four, then six, and finally, to its present 11 issues per year. The newsletter was, and still is, written by property managers for property managers and remains the association's primary exchange of ideas, information and expertise.

For a long time, the newsletter was simply called "The Newsletter." Finally, the Publications Committee sponsored a "Name the Newsletter" competition. The committee received five submissions, three of which were from the committee itself. (It seems that folks were more interested in what the newsletter contained than what it was called.) The committee selected one of its own submissions and *Residential Resource* became the name of NARPM®'s newsletter.

Everyone agreed that the best part of the board meetings was the chance to network and exchange ideas, information and horror stories. Consequently, the board incorporated these principles into the association's official objectives. These principles remain unchanged to this day. The first and foremost objective was to establish a permanent, professional association. The second was to promote a standard of business ethics, professionalism and fair practices. The third was to promote the education, training and certification of its members. Fourth was to promote an exchange of information and ideas, and the fifth objective, added two years later, was to assist in the establishment of chapters.

Finally, the issue of membership dues was pre-

sented: How much should the dues be? One cannot believe the heated discussion that followed. After two hours of arguing, it was finally resolved when Terry Robertson, RMP®, asked, "Would you pay \$200 for membership?" A chorus of "No, that's too much!" echoed off the walls. Then Terry said, "Would you pay \$50 for a membership?" to which many people responded, "That's too cheap!" (and under their breath, "I don't want to belong to anything that's cheap!"). Finally, the magic suggestion: Why not charge \$100 for annual membership dues? Without wasting any time, a motion was made, seconded and passed. Membership dues would be \$100 annually (you gotta love that sophisticated market research). Each person wrote their membership check, giving NARPM®, its first annual budget of \$1,300.

The first association to recognize NARPM® was the National Association of REALTORS®, who threatened to sue NARPM® if it did not change its name. NAR felt that NARPM®'s acronym was too similar to its own. Hence, NARPM® was told to change its name to avoid confusion or face legal consequences. It didn't take a rocket scientist to realize that NARPM® didn't have the financial strength to go up against NAR. However, at the same time, and unknown to NAR's legal counsel, NARPM® had sent camera-ready artwork to NAR's national magazine for publication. The artwork had been accepted and paid for, but not yet printed—a fact that would come in handy later.

Initially NARPM®'s board ignored NAR's threatening letters, hoping the issue would go away. But it wasn't long before the letters and phone calls were coming regularly from NAR's chief legal counsel to NARPM®'s president, Susan Gordon, MPM® RMP®. The issue was finally resolved in the spring of 1990 when Susan's attorney wrote a letter basically saying, "There are 84 associations in this country that start with the letters N-A-R, and seven are real-estate related. And by the way, why haven't you published our advertisement, which was paid for and accepted by your magazine more than 18 months ago?" NAR dropped the issue, and the advertising money was quietly returned six months later. 🏠

Next month: We'll remember NARPM®'s first Convention, held in 1989—its coming-out party, so to speak.



Steve Urie, MPM® RMP®, is the President and property manager of Mesa Verde Property Management. He has been involved with residential property management for 22 years. Steve holds a BS in Marketing & Finance and an MBA in Management Information Systems. Steve is a founding member, Past President, and past national board member of NARPM®. He has also chaired the Membership, Convention and Legislative committees and served on the Education, Certification, Finance and Management Selection committees. He also served as President of the Phoenix (Arizona) Chapter for three years. He is also a NARPM® instructor. Steve is a member of SouthEast Valley Regional Association of REALTORS®, and a member of their Legislative Committee and a state approved real estate instructor. Steve was named REALTOR® of the YEAR 2003 and is very active in his community.

Protect Your Business From Costly Mistakes



Protect your business with a tailor made Errors and Omissions Policy from DFI Insurance.

Property Management Professionals are often held liable for the eviction process. A simple break down in management procedures can end up in a lawsuit. Our Program is specifically designed for Residential Property Management Professionals, providing Errors and Omissions Insurance coverage and defense, even if you haven't made a mistake. Coverage is very affordable and can be placed quickly and easily.

Call today for a quote: (800) 350-1198

John DiGerolamo, John@dfiinsurance.com

**Chris Sims, chris@dfiinsurance.com
or visit our website:**

www.dfiriskmanagement.com/NARPM.html

Why You Need Property Managers Professional Liability Coverage:

- Increased litigation within our country is holding all professionals accountable for errors.
- The number of Tenant Discrimination claims is on the rise! A large percentage of this litigation is being driven by HUD and consumer interest groups. Property managers are susceptible to this type of claim.
- Courts have held property managers with an equity interest in a property to a higher standard of care.
- Other insurance programs available to protect your business include: Employment Practices Liability, General Liability, Workers Compensation and Cyber Liability (Data Breach).





“Too Many Wrong Mistakes” Errors & Omissions

After losing the 1960 World Series to the Pirates, it was New York Yankees’ Yogi Berra who said, “We made too many wrong mistakes.” We all know that errors are part of the game of baseball, but in a World Series, there’s no room for mistakes. I will discuss some professional mistakes called Errors and Omissions (E&O) and illustrate some liability exposures within the residential property management profession. In the scope of managing property, one cannot overlook the reality of facing a legal action due to professional error or lapse. The risk can be large and even detrimental if proper procedure and professional liability coverage is not in place.

The National Association of REALTORS® released research conducted over an eight-year period, identifying over 90 topics involving the legal liability of real estate brokers, agents and managers. To their surprise, ranking in at number one was in the area of property management, which accounted for nearly half of all the legal issues studied. The study also showed a 10% increase in settlements over \$500,000. Overall, property management is by far the leading area of real estate related litigation and it’s growing. Another very surprising fact is that many property managers make the mistake of not buying a professional liability policy, also referred to as Errors and Omissions (E&O). Even in cases that determined the property manager not to be liable, the defense costs alone are extremely expensive. Adequate E&O coverage removes most of the burden.

In general, property managers have the same insurance needs as any other business owner. These include general liability, property, and workers’ compensation. Some of the unique exposures to property managers are related to fair housing violations, such as tenant discrimination, which are not covered under general liability. The US Department of Housing and Urban Development (HUD) has played a lead roll in The Fair Housing Act. Some significant changes in its recent years include the sale and rental of housing.

For example, no one may take any of the following actions based on race, color, national origin, religion, sex, familial status or handicap:

- Refuse to rent or sell housing
- Refuse to negotiate for housing
- Make housing unavailable
- Deny a dwelling


- Set different terms, conditions or privileges for sale or rental of a dwelling
- Provide different housing services or facilities
- Falsely deny that housing is available for inspection, sale, or rental
- For profit, persuade owners to sell or rent (known as blockbusting)
- Deny anyone access to or membership in a facility or service (such as a multiple listing service) related to the sale or rental of housing

It is worth mentioning that The National Association of REALTORS® study also showed a 416% increase in fair housing related issues in just a two-year span.

There are many options when selecting a professional policy. I highly recommend a plan specifically designed for residential property managers. Some of the coverage you want to consider will include:

- Wrongful Eviction
- Defense expenses outside the policy limits
- Discrimination claims from alleged violations of The Fair Housing Act
- Punitive damage where allowed by law
- Full prior acts
- Independent contractors and their employees
- Coverage for managing your personally-owned property

There has been an increase in the number of employment related practices, privacy violations and cyber crime. Be sure to review additional coverage for those exposures as well.

Residential property management professionals are the delegates between the owner and the tenant. They fuse relationships and negotiations that otherwise may never exist and it is a valuable arrangement. By default, however, this agreement may produce a level of missed communication and potential for error. In consideration of today’s litigious environment, property managers must consider these issues when reviewing their insurance portfolios. Even if you have done nothing wrong, you may still be the target of a legal action. Defense costs alone can jeopardize the financial strength of any company. So, consult an insurance professional that is familiar with your industry. Professional property managers make decisions every day, just as baseball managers do. Remember what baseball manager Yogi Berra said, “If you don’t know where you’re going, you might end up someplace else.” 



John DiGerolamo, CIC, has over 30 years in the insurance industry and holds a coveted Certified Insurance Counselor designation. He has served on the Agency Advisory Counsel and is the President and CEO of DFI Insurance. Managing over \$20 million of premium, DFI takes a consultative approach to its clients’ needs. DFI Insurance is a new NARPM®, Affinity Partner, providing members nationwide with insurance programs for Residential Property Managers. John resides in Riverside, CA with his wife of 30 years. They have four children and a grandson.



Arthur Kowitz, RMP®, is the CEO of AWBAM Enterprises, the owner/broker of Arthur Kowitz Realty, and 8 other corporations in Daytona Beach, FL. Established in 1990, AKR manages 900+ units, operates a seven tech maintenance department, and fields a six person sales team, all focused on the needs of the real estate investor. Married for 41 years with three grown sons, Arthur attended the University of Florida, served in the USAF and is an avid environmentalist. Having operated a successful In-House Maintenance Department since 1992, he was instrumental in the development of BoostPM's support systems and software available for your Property Managers' Maintenance Division. Arthur can be reached at arthur.kowitz@akr1.com

In-House Maintenance Company (IHMC) Part 2: How to Get Started

This is part two of our three-part series on the In-House Maintenance Company (IHMC). Last month's article, "Is it Right For Me?" addressed 12 salient points about an IHMC. I encourage you to refer to that article as a backdrop to this month's edition.

Contractors make good money by marketing their work, making estimates, overseeing jobs, collecting payments, and keeping books. Even without an IHMC you are already doing these things and could be making the profits while saving your clients money. Simply cherry-pick maintenance jobs for your company to perform.

It is always good business practice to put the interests of our clients (owners) first, even when we look for ways to make our firm more profitable.

Maintaining and repairing rental units entrusted to us is a large part of our mission as property managers. When we operate an IHMC we must be sure to disclose our intentions in our management agreement. Here is a suggestion.

"MAINTENANCE/RENOVATION DISCLOSURE:
Owner is aware and agrees that _____ Inc., hires and supervises maintenance staff for maintenance/repairs and may make a profit performing these services."

Now that we have legitimized our IHMC, let's justify it to our owners. A statement such as the following letter will help your owners understand how you are watching out for their interests.

"The profitable operation of your rental property requires a sensible source of maintenance services. One of our jobs as property managers is to see that these services are provided.

Over the years, we have used different types of maintenance vendors. There are large specialty contractors such as plumbers, roofers, and appliance repair companies. Smaller versions of these same vendors are also available. Then there are general handyman services that are somewhat less expensive.

Since we are required by law and prudence to use licensed, insured vendors on your property, we cannot hire the \$10 an hour "street-corner-handyman." Also, these people offer false economy when we consider the potential for inefficiency, dishonesty, and liability.

Much experimentation has been done within our industry and our own company as to the best way for handling necessary repairs. We have found that the best

solution is to operate our own in-house maintenance company with salaried employees. This affords us scheduling control and quality control we would not have otherwise. We also gain cost savings over outside vendors, although it is still expensive. The expense comes from wages and a list of other expenses such as:

- Payroll taxes
- Unemployment tax
- Liability insurance
- Worker's compensation insurance
- Health insurance
- Truck and travel
- Tools and equipment
- Expendable supplies
- Training
- Vacation
- Cell phones, notebook

When the scope of repair warrants, qualified outside vendors are used to keep your property in working order.

Our goal is to provide you savings over outside vendors when appropriate and cover the costs of operating this department. We feel you may understand the operation of your investment property better by understanding our maintenance program."

Now that we have set the foundation for our department, let's get some office support in place.

Most quality property management software creates work orders with the presumption that an outside vendor will perform the work and send us an invoice. We then pay the invoice through the software and close out the work order. Their work orders may not have the ability to utilize job codes, prices per task, record time on job, etc. These types of functions are necessary for a smooth and profitable operation.

For smaller IHMCs, using a simple invoicing system to bill the property, preferably electronic, will suffice. However, as your department grows you will wish you had started with a system capable of accommodating growth.

For maintenance departments with more than two techs, dedicated work-order invoicing and tech management software is worth its weight in gold. This software may also enable the tech in the field to report tasks performed on an electronic tablet or notebook, streamlining the process greatly.

Continued on page 18 "Get Started"

FORCING A SQUARE PEG INTO A ROUND HOLE?

**MAKE THE CHANGE TO PROMAS AND STOP TRYING TO
FORCE YOUR SOFTWARE TO DO WHAT *OURS* ALREADY DOES!**

- **ONLINE OWNER/TENANT PORTALS
WITH PROMAS CENTRAL**
- **OWN YOUR DATABASE WITH YOUR
LICENSED SOFTWARE**
- **STRONG AND FULLY INTEGRATED
ACCOUNTING**
- **CUSTOMIZE REPORTS THE WAY YOU
AND YOUR CUSTOMERS WANT THEM**
- **PUBLISH INFORMATIVE OWNER
STATEMENTS, NOT JUST REPORTS**
- **OPTION TO PURCHASE OR LEASE A
LICENSE**
- **PUT IT IN THE CLOUD WHILE STILL
MAINTAINING CONTROL**



- **RENTAL**
- **ASSOCIATION**
- **INSPECTION**



**DON'T FORCE IT...
...FIX IT!**



SCAN FOR
ONLINE
DEMO
WEBINAR

DOWNLOAD OUR [DEMO](#) SOFTWARE TODAY!



| www.promas.com

| sales@promas.com

| 888-591-5179

LEADERSHIP BY *example*

24th ANNUAL CONVENTION and TRADE SHOW

OCTOBER 17-20, 2012 ~ Arlington, Virginia
Making History in Our Nation's Capitol!





“ Well, after going to the convention, it got me pumped up to get my RMP®. I had decided, a couple of years ago, that as I approached 70 years old, I just wasn't going to get a designation. But instead, here I am with my application. I'm excited! ”

Buddy White
White and Associates Real Estate Services
Grand Prairie, TX





Michael Mino is President and CEO of PropertyBoss Solutions, a provider of property management software. A serial entrepreneur, he has started a number of software technology firms and became a landlord in 1977 when he purchased his first rental units. For more information about Michael or PropertyBoss Solutions, visit property-boss.com or call Michael at 864.297.7661 x26.

Fraud - Is Anyone Watching?

An estimated five percent of the revenue of a business is lost to fraud each year. This was one of the findings of the Association of Certified Fraud Examiners in their recent study of over one thousand cases. Other key findings in their report include:

- Half of detected fraud cases were carried out over a period of more than 18 months.
- Behavioral red flags were evident in over 80% of the cases... living beyond means, financial difficulties, too close to vendors or customers, excessive control issues.
- A tip from an employee is the most likely form of detection.

Another survey on economic crime found that almost 80% of fraudulent activity was perpetrated by internal employees.

The recipe for fraud involves three ingredients:

- **Motivation** – Some incentive or pressure to steal, such as “I am afraid of losing my job.”
- **Opportunity** – Access resulting from system gaps or deficiencies, such as “With staff reductions, I see less focus on internal controls.”
- **Rationalization** – Ability to justify one’s actions, such as “I must maintain my standard of living.”

EMBEZZLEMENT

Embezzlement can happen in a multitude of ways with new methods constantly being invented. Most of them fall into one of the following three categories:

1. Larceny is stealing cash after it has been recorded in the accounting books. It is fairly easy to detect and therefore accounts for a small number of the cases and an even lower percentage of the losses. A California employee responsible for posting rental payments stole some of the cash payments while posting them to the rent receivable account. A subsequent bank reconciliation revealed the fraud.

2. Skimming is the act of stealing money before it is entered in the company’s books. Mark Clements, an industry veteran and President of AI Technology, tells of an experience in which a New York property management company had an employee who gave tenants steep discounts on rent if the tenant would pay in cash. They then pocketed the cash for themselves. Since the company under-bonded the employee, only \$25,000 of the theft was recovered rather than the actual \$120,000 skimmed.

3. Fraudulent disbursement is the most complex of

these three types as it requires pre-planning as well as the effort of covering up the actions after the deed. Clements also provided an example of this type of fraud. A Florida property manager told her boss that the bank had issued “special new checks” with a “special security feature” which was a white stripe over the “Payee” line of the check. The employee then removed the white strip after receiving the broker’s signature and typed in her own personal payment recipients.

How to prevent embezzlement: There are ways to prevent embezzlement from occurring and protect your company from the ramifications of such an event:

- **Don’t Accept Cash** – Make it a posted practice that cash is not accepted for payment of rent.
- **Check & Balance System** – Establish procedures that segregate the financial responsibilities. The person who collects the payments is not the same person who records the transaction. The person who signs the check is different than the person who prepares the check.
- **Independent Audits** – Contract an external party to review your company’s books on a regular basis.
- **Property Management Software Tracking Transactions** – Recording all transactions in a comprehensive software program makes it much more difficult to “cook the books” and provides greater visibility to management and third-party auditors. Most systems have built-in audit trails that will flag out-of-balance conditions. If there is a separate audit module, make sure you purchase and turn on this valuable feature.
- **Background Checks** – You order a credit and criminal report on prospective tenants to whom you entrust one of your properties. Consider applying this same methodology to employees to whom you entrust your business assets.
- **Proper Training** – Educate your employees on the forms and signs of embezzlement. Not only does this increase the number of eyes on the problem, it also discourages the would-be perpetrator.

SYSTEM INTEGRITY

Review not only your written processes and procedures for appropriate checks and balances, but also your software applications. Don’t overlook the people you rely upon to operate and maintain these systems.

Clements gave an example of a Massachusetts leasing agent who was very knowledgeable and helpful regarding



computers. They were a small office without any IT support so the owner readily accepted her help. She would report problems to the owner who would approve her purchase of whatever was needed to fix the described problem. Later he found that the parts that allegedly “failed” were parts that would fetch the most money when the employee resold them to local area college students.

How to Improve System Integrity: Educating yourself on the technical aspects of your business is your best defense, but you don’t have to be an expert to maintain and improve the integrity of your systems.

- **Use a certified professional** – Check the credentials of the professionals you use. Whether they are contractors or employees, verify their certifications, professional certificates, educational background, etc.
- **Run regularly scheduled back-ups** – Implement a backup rotation scheme for all of your computer systems including the permanent retention of selected periods. This gives you the ability to go back before a suspected tampering or crash has occurred.
- **Implement Security Roles** – Most software systems allow you to define user permissions based on that individual’s access needs. Make sure that you are using this feature and it is setup properly restricting each user to only the functionality they need to do their job.

THEFT

Identity Theft – The instance of an employee stealing the information of residents or potential residents for their own financial gain can result in, not only monetary damages to your company, but damage to your business reputation as well as exposing you to legal action and consequences. We will expand on this area in a future article.

Inventory Theft – In the case of a property manager, it may be the purchase and resale or stealing of items

needed for maintenance or other equipment found on the premises which can quickly add up to thousands of dollars in lost income.

How to Prevent Theft

- Perform background checks on all employees. Do not hire employees with criminal backgrounds to work in areas where they may have temptation to repeat their offenses.
- Have a system of checks and balances where no one person has total control and responsibility of any key area of your organization.
- If an employee demonstrates suspicious behavior, monitor them more closely. Ask for a daily log of activities.

FRAUD PREVENTION SUMMARY

Your best defense against fraud is good internal controls and an observant management team. Internal controls can be preventive (prevent fraudulent acts from occurring) or reactive (facilitate the timely detection of fraudulent acts). Mark Rambin, partner with TravisWolff & Company, LLP, provided the table included with basic examples of preventive controls and detective controls related to key activity. An engaged management is more likely to discourage those who may be considering fraudulent action within your company as well as catch inconsistencies early on rather than after they have gained too much momentum and caused considerable damage.

- Have internal and external audits performed on a regular as well as impromptu basis.
- Establish business practices and internal controls designed to deter and prevent criminal behavior.
- Have a strong fraud policy in place with zero tolerance.
- Provide strong leadership and proper training
- Provide a conduit through which employees may report suspected fraud anonymously. 📧

Another survey on economic crime found that almost 80% of fraudulent activity was perpetrated by internal employees.

Employee Fraud In Property & Facility Management		
Activity Area	Preventive Controls	Detective Controls
Tenant Rental Income	Tenant rents are sent directly to a bank lockbox	Timely analysis and follow-up of rent-rolls and tenant accounts receivable
Cash Disbursements	Use of “positive pay” check protection; require additional approvals for payments to parties not on vendor list	Timely bank reconciliations; identification/analysis of recurring payments to payees not on vendor list
Payroll	Investigate the validity of address information and Social Security numbers of new or changed employee information	Timely bank reconciliations; investigation of budget variances for regular and overtime pay
Capital Improvements	Use of a formal bid process for all projects over a specified dollar amount	Physical inspection of improvements as compared to construction draw requests
Building Operating Expenses	Use of a formal bid process for major expenses; screen and investigate all vendors prior to adding to vendor list	Preparation of zero-based operating budgets; timely comparison of actual vs. budgeted expense

Employee Fraud in Property & Facility Management Chart by Mark Rambin: Preventing Employee Fraud, 2012.



Scan this code with your smartphone to access additional resources.

LEADERSHIP BY *example*

24th ANNUAL CONVENTION and TRADE SHOW

OCTOBER 16, 2012 ~ Arlington, VA
3rd Annual Past President's
Golf Tournament



An absolutely beautiful crisp Fall day greeted the golfers at the Old Hickory Golf Course in Woodbridge Virginia for the 3rd Annual Past President's Charity Golf Tournament. Breakfast was served, courtesy of Smith Realty so participants started the day well nourished.

Rigorous competition began early with the putting contest expertly managed by Ray Scarabosio and Maria Trunkenbolz. A "shotgun" start sent golfers off to do battle with the little white ball – sometimes kissed – and often-times cursed. Volunteers bearing gifts and good tidings were frequented along the course. Cigars, beverages, smiles and photographs were a common encounter.

On hole #7, tournament sponsor, Propertyware, was well represented with a mandatory team hula hoop contest resulting in startling revelations of talent amongst our NARPM® membership. At that same hole, teams had an opportunity to "beat the pro" by driving their own shot along that of a local golf professional resulting in a best ball play proving that Andy Probst, MPM® RMP®, was better than the pro!

No one was able to claim the \$10,000 hole-in-one prize on #5, although there were rumors for high stakes bribery that have not been confirmed.

Following the heat of competition, the attendees enjoyed a Carolina bar-b-que lunch and award presentations. Representatives from both charities, the ALS Association - DC/MD/VA Chapter and the Corporate Angel Network, made brief presentations. Many golfers agreed that perhaps the highlight was the attendance of Rose's brother, Tony, and the comments of gratitude that he shared. Tony suffers from the ravaging affects of ALS, but his presence and appreciative words of thanks completed the day with great purpose.

The success of this event reflects the true character and makeup of our NARPM® members. We will present the totals donated in the next issue of *Residential Resource*. Thank you to all who so eagerly participated this past year. We are already looking forward to next year in San Diego. 🏡



Continued from page 12 "Get Started"

As you shop for maintenance department management and invoicing software, be sure to get one that generates job estimates as well as billing completed work. Technology will help us streamline to keep costs down and profits up. With fewer people involved in the process, accuracy and profits increase.

When your maintenance department completes a job and invoices the property, your main software system sees this as an invoice as if it was from an outside vendor and pays the bill to your company.

Smaller departments can succeed with a simple system of tracking the effectiveness of your staff technicians, cleaners, etc. Larger firms will want to know the hourly efficiency and dollar productivity of each tech and of the department as a whole.

Reports such as this sample help management make good decisions:

Name	Dates	Payroll Hours	Productive Hours	Billed Income	\$ Productivity	Hourly Efficiency	WO Volume	Billed Rate
Joe	Aug 2012	159.50	144	\$8,383.21	\$58.22	90.28%	76	\$52.56

Be sure to tune in next month as we look at the IHMC out in the field. Subjects such as Hiring Maintenance Staff, Safety Tips, Allocating Job Time, Tools and Equipment, and Your Technicians as Eyes and Ears in the Field will be included. 🏡



2013 NATIONAL | REGIONAL CONFERENCES

Annual Convention & Trade Show

The Keys to Excellence	October 16–18	Hyatt Regency La Jolla	San Diego, CA
------------------------	---------------	------------------------	---------------

Regional Conferences

Pacific Southwest Regional	February 21	Monte Carlo Resort & Casino	Las Vegas, NV
Eastern Regional	March 28–29	Union Station Hotel	Nashville, TN
Northwest Regional	April 19–20	La Quinta Inn	Tacoma, WA
Central Regional	May 23–24	Hilton Chicago	Chicago, IL

Broker/Owner Retreat

Broker/Owner Retreat	February 19–20	Monte Carlo Resort & Casino	Las Vegas, NV
----------------------	----------------	-----------------------------	---------------



For registration information and more details on these and other upcoming association events, check out the NARPM® website at www.narpm.org/conferences!



National Association of Residential Property Managers

Regional Convention & Retreat Registration 2013

❶ REGISTRATION INFORMATION *(please type or print)*

Name: _____ Name for badge: _____

Company Name: _____ Title: _____

Address/P.O. Box: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Check your designation(s): ☐ CSS® ☐ RMP® ☐ MPM® ☐ CRMC®

Designation candidate: ☐ CSS® ☐ RMP® ☐ MPM® ☐ CRMC®

Are you a chapter leader? ☐ Yes ☐ No If yes, what position? _____

Are you attending Leadership Training? ☐ Yes ☐ No

❷ SELECT A CONVENTION OR RETREAT

☐ Northwest Regional

April 19-20
Tacoma, WA

☐ Pacific Southwest Regional

February 21
Las Vegas, NV

☐ Broker/Owner Retreat

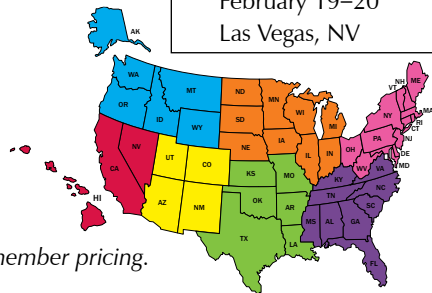
February 19-20
Las Vegas, NV

☐ Central Regional

May 23-24
Chicago, IL

☐ Eastern Regional

March 28-29
Nashville, TN



❸ REGISTRATION FEES

☐ IREM® members check here to receive NARPM® member pricing.

	Members	Members	Non-members	Non-members
	Early Bird Discount 30-Day Postmark	Less Than 30-Day Postmark	Early Bird Discount 30-Day Postmark	Less Than 30-Day Postmark
<input type="checkbox"/> Each Entire Convention	\$100	\$125	\$150	\$175
<input type="checkbox"/> Broker/Owner Retreat	\$150	\$175	\$200	\$225

Special event ticket information will be e-mailed to all registrants for purchase prior to the event.

❹ EDUCATION CLASSES Do you plan to take any education classes? ☐ Yes ☐ No

Have you submitted separate EDUCATION REGISTRATION FORM? ☐ Yes ☐ No

❺ ARE YOU APPLYING FOR NARPM® MEMBERSHIP? ☐ Yes ☐ No ☐ Already a Member

❻ TOTAL FEES

\$ _____

❼ METHOD OF PAYMENT

☐ Check # _____, payable to NARPM®, enclosed for total fees amount listed above.

☐ Please charge my ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express for total amount above.

Cardholder Name: _____ Signature: _____

I authorize NARPM® to charge my credit card.

-----All information below will be shredded.-----

Card Number: _____ Exp. Date: _____ Security Code: _____



National Association of Residential Property Managers

Are you a current NARPM® member?

☐ Yes ☐ No

Is this your first NARPM® event?

☐ Yes ☐ No

SPECIAL ASSISTANCE

☐ I will require special assistance

☐ I have special dietary needs

Specify: _____

REGISTRATION DEADLINES

Early Bird registrations **must** be postmarked or faxed by 11:00 pm Eastern Time 30 days prior to the event. Less than 30 days prior to the event, send the higher fee shown. **Do not** send registration to National two weeks prior to the event. Instead, register on-site at the event.

JOIN & REGISTER

Not yet a member? You can become a NARPM® member and register for the convention at the reduced member rate. Check "Yes" at the "Are you applying for membership?" option at left and submit the appropriate membership application with this form. Applications can be found online at www.narpm.org/join.

CANCELLATION POLICIES

If this event is cancelled for any reason, the liability of NARPM® to the registrant is limited to the return of the registration fee. A necessary rescheduling of the event, as approved by the NARPM® Board, does not constitute a cancellation.

Event cancellations must be received in writing. If cancellation is received 30 days prior to the event, there will be a full refund less a \$25 processing fee. If cancellation is received 15-29 days prior to the event, there will be a 50% refund. **There is NO refund if cancellation is 1-14 days prior to the event.**

MONETARY POLICIES

A \$25 processing fee will be charged for re-billing a credit card. A charge of \$25 will apply for all non-sufficient fund checks. Checks not in U.S. funds will be returned. You are not considered a registered attendee until payment has been successfully processed.

EASY WAYS TO REGISTER

MAIL - Send your form with payment to:
NARPM® National, 638 Independence
Parkway, Suite 100, Chesapeake, VA 23320.

FAX - Send your signed form with payment to
866-466-2776. Please do not mail the original.

ONLINE - Visit www.narpm.org and login to the Internet Member Services (IMS) section.

Solution

Improve Your Overall Customer Service Set Tenant Expectations

Being a property manager is one of the most challenging jobs in the real estate industry. As property managers, we often walk a very fine line between making sure we honor our agency agreement, representing our owners, and providing great service to our tenants. These tenants are a very important part of our revenue.

With that being said, we spend a lot of time training our owners on how we do business and how to make our relationship mutually successful and beneficial. But the question is, how many of us, as professional property managers, spend the same amount of time setting the expectations for our tenants? If you were like me two years ago, you are probably saying, not nearly enough. If we truly look at how you and your employees spend most of your time each day, it's probably talking to your tenants and explaining yourself over and over again. Have you noticed that you never have to do this with most of your owners? The reason is because we have set

move-in and move-out instructions. This reinforces your lease and gives clear expectations of how to handle these things.

Also, you should add some additional information about how a tenant can protect their credit and receive their security deposit back. You should also include information about care of the property, alteration procedures, renters' insurance, and energy tips.

Additionally, you should include any documents that they may need to submit for approval such as alarm forms, parking permit forms, move-out notice, or any form that is important to operation of your business.

Last, but not least, you should highlight for the tenant how to properly end the relationship with you. If included, these items will get you back at least 20-30 percent of your work day, allowing you to do more productive things.

The tenant manual should become a point of reference for your tenants versus calling your office



Joel Elliott, RMP® candidate, is the owner and broker of EW Enterprises LLC, which consists of EW Real Estate Services, EW Capital Management LLC, EW Construction Services, and EW Insurance Services. They are a member of the Independent Insurance Agents of Georgia, Inc. Joel has been a property manager for seven years and currently manages over 400 units that include single-family and small apartment complexes. He has been a member of NARPM® for three years and currently serves on the board of directors as the Ethics Chairperson. He is also involved in NARPM®'s Young Professionals Network. Joel is a member of IREM in pursuit of his CPM® designation. Joel is an active member in the Atlanta Board of Commercial REALTORS®. He lives in Lake Spivey, GA and is married with a five-year-old daughter and a one-year-old son.

Our customer service surveys improved greatly as my tenants understood what to expect when working with us.

very clear expectations for our owners, but not for our tenants. This is the reason we should take the time to prepare a tenant manual. This manual can be a great tool to assist in reallocation of your time, as well as that of your staff, to focus more on items that help make you more money. That is the goal of us all. A tenant manual is simple to create and includes the very basic things concerning how your tenant can have a successful relationship with you.

Here are some of the basic things you want your tenant manual to cover. First, you want to give tenants a list of your staff, contact assignments, hours of operation, and preferred communication method. That way you are being contacted at times best for your firm and in your preferred fashion. Next, you want to include instructions regarding your maintenance process, how to access your online portal (if you have one), how to make rental payments, and

asking these questions. Look at it as a "how to manual" or a help guide. Your tenant manual should do two things for you:

1. Make your office more productive and focused on sales activities.
2. Set clear expectations for your tenants and improve your overall customer service levels.

When I rolled out my tenant manual, my office became more of a sales center and my staff spent less time answering questions over and over again about basic operations. Our customer service surveys improved greatly as my tenants understood what to expect when working with us. Just like my owners. If you are looking for a solution to help set tenant expectations, take the time to create a tenant manual. I promise you it will be well worth your time and you will see an immediate change in the productivity of your office. 🏡

REGIONAL Communications

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



Barney Christiansen, MPM® RMP®, is a REALTOR® and the Principal Broker and Senior Managing Partner of Safeguard Property Management, LLC, which is accredited and rated A+ by the Better Business Bureau in Sandy, UT. He received his Business Management education at the University of Utah, where he met his wife, Merrilee. Barney and Merrilee have ten grandchildren, with two more on the way. They are most proud of their happy, close and successful family. All eight of their children, including six sons and two daughters, have excelled scholastically and artistically, with all eight having received major college scholarships along with many individual awards.

The RVP Bulletin

During a recent meeting of NARPM®'s National Board of Directors, a conversation took place with regard to the record number of members who attended the 2012 NARPM® National Convention held in the vicinity of our Nation's Capitol, Washington, DC. More than 700 NARPM® members attended the national convention this year, higher than any other previous NARPM® convention. This is a noteworthy achievement, and our National Convention Committee is to be commended for having done an excellent job of planning, promoting and putting on such a wonderful, worthwhile event.

However, it still means that less than 18% of our members actually participated in and received the benefits of our NARPM® National Convention this year, while more than 82% of our NARPM® members missed out on the great experience of attending a magnificent National Convention. This article, in the form of an "Open Letter," is directed to all those in the 82%, all those who chose NOT to attend our National Convention this year, and who, in many cases, have never been to even one! Please...listen to my plea:

Where were you a few weeks ago, from October 17-19? Why weren't you there, in Washington, DC., with the rest of us? What the %\$#@ is wrong with you (I kid, but only just a little), that would cause you to miss out on what is the single best reason, the one most enjoyable experience, the most uniquely valuable benefit, which comes around once each year as part of your NARPM® membership?

Of course, I am talking about our NARPM® National Convention, when we all have the opportunity to gather together for just a few value-packed days. This is the time when we get to see the latest new products and services available, to help us better serve our property owner/clients, more efficiently take care of our resident/customers, and more effectively grow our businesses.

We had the opportunity at National Convention to hear from specialists outside our industry, professional men and women who gave us fresh insights into the economic realities of our times and the vicissitudes

of human behavior under various circumstances; and how they all affect our ability to conduct business as we wish and with whom we must.

We had the privilege at National Convention to watch and listen to some of the best and brightest from WITHIN our membership share the methods and practices and tools which have most helped them to achieve and experience success – right now and right in the same areas where you live and work.

At National Convention, we learn together and we discuss together; we eat together and we play together; we raise money for charity together AND we have chances to win great prizes together (how about FOUR new iPads and many other valuable items given away!); and it is almost impossible to attend and fully participate and NOT come away with refreshing new ideas and invigorating new insights which, if implemented, will absolutely prove to be of much more value than the cost of registration, transportation and accommodations.

A number of National Convention attendees, who were finishing up their lunch on the final day, were chosen entirely at random by me, and asked for their impressions of the convention. Let's see what they had to say about the invaluable experiences they collected during the previous few days:

Jennifer Stoops from Cornelius, NC (her 3rd National Convention) said, "My favorite part was the Opening Ceremonies with 'The Drum Café.' They were so energetic and really set the stage for the whole National Convention experience!"

Larry Bryant, RMP®, from Goodlettsville, TN (his 4th National Convention) said, "I really enjoyed the big Trade Show and purchased a number of products there that will really benefit the future growth of my business."

Tom Gifford from Norfolk, VA (his 1st Convention) remarked, "I enjoyed the Breakout Classes, especially the class on Video101 for Property Managers. I learned how to shoot unedited video tours and market my properties using YouTube!"

Jennifer Herman from Sarasota, FL (her 2nd Conven-

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

California, Nevada, Hawaii.

Utah, Arizona, Colorado, New Mexico.

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

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

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

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

NARPM® Regional Map



2012

tion) said, "The Expert Panel Discussion on the final day was very valuable and will help me in my future decisions. I also enjoyed Mark Kreditor's, MPM® RMP®, and Brian Birdy's, MPM® RMP®, presentations. They were fun and I learned a lot!"

Traci Lewis-VanCamp, RMP®, from Virginia Beach, VA (3rd Convention) noted, "The Trade Show was huge this year, with so many good ideas to help my business. It was great!"

Trent Ratliff from Tyrone, GA (1st Convention) said, "My favorite part was the incredibly beneficial Workshops, where I learned a lot. Plus, I even won a "Kindle Fire" tablet computer at the 50/50 Raffle and Exhibitors' Door Prizes Drawing!"

Melva Albone, RMP®, from Waikoloa, HI (3rd Convention) stated, "The classes were great! especially enjoyed Mark Kreditor's, MPM® RMP®, and Brian Birdy's, MPM® RMP®, classes. They were very entertaining, but also full of excellent advice!"

Angela Hanwell from Bermuda (2nd Convention) said, "I was so excited to find the company Night Tenders at the Trade Show, and I signed up to have this great service for my business."

Judith Reinhart from Waikoloa, HI (1st Convention) commented, "The Expert Panel Discussion was excellent, and full of good advice to help me in my business."

Lee Wilkinson from Alexandria, VA (5th Convention) said, "I loved the breakout classes – there is always one gem you can learn and take home no matter how many times you have been to convention."

Tom Hanrahan from Oak Ridge, TN (1st Convention) declared, "This Convention brought to mind all the details I need to be paying attention to, and gave me all the tools and insights I need to formulate a concrete plan to make my business successful. I even won a 23-inch computer monitor during the 50/50 Raffle and Exhibitors' Door Prizes Drawing!"

While the limitation of available space prevents publishing every comment made by every person I interviewed, the above represents

a very fair sampling of the responses I heard. I also heard many comments concerning how appropriate the location was, in this election year, and how much everyone enjoyed being able to visit so many special monuments to our nation's freedom and the great men and women who made it possible.

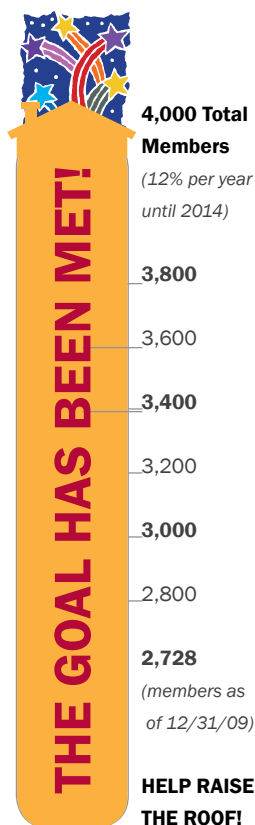
It is worth noting that, while different people liked one event or class better than others, **NOT ONE PERSON** of all those I interviewed indicated they thought this National Convention had not been a very valuable experience. **NOT EVEN ONE** suggested the Convention had not been worth their expenditure of funds and time. And **NOT ONE** even implied that they wished they had not come!)

NARPM® members, it comes down to this, as evidenced by the tone of my first paragraph in this little dissertation: If you are one of the fortunate and foresighted ones who have made annual attendance at National Convention a top priority, an absolutely essential element of your business plans each year...good for you! You will continue to glean valuable information, develop great friendships and reap numerous benefits, and your business will be much more likely to grow and succeed. It's as simple as that! And if you are NOT a member of this group who attend on a regular basis...what's it gonna take, my friend? How long are you going to sit back in your rocker while others pass you by?

Decide—NOW—to change course! Start making plans—NOW—to attend National Convention next year. If affordability is your issue, then begin—NOW—to set aside \$50 to \$100 each month, or whatever it takes, toward your goal of making it to Convention next year. Then stay consistent, keep your focus, and come join us next year! And when you come, be sure to participate fully, take good notes, and commit to implement immediately the three best ideas you receive...and see if you don't quickly start seeing the benefits to you and your organization which come from being a thoroughly-committed and converted annual attendee at NARPM®'s most valuable and important event—our annual National Convention! 🏠

MEMBERSHIP Growth

A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM AUGUST 22 - OCTOBER 22, 2012.



PROFESSIONAL MEMBERS

Evelyn Akamine
Waikiki Realty II, Inc.
Honolulu, HI
808-955-8282

Sue Alden
Hawaii Real Estate Online
Kailua, HI
808-392-4523

George L. Baber
Bluekey Property
Management
Lynn Haven, FL
850-248-0048

Randal Banagas
Averis Property
Management
Murrieta, CA
951-797-7200

Joseph Barnett
Dansco Realty Corp
Windermere, FL
407-345-1133

Julie A. Beamish
Carrington Property
Services
Mission Viejo, CA
949-517-5000

Greg Beck
Howard Perry and Walston
Raleigh, NC
919-919-7825

Harold D. Bell
Bell & Associates
Winter Park, FL
407-679-1128

Brad R. Benson
Benson
Santa Rosa, CA
707-206-0262

Marcey M. Berges
Midwest Investment
Property Management
Overland Park, KS
913-599-3889

Sarah J. Berry
Truckee Meadows
Property Management
Sparks, NV
775-224-4508

Ian Bigelow
Rental Solutions
Honolulu, HI
808-546-7555

Lydia O. Bishop
RE/MAX Honolulu
Kailua, HI
808-951-3219

Consuelo Blakely
Stellar Properties &
Management Group, LLC
Livonia, MI
734-427-0999

Rose Bogosian
Gonnering Realty Inc.
Kenosha, WI
262-657-3800

Alison Bonaci
Windermere Property
Management South
Kent, WA
253-638-9811

Nicole Brown
Turner Properties, LLC
Columbia, SC
803-407-8522

Robert Buchholz
Scott Roberts &
Associates, LLC
Lake Worth, FL
561-253-6380

Thomas Carcone
Agon Management LLC
Washington, DC
202-417-2046

Karen Cardoza
Windward Realty LLC
Kailua, HI
808-551-0180

Tracy Carlson
Marie Hansen
Properties, Inc.
Honolulu, HI
808-591-1110

Tim Cassidy
Cassidy & Assoc.
Real Estate
San Diego, CA
619-275-2525

Scott Chai
Management Specialists
Company
Honolulu, HI
808-949-7611

Gary Chen
US Preferred Realty, Inc.
Mesa, AZ
480-292-8281

Rosa Chiang
RC Hawaii Properties
Ewa Beach, HI
808-222-9282

Sandra Ching
Vai Endo Realty
Honolulu, HI
808-392-3456

Gerald L. Clarke
H.O.M.E.
Management, LLC
Sterling, VA
888-825-6286

Adam J. Clarke
Access Asset
Management, Inc.
Lake Elsinore, CA
951-230-3390

Logan Cook
DOC House Property
Management, Inc LLC
Stockbridge, GA
678-746-2928

John Cooper
Eagle Property Services, Inc
Dalton, GA
706-508-4370

Jim Cox, CRB CRS® GRI
Jim Cox Real Estate
Camarillo, CA
805-377-2121

Daniel Craney
New Town Realty
Petersburg, VA
804-818-7990

John T. Creamer
CD Property Management
Indianapolis, IN
317-250-5646

Sungok L. Criccheo
Help-U-Rent
Honolulu, HI
808-593-8811

Heidi Crofton
Coldwell Banker
Winter Park, FL
407-956-6241

Joan Cullity
Prudential Georgia Realty
Roswell, GA
678-352-3310

Holly J. Dalton
Premiere Properties
Colorado Springs, CO
719-258-1941

Jeremy Devine
Devine Property
Management
Riverside, CA
888-907-9007

Jasmine L. Dias
Lani Properties Corp.
Honolulu, HI
808-292-5228

Stan Dickerman
Efurd Properties, LLC
CRMC®
Duncanville, TX
972-572-5656

Kedren Dillard
Experian North America
Costa Mesa, CA
714-830-5841

Patricia B. Elam
The Real Estate Group
Chesapeake, VA
757-410-8500

Phillip Enomoto
Philip Enomoto Realty, LLC
Kapolei, HI
808-524-6588

Wendy Fant
Caliber Realty Group
Scottsdale, AZ
480-295-7600

Rick Farish
Plantation Realty and
Management, Inc.
Marietta, GA
404-855-3840

Kellie Forrester
Legent WP Realty
Lincolnwood, IL
847-763-9500

Gilad Gazit
Shmul Development
Corporation, Inc.
Potomac, MD
301-760-4030

Gloria Gault Geary
Gaffney Realty Rentals, Inc.
Gaffney, SC
864-489-6055

Calvin Gleaton
Elite Realty Group
Stockbridge, GA
770-305-7934

Carey Goldberg Legent WP Realty Lincolnwood, IL 847-763-9500	Karen Hansen Citygate Property Management Raleigh, NC 919-271-7235	Hall W. Ho Homeowners Realty, LLC Honolulu, HI 808-383-3228	Rebecca A. Jones Jones Property Management & Realty China Grove, NC 704-857-7355	Melanie Ledingham Ledingham Properties Salt Lake City, UT 801-293-1830
Abby Gourdin Parks & Associates Realty Montesano, WA 360-249-5054	Barbara Harris Harris Group Realty, Inc Colorado Springs, CO 719-227-9900	Angela F. Huffman Mill House Properties Chapel Hill, NC 919-968-7226	Phillip Kemp Reed & Associates of TN, LLC Cordova, TN 901-758-1133	Karen V. Lee Island Homes of Pacific LLC Kaneohe, HI 808-853-2009
Eric Grainger Real Property Management Simplified Estero, FL 239-405-6864	Shannon Heaven Property Profiles, Inc. Aiea, HI 808-487-9500	Iris Y. Ireland PropertyADVANTAGE Carlsbad, CA 760-585-1761	Len S. Kosakowski Stars & Stripes Homes, Inc Aurora, CO 303-326-0550	Irene L. Lee Mark DeCastro Realty & Associates, LLC Mililani, HI 808-223-4029
Eric Guggenheimer Circle Property Management Fairfax, VA 703-379-0144	Dorcas Helfant-Browning Helfant Realty Inc. Virginia Beach, VA 757-463-1300	Scott Jacques Crown Realty & Management, CRMC® Roswell, GA 770-998-9300	Julie Kupers Fox Management Inc. Portland, OR 503-280-0241	Nathan Lenahan Nathan Lenahan Saginaw, TX 817-762-3201
Joseph H. Haddad SAAD Realty Group Windermere, FL 877-705-7222	Erica A. Hernandez United Management Group Las Vegas, NV 702-699-9261	Daunine Jaragoske JTH Dakota Management Assoc LLC Denver, CO 303-759-4340	Marcus Larose Sandhills Rentals, LLC Southern Pines, NC 910-693-3300	Renee Lii Mark DeCastro Realty & Associates, LLC Mililani, HI 808-223-4029
May Hall May G Hall Rentals Charlottesville, VA 434-293-3766	Michael Ho Hawaiian Resort Corporation Honolulu, HI 808-221-3380	Bruce D. Jones Jones Property Management & Realty China Grove, NC 704-857-7355	Matthew Ledingham Ledingham Properties Salt Lake City, UT 801-293-1830	Anthony P. Ludwig FLA-RENT, Inc. Winter Springs, FL 407-579-4663

Continued next page

2012 Designation Candidates

(• New Candidates) and (Continuing Candidates)

RMP® CANDIDACY

Robert Abbott
Jerry Allred
Annette Anderson
Daniel Anderson
• Carol Andree
• Diana Arpad
Merlyn Banks
Joe Berger
Scott Bloom
Matthew Borries
William Butler
David Barton
• Jill Bradshaw
Danyel Brooks
Tony Cline
Clint Collins
• Shawn Collins
Nicholas Cook

Jim Derkacz
William Daimon
Elliott
Sarah Faiella
Rick Foster
Lisa Fore
Carl Frazier, Jr
Leslie Geuvara
Robert Gilstrap
Carol Ginoza
Ramon Gonzalez
Ruby Gonzalez
• Steve Han
Angela Hanwell
Russell Hathcock
Danny Hardeman
• Deborah Henry
Dwain Henson
Jennifer Herman

Lori Hermansen
Ethan Hodge
Bradley Isa
Lyn Ivans
Joe Inge
• Rhonda King
Sally Knight
Brad Larsen
• Glenn Lehman
Matt Leschber
Barry Mathis
Carolyn Matthews
Trista McPherson
Bryan Miles
Sandra Miyama
Addie Morgan
George Morrissey
Cheryl Muzinich
Maria Napolitano

Janelle Nielsen
Krystal Perkins
Jonathan Perry
Khoia (Paul) Pham
Barbara Polk
Larry Porter
Robert Reeves
Cameron Dale Riegel
Austin Sparks
William Sterling
Corey VanDyke
John Vashon
Tiea Vincent
Scherry Webb
Don Wilson
Vince Thai
Clara Yokoyama
Walton Young

MPM® CANDIDACY

James Alderson, RMP®
• Angela Allen, RMP®
Tammy Billington, RMP®
Michele Brassard, RMP®
Christine Goodin, RMP®
Wayne Guthals, RMP®
Leslie Latham, RMP®
Ari Lund, RMP®
Paul Matthews, RMP®
Chrysztyna Montanez, RMP®
Cyndy Starr, RMP®
Mohammed Sulthar, RMP®
George Trombley, RMP®
• Bill Williamson, RMP®

CSS® CANDIDACY

Lara Young

CRMC® CANDIDATES

Austin Real Pro's Bill Evans, MPM® RMP®

• Portola Property Management, Inc., Kathleen Richards, MPM® RMP®

DID YOU KNOW?

You can earn 15 points toward your designation by submitting and having your article published in *Residential Resource*.

Please direct article questions or submission to publications@narpm.org



MEMBERSHIP Growth

Continued from previous page

A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM AUGUST 22 - OCTOBER 22, 2012.

Scott MacArthur MacArthur Realty Consultants, LLC Colleyville, TX 817-803-4677	Cheryl Monno Seaport Properties Alexandria, VA 703-519-0951	Steve Pardon JMAX Property Management Roanoke, VA 540-343-9284	Frances Sagun Royal Realty, LLC Honolulu, HI 808-780-2975	Karin Thomas Kent Security Dallas, TX 214-735-3035
Jordan Maddocks Rentler.com Sandy, UT 801-808-5778	Patricia Morgan-Dupuis, R Dower Realty, Inc. Honolulu, HI 808-738-8819	Samuel Persons Access Property Management Group Allendale, MI 616-301-9450	Irven R. Scott Property Management Pros.com Fort Lauderdale, FL 954-372-7501	Michelle Thompson CTI Real Estate Fredericksburg, VA 540-785-7800
Carmen Magno Woodstock Properties, Inc. Aiea, HI 808-488-1588	Karen Morris Annapolis Property Services Annapolis, MD 410-570-5929	Bart Pullum Pullum Real Estate Group, Inc. Navarre, FL 850-939-2363	Sam Shao 3EGO Plano, TX 469-525-2475	Martha C. Tierney Rent Robin Stanley, KS 816-564-0953
Travis A. Martinez Greener Montana Property Management, LLC Hamilton, MT 406-370-7009	Robert Nakagawa Property Profiles, Inc. Aiea, HI 808-487-9500	Kenneth Ravago RE/MAX Advantage Henderson, NV 702-714-1536	Arlene Shimokawa Sakuma Realty, Inc. Honolulu, HI 808-943-2725	Curt Tomlinson Tom Tom Properties Lancaster, PA 717-682-5800
Jeremiah Maughan Vision Real Estate Provo, UT 801-375-6800	Virginia Naranjo Keller Williams San Antonio, TX 210-696-9996	Robert Reess Robert Reess Realty Maitland, FL 407-834-3929	Maryann Simas Coldwell Banker San Jose, CA 408-203-9080	Trenner J. Tompkins II Homeseekers, Inc. Tampa, FL 813-238-7550
Scott Maxwell NOI Prop. Mgmt. Systems, LLC Lake Worth, FL 561-927-6767	Pete Neubig Empire Industries Spring, TX 888-866-6727	Daniel W. Reichardt Genesis Real Estate & Management Tucson, AZ 520-325-5932	Russell Skidmore Skidmore & Associates Realtors Newport News, VA 757-715-3070	Oswaldo Torres eRealty Advantage Inc. New Port Richey, FL 727-247-6355
Sharon McCreery Valley Management Group San Jose, CA 408-286-4200	John O'Grady Dower Realty, Inc. Honolulu, HI 808-738-8819	Matt Rhodes The Forem Marietta, GA 678-354-6640	Alesandra Soares Alesadra D. Soares Mililani, HI 808-623-9029	ALBERTO J. TSE Holding Golden Real Estate, Inc. Kissimmee, FL 407-850-0067
Jill Merrell Reynolds Realty Inc. Tulsa, OK 918-622-2920	Larissa B. Olentyr Olentyr Realty & Property Management Ashburn, VA 571-214-7647	Michael Roberts Austin Property Management Pro Austin, TX 512-994-4355	James H. Spruance III Mango Property Management Virginia Beach, VA 757-646-1225	Wayson Tsukiyama The Realty Co., Ltd. Honolulu, HI 808-550-8827
Franchesca Middleton Prudential Towne Realty Newport News, VA 757-873-6900	Chad Omori Rent Masters Waipahu, HI 808-531-7368	Sandra Rudolph Rudolph Real Estate Inc. Birmingham, AL 205-879-4691	Brett A. Stone Property Management Pros Lewis Center, OH 888-467-9166	Debbie K. Valentine Valentine Sales & Management Phoenix, AZ 602-866-0150
Joyce H. Miura West Hawaii Realtors Honolulu, HI 808-521-8877	Nikki O'Rourke Eighteen Properties Honolulu, HI 808-595-8478	Clive A. Rutherford 1431 Property Management, LLC Jonestown, TX 512-415-8330	Gregory Sullivan GoSection8.com Boca Raton, FL 561-362-1099	David R. Vane New Colony Property Management Columbia, MD 410-381-3336
Merle Mizuno Sakuma Realty, Inc. Honolulu, HI 808-943-2725	Milton Ortiz, Jr. Palmetto State Property Managers Charleston, SC 843-557-9840		Garrett Taira Vai Endo Realty Honolulu, HI 808-392-3456	Elena Q. Vazquez EQ Real Estate Austin, TX 512-472-9100

Robert R. Verboon
Central Arkansas PM
North Little Rock, AR
501-786-8618

Suzette R. Vredevoogd
Arizona Advantage
Properties
Chandler, AZ
480-577-7444

Shun Wakita
HomeTeam Property
Management
Chula Vista, CA
619-254-5886

Manuel Waldo
Legent WP Realty
Lincolnwood, IL
847-763-9500

Jessica Walker
National Rental Services
Orlando, FL
407-297-9100

George Webber
Akaydia.com
McDonough, GA
770-898-0530

Heather Weiermann
Southern CA
Vacation Rentals
San Diego, CA
858-333-8000

James R. West
West Property
Management
Layton, UT
801-441-7000

Steve S. Williams
Steady Properties, LLC
Milton, WA
253-315-1767

Keith A. Wolf
Winfield Realty &
Consulting, Inc.
Geneva, IL
630-262-5277

Belinda Wright
Rebate Property
Management
White Marsh, VA
804-725-8321

Christina Yezzo
Valley Management Group
San Jose, CA
408-286-4200

Donna Zoglmann
Mills-Hazel Property
Management Co., LLC
Owensboro, KY
270-929-4402

AFFILIATE MEMBERS

Akaydia.com
George Webber
McDonough, GA
770-898-0530

Experian North America
Kedren Dillard
Costa Mesa, CA
714-830-5841

GoSection8.com
Gregory Sullivan
Boca Raton, FL
561-362-1099

Kent Security
Karin Thomas
Dallas, TX
214-735-3035

Rentler.com
Jordan Maddocks
Sandy, UT
801-808-5778

Scott Roberts &
Associates, LLC
Robert Buchholz
Lake Worth, FL
561-253-6380

SUPPORT STAFF

Tracy Christiansen
Residential Property
Management
Falls Church, VA
703-608-7840

Deborah L. Crain
Real Property Management
Professionals of North
Florida

Jacksonville, FL
904-300-1100

Harolt Dorta
Prime USA Realty, LLC
Orlando, FL
407-448-7474

Prateek Dube
Priority One Management
Group
Lake Mary, FL
407-920-1558

Christopher Farrar
The Monument Companies
Richmond, VA
804-303-7347

Steven A. Gongage
Kumba Realty & Property
Management
Winter Springs, FL
407-366-7033

Evelyn A. Greene
Mill House Properties
Chapel Hill, NC
919-968-7226

Christopher Gunn
The Monument Companies
Richmond, VA
804-303-7347

Sheri Marquina, R
Property Profiles, Inc.
Aiea, HI
808-487-9500

John Meirose
Arrico Realty &
Property Management
Brandon, FL
813-662-9363

Angela Molina
Chicagoland Leasing &
Management, Inc
Chicago, IL
866-427-0606

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

Naomi Omori
Rent Masters
Waipahu, HI
808-531-7368

Kate Schwartz
Ridgecrest Property
Management
Hagerstown, MD
301-992-7060

Ashley E. Shearin
Henderson Properties, Inc.
Charlotte, NC
704-535-1122

Tami Simeona
REMAX Kai Lani
Kailua, HI
808-738-9332

Meghan Stephens
Chattanooga Property
Management, LLC
Chattanooga, TN
423-208-9444

Jane Tampon
Marie Hansen
Properties, Inc.
Honolulu, HI
808-591-1110

Lavonne J. Wright
Mill House Properties
Chapel Hill, NC
919-968-7226

Tricia Wright
Chapman Properties
Boise, ID
208-336-5111

BoostPM.com

Everything Needed to Start & Operate Your Own In-House Maintenance Company



- Make More Money
- Flat Rate Invoicing
- Easy Job Estimating
- Hiring Tools
- Tracking
 - Efficiency
 - Productivity
 - Money

webadmin@boostpm.com

CHAPTER Spotlight

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



Leslie Latham, RMP®, MPM® candidate, along with husband Lou Kahn, RMP®, has co-owned *Foot-hills Properties* in Tucson, Arizona since 1998. A founding member of the NARPM® Southern Arizona Chapter, she has served on the Board for the past six years. An ardent supporter of the “NARPM® Way”, Leslie helped institute a Property Management Committee at Tucson Association of REALTORS®, has served on the AAR Property Management Forms Committee, and is a founding member of the NARPM® Southern Arizona/Community Manager Institute-Southern Arizona Coalition. The Coalition has created an exciting model for the effective cooperation between HOA and Residential Property Managers, using forms and procedures created by a taskforce of NARPM® and CAI members.

Southern Arizona

The NARPM® Southern Arizona Chapter has just presented its 4th annual Brokers’ Conference and I have been asked to share the details with my NARPM® colleagues.

Back in 2008, the NARPM® Tucson (now Southern Arizona) Chapter was newly organized and in need of members. Like all Chapter leaders, we spent a lot of time brainstorming options for membership drives. But the one core belief that kept popping up was that if we could convince company Owner/Brokers of NARPM®’s value, their line managers and staff would follow.

And so, the NARPM® Southern Arizona Brokers’ Conference was born.

The basic conditions we set were that it be a professionally produced event, held in a quality venue, with the best speakers we were able to provide.

speakers, NARPM® National leadership, experts on insurance, marketing, advertising, and representatives from Arizona’s real estate association as well as Arizona’s Real Estate Commissioner.

This year, we tried something different: Sponsors! It seemed time that the event was profitable. What a concept! So we offered ten vendor sponsor slots, but with a little different benefit to them. Instead of the usual vendor “booths”, each vendor sponsored a table at which they sat and participated in the Conference throughout the day with property managers – the best sales tactic – relationship building.

In the afternoon, just when people were getting sleepy, we launched a game of “Beat the Clock.” Every vendor sponsor had three minutes to “sell” their company to the managers at their table. At the end of three minutes, every table of managers got up and moved to

This year, we tried something different: Sponsors!
It seemed time that the event was profitable. What a concept!

The Conference is a day-long event, held at the Westin La Paloma Resort with free valet parking, a breakfast buffet and plated lunch. The entire Conference is designed around the business needs of company owners. Always included are presentations on:

- Marketing
- Risk management
- Insurance
- Internet/technology/social media
- Real estate/property management industry issues
- Personnel issues – both legal and motivational
- Growing or selling the business
- Exit strategies
- Whether or not a trust should be considered
- And whatever else seems vital and current

Presenters have included attorneys, accountants, technology and/or social media specialists, national

another table. At the end of an hour, every vendor had gotten face-to-face with every manager at the event.

The vendors each collected business cards at their table and had a drawing to give away gifts.

But, the most fun was that we had hired one of our presenters, a national motivational speaker, to hold a workshop one week before the conference in which she trained every sponsor on the latest presentation methods. They were given the tools to have an impact not only at the Conference, but beyond.

After the presentations, the managers got to vote by secret ballot on the most effective presenter. That vendor sponsor won a cash gift equal to the cost of their sponsorship. It was exciting and fun.

Everyone seemed to feel they had come away with information and contacts that were of value. And every year, more managers join NARPM®! Goal met! 🏠

NARPM® Affiliate Members

ADVERTISING

Trulia.com

BANKING AND FINANCIAL

California Bank & Trust
First Citizens Bank
Seacoast Commerce Bank

OTHER BUSINESS PRODUCTS AND SERVICES

All County Franchise Corp
AMRE Solutions
Avenue West Global Franchise
Biocide Systems
Brilliant! Decor
Burns Pest Elimination
Capital K9 Pest Solutions
Cbeyond, Inc.
Centex House Leveling
CORT
East Coast Public Adjuster TX
First American Home
Buyers Protection
Floor Coverings International
ForRentBy Owner
Frontline Processing Corporation
Future Focus Utilities
Global Grid Marketing -
Essential Service Providers
Hart and Associates
HMS Home Warranty
Jasper Air
Karmaboxx, LLC
Kent Security
KIDDE
LandlordSource
Mutual of Omaha Bank
National Real Estate
Insurance Group
New Empire Group
OPTIONS
PayLease, Inc.
PayNearMe
Peachtree Business Products
PropertyManagementPros.com
Rently.com
RentPayment
Restoration Industry Association

Rubbish Works
Scent Tek
Seacoast Commerce Bank
Social Eyes Marketing
Southwest Recovery Services
Supra
Utah Apartment Association
The Landlord Academy
U. S. Liability Insurance Co.
Venturi Clean
Zelman & Associates

INSURANCE

Aon Rent Protect
DiGerolamo Family Insurance
First American RMS
JGS Insurance
Johnson Agency
Mobile Insurance Agency
Unitrin Direct Preferred
Insurance

INTERNET TOOLS/MARKETING

Akaydia.com
All Property Management
Apartmentratings
Business Rating and Reviews
CheckYourLandlord.com
DocuSign Inc.
Fourandhalf.com
FreeRentalSite.com
GoSection8.com
HERO PM
HomeTownRent.com
Hotpads.com
Manage My Property
MMM Limited
MYOWNREALESTATE.COM
Planet Synergy, Inc.
Pointwide.com
Property Management Inc.
Property Management Traffic
Propertyware, Inc.
Providence Mgmt & Investments
RealRentals.com
Rent.com
Rent2Buy America, LLC

Rental Source
RentalHomesPlus
Rentalhunt.com
Rentals.com
Rentbits Homes
Rentfeeder Inc
Rentler.com
Runzheimer International Ltd.
Virtually Incredible
WalkThruInspections.com
Xpress-pay.com
Zillow, Inc

LEGAL SERVICES

Amco Financial Services
Boltz Law
Community Association
Law Group
Law Offices of Heist,
Weisse & Davis, PA
Law Office of Daniela Pavone
Legal Shield
Provizer & Phillips PC
U S Collections, West, Inc.

MAINTENANCE

Alpha Pest Control Inc.
Crime Clean of Texas, Inc.
Empire Today LLC
Extreme Landscape &
Management
Inspection Experts, Inc. (IEI)
KYS Construction, LLC
MFS Supply
Mr. Rekey Locksmith Services
MSN Construction and
Management Corporation
NightTenders, Inc.
Orkin, Inc.
Propertyware, Inc.
Quanex Building Products
Corporation
Service Master Cleaning
& Rest
Sherwin-Williams Company
Spartan Plumbing
Universal Restoration Services

SOFTWARE

AppFolio, Inc.
BoostPM Inc

BuildingLink.com, LLC
Buildium
Happy Inspector, Inc.
HERO PM
Hoamanagement.com Inc.
In The Field Technologies
MYOWNREALESTATE.COM
National Real Estate
Education, LLC
Planet Synergy, Inc.
PROMAS Landlord
Software Center
Property Management Inc.
PropertyBoss Solutions, LLC
Propertyware, Inc.
Rent Manager
Rental Property Acct Services
Rentec Direct LLC
RentJuice
TRexGlobal.com
Yardi Systems

TENANT SCREENING

AAA Screening Service
ACRAnet
ACUTRAQ
Alliance 2020
Background Info USA
Beacon Background
Screening Services, LLC

Certified Tenant Screening
Choice Data, Inc.
Clear Screening
Contemporary Information
Corp.
CoreLogic SafeRent
Credit Investigators,, INC
Data Verification Services, Inc.
Experian North America
Expert Screenings
Landlorstation.com
LexisNexis Resident Screening
Microbilt
MOCO, Inc.
National Tenant Network, Inc.
Rapid Credit Reports
Rate Tenants.com
Reliable Background Screening
Resident Research
Resolve Partners, LLC
SARMA
Scott Roberts & Associates, LLC
StarPoint Screening
Trans Union Rental
Screening Solutions
TVS Tenant Verification
Service, Inc
US Real Estate Investors Assoc




Hear Ye! Hear Ye!

In accordance with NARPM® guidelines for approval of the Certified Residential Management Company (CRMC®) designation, notice is hereby posted that Kathleen Richards, MPM® RMP®, with Portola Property Management, Inc., has 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 January 31, 2013.

Give the Gift of Care This Season.

Access unparalleled training & reliable support with PropertyBoss Solutions®.

-  Live Technical HelpDesk Assistance
-  Onsite, Web & Classroom Training
-  24/7 ClientCare Portal Access



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.

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. ***Certificates are non-transferable.**

2012 AMBASSADORS

Robert Locke, MPM® RMP®
Kevin Martin, RMP®
Harry Heist
Christina Hogan, MPM® RMP®
Bradley Isa, RA
Chantal Bachar
Karlus Henry

Lisa Saunders
Dawn Crawford
Peter Meer, MPM® RMP®
Beverly Perina, MPM® RMP®
Taylor Lembi
Leesa Rispoli

Paul Arrington, RMP®
Danielle Coke
Tiea Vincent
Tina Bradley
Keith Becker, MPM® RMP®
Brian Birdy, MPM® RMP®

Joe Auzenne
Chuck Warren, MPM® RMP®
Steve Urie, MPM® RMP®
Tammy Billington, RMP®
Jennifer Herman
Dan Wilhelm, MPM® RMP®
Dennis K. Dodson, II, RMP®

AUGUST 22 - OCTOBER 11, 2012

REFERRING MEMBER

Adam W. Jones
Adam W. Jones
Adam W. Jones
Angelia Lauster, RMP®
Beverly Pong Chai
Cheryl Y. Kunimoto, R
Cheryl Y. Kunimoto, R
Cheryl Y. Kunimoto, R
Cheryl Y. Kunimoto, R
Chris Dougal
Chris Turner
Cindy E. Loveless
Cindy Rampley, RMP®
Claudia Host, RA RMP®
Clint Collins
Corey Van Dyke
Dan Valentine
Darlene A. Higa, RA MPM® RMP®
Dianna L. Clarke
Elaine Saigusa, R RMP®
Elaine Saigusa, R RMP®
Elaine Saigusa, R RMP®
Elaine Saigusa, R RMP®
Elaine Saigusa, R RMP®
Greg Babbitt
Hall W. Ho
Hinaushu Kumar
Joyce O'Connor
Lidya Gongage
Lisa Fore
Lurline R. Johnson, R RMP®
Lurline R. Johnson, R RMP®

NEW MEMBER

Evelyn A. Greene
Lavonne J. Wright
Angela F. Huffman
Joan Cullity
Scott Chai
Tracy Carlson
Jane Tampon
Patricia Morgan-Dupuis, R
Evelyn Akamine
Frances Sagun
John T. Creamer
Nicole Brown
Ashley E. Shearin
John Cooper
Carmen Magno
James West
Justin LaManna
Debbie K. Valentine
Wayson Tsukiyama
Gerald L. Clarke
Joyce H. Miura
Rosa Chiang
Anthony M. Huynh
Chad Omori
Naomi Omori
Brett A. Stone
Michael Ho
Prateek Dube
Mike O'Connor
Steven A. Gongage
Heather Wiermann
Sheri Marquina, R
Sandra Ching

REFERRING MEMBER

Lurline R. Johnson, R RMP®
Lurline R. Johnson, R RMP®
Lurline R. Johnson, R RMP®
Mark-Allen H. DeCastro, R
Mark-Allen H. DeCastro, R
Melanie J. Butler
Melissa Prandi, MPM® RMP®
Michael Ho
Michele A. Brassard, RMP®
Myrna L. Matsumoto, RA
Nora Bohanon
Patrick Chapman, MPM® RMP®
Paul W. Arrington
Peter Cook
Primrose K. Leong-Nakamoto, RA RMP®
Primrose K. Leong-Nakamoto, RA RMP®
Primrose K. Leong-Nakamoto, RA RMP®
Primrose K. Leong-Nakamoto, RA RMP®
Randy Huntley
Robert Basso
Robert Basso
Robert Locke, MPM® RMP®
Ronald Neefe
Sandra Thomas
Scherry Webb, RA
Scherry Webb, RA
Scherry Webb, RA
Scherry Webb, RA
Stephanie Christensen, RMP®
Sue Flucke
Sylvia L. Lee
Sylvianne Young, R
T.J. Tompkins

NEW MEMBER

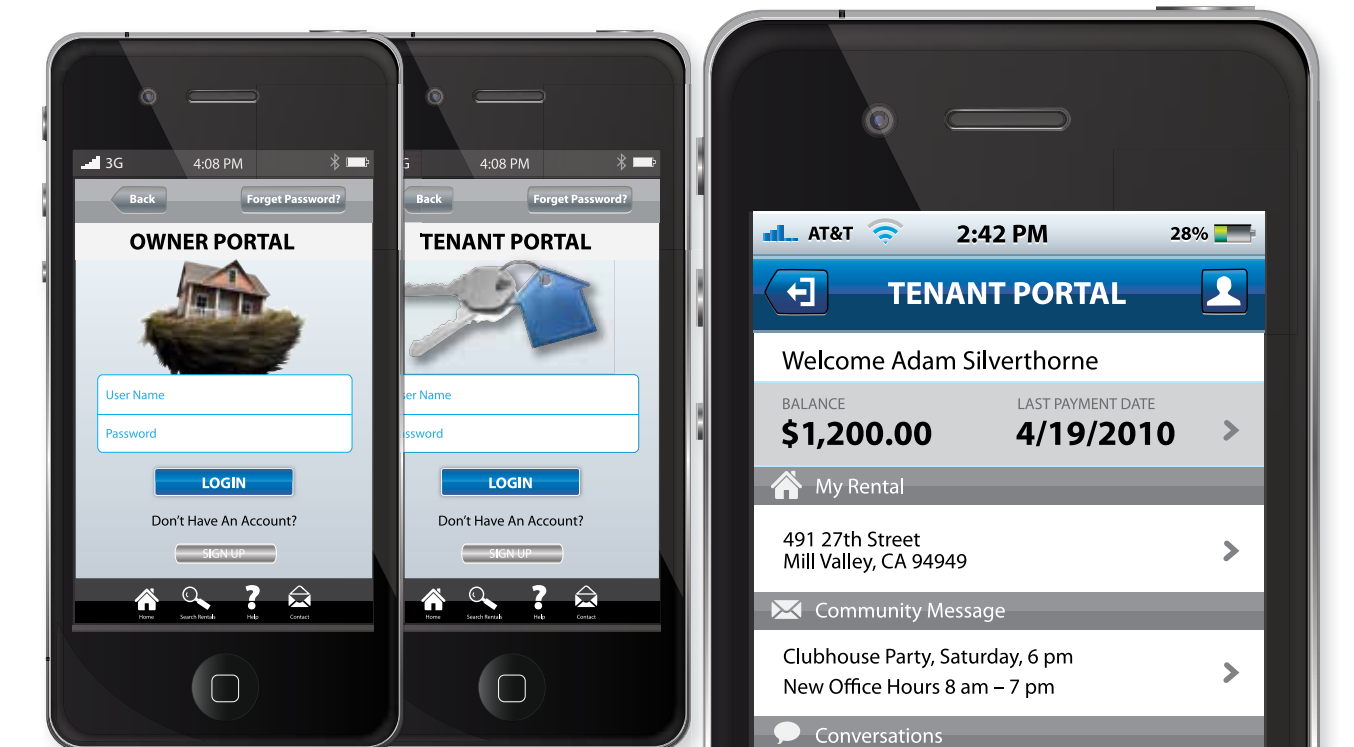
Garrett Taira
Robert Nakagawa
Shannon Heaven
Renee Lii
Irene L. Lee
Meghan Stephens
Milton Ortiz
Hall W. Ho
Eric Grainger
Ian Bigelow
Angela Molina
Tricia Wright
John Meirose
Karen Morris
Merle Mizuno
Arlene Shimokawa
Jasmine L. Dias
Alesandra Soares
Tracy Christiansen
Sharon McCreery
Christina Yezzo
Logan Cook
Belinda Wright
Kenneth Ravago
Sue Alden
Nikki O'Rourke
Lydia O. Bishop
Sungok L. Criccheo
Scott Jacques
Suzette R. Vredevoogd
Tami Simeona
Karen V. Lee
Trenner J. Tompkins

HOW CAN 5=200?



All information you need is at <http://www.narpm.org/join/> or you can scan the QR code at right with your smartphone or tablet using a QR code reader app.

Give Customers 24/7 Access. **Give Your Staff a Break.**



Help Your Customers Stay Connected 24/7.

Mobile customer portals are the gateway to self-service, greatly reducing calls to the office, saving your staff time and enhancing customer service. Give your customers the tools to access what they need from a mobile device, 24/7.

Empower your tenants and owners to:

- Pay rent 24/7
- Submit service requests
- View lease documents
- Review owner statements
- Chat with your staff online

Now your customers can have
what they want, when they need it.

Call
 **1-877-325-1816**
to learn more

FREE
PROPERTYWARE TRIAL

15 days, no obligation.
www.propertyware.com



NARPM®
638 Independence Parkway, Suite 100
Chesapeake, VA 23320

LET US DO THE HEAVY LIFTING



Is juggling all your properties, placements, customers and tenants weighing you down? We can carry that load by taking care of your marketing needs for your property management business. Attract new customers with a management listing on RentList.com, and find renters for properties quickly by posting on Rentals.com and RentalHouses.com. We'll take the burden off your shoulders with the Rentals.com Family of Sites.

Delivering greater value for greater results.



Proud to be the
Official National
NARPM Partner

