

p7

Discover how competition can be your friend in more ways than one.

p14

A first-time Broker/Owner Retreat attendee tells what really happens in Vegas.

p15

Maintain consistent tenant screening and avoid fair housing complaints.

RESIDENTIALResource



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



Working with your competition... Say What?

One of the challenges that most property managers face is that they are competing with other businesses just like their own. Collaborating with similar businesses may feel risky and unlikely to yield positive results. Learn how two NARPM® members cut costs by taking a chance on collaboration.

See page 7.

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IN THIS ISSUE June 2013

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Brad Larsen, RMP® candidate, is not keeping secret what happens in Vegas at the Broker/Owner Retreat. Share the experiences from his first-time attendance at this event.

p15 Avoid a Fair Housing Complaint: Consistent Tenant Screening

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**JOIN US ON THE FAIRWAY OR
FOR "TUNES ON THE TERRACE" AT
THE 2013 NATIONAL CONVENTION**

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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.

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PRESIDENT'S Message

“Finding and retaining good tenants is a learning process, but being conscientious about who you want to lease to can pay off. Establish what an ideal renter means to you.”



I'm enjoying a beautiful, Sunday morning in June with a cup of coffee and it is going to be hot in Seattle today. For any of you who know Seattle, hot sunny days are hard to come by, however, when we have them, they are spectacular. It also reminds me that school will be out soon, vacations are in the works, and LOTS of tenants will be moving... which means extra hours at the office. To help minimize the time spent at the office and maximize the time I get to spend in the sun with my family, my dogs, and my friends, while sipping on a good glass of wine, I need to remember basics. Your "Key to Excellence" this month is to remember to take that time to find the perfect tenant.

Finding that perfect tenant can be time consuming and a very tough task. No matter how a prospective tenant may dress or whether they come across as very genuine and trustworthy, there is no guarantee that what you see is what you get.

Recent research found that over 50% of landlords have experienced rent delinquencies in the last 12 months. There can be a variety of reasons why a tenant may have problems paying the rent. There are other factors that make a bad tenant, such as tenants who damage property, exhibit anti-social behavior,

or attempt to sub-let the property. Sometimes, when you get so busy, you fail to make simple checks on tenants before handing over the keys to the rental properties you manage. Below are some things to remember when screening your prospective tenants:

Go and visit the tenant at their property! As landlords, try to visit the prospective tenant at their current address. That way, you can get a picture of the state of the property they are currently leasing (or renting). When you initially speak with the tenant, mention you want to meet with them at their current address and if they say no, or rush you off the phone, you can tell something could be wrong. What are they hiding? Visiting the tenant at their existing address can be the best reference you get.

Always think cautiously! When tenants are in a hurry to move in or offer rent up front to secure the property, without allowing time for the correct background checks to take place, it's important to exercise caution. Approximately 1 in 20 tenants processed has one or more undisclosed addresses.

If your prospective tenant is stalling, that's another red flag. Most tenants are happy to cooperate if they have nothing to hide. Holding up the process of moving into their

new rental property is unusual if everything is above board.

Some tenants do not appreciate being checked! A recent case uncovered that the employment details of a prospective tenant were false. This tenant could have potentially slipped through the net because the contact name provided was an employee of the company listed as the employer. The contact was providing a favor for a friend. The application might have been successful if it were not for the fact that the prospective tenant couldn't provide back statements showing salary payments.

As property managers, we've heard the tenant say "I have been living out of the country for two years" or "I have been living with parents" when, in fact, they may have left their previous property unannounced. Chances are they may have left the property in a mess and not paid the last month's rent or many previous months for that matter.

Trust your instincts! You may not want to

Continued on page 11 "President"

James Emory Tungsvik, MPM® RMP®
2013 NARPM® President

NARPM®'S KEYS by President Tungsvik

My shout-out this month goes to all the NARPM® Regional Conference Chairs and the Broker/Owner Retreat Chair, along with the California State (CALNARPM) Conference Chair. How lucky I was to attend every one of these events and I learned something new each time. Each of you did an amazing

job that allowed all of us to network, learn, and become better property managers.

- Eastern Regional Conference Chair - Daniel Scott, MPM® RMP®
- Central Regional Conference Chair - Tracey Norris, MPM® RMP®
- Pacific Southwest Regional Conference Chair - Darlene Higa, RA MPM® RMP®

- Broker/Owner Retreat - Chris Hermanski, MPM® RMP®
 - Northwest Regional Conference Chair, - John Parker, MPM® RMP®
 - California State (CALNARPM) Conference Chair - Robert Thomas, RMP®
- Thank you to all!

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



Gail S. Phillips, CAE

Staff wants to ensure we have the members' input when looking at new products and services, or just enhancing a current one.

Are you preparing for the summer, when you can, hopefully, take time off to be with your family? Summer is a great time to recharge your inner batteries from a stressful first-half of the year. Don't forget, NARPM® is here to help, whether it is through the discussion boards (<http://www.narpm.org/members/list-serves.htm>), chapter meetings, or NARPM® webinars (<http://www.narpm.org/education/education>). To gain ideas on how to handle your business, we are here. These are great benefits that NARPM® brings to the members and there are many people ready to help. Take advantage of what NARPM® brings to you as a member!

Do you take the time to answer the surveys that are sent from National? The staff wants to ensure we have the members' input when looking at new products and services, or just enhancing a current one. This is your association, and we want to make sure we bring benefits to you, the member. The strength of NARPM® is the participation of members within the organization. This is why we want to make sure you have input. Please take a few moments and fill out those surveys.

NARPM® has just concluded the Nomination interviews to fill the open positions in the 2014 leadership. You will be receiving information on casting your vote for these new leaders. Please take a moment to vote, as this is your association. If you are interested in finding out more about becoming a future leader, log-in to narpm.org and check out the "Become a Leader" tab under Members Only.

As you are aware, the National Convention will be held in La Jolla (San Diego), CA this October. What an outstanding program the committee has established! Education will continue through the last day and the event will be closed with a little humor, as well as a chance to help out the Past Presidents' 2013 charities during the NARPM® "Keys To Excellence" Gala/

Casino Night and Dinner. Look for your schedule and registration in the mail and note that there have been several changes from previous conventions. The Past Presidents are even getting involved to do a speed networking session with the members. It promises to be one of the best conventions ever for NARPM®. We are going to "juggle" the schedule, and bring some "humor" to your stressful business. Make sure your hotel reservations are made early, so you can be in the main hotel. October in San Diego is a wonderful time of the year, and we are on the University side of La Jolla. All you "yuppies" out there will love it! For more details go to <http://www.narpm.org/conferences/index.htm/index.htm>.

In closing, the exciting news is that NARPM® has added a new team member to the management staff. We are pleased to welcome Alice Baldwin as Member Services Director for NARPM®. She will be working with NARPM® leaders to bring additional benefits to the members, while supporting the Regional Vice Presidents and Chapter Leaders to build stronger chapters and leaders. Alice brings extensive experience in member services and marketing, and previously worked for The Walt Disney Company. She will also be working with the volunteers to assist with the Regional Conferences. Alice will take on the staffing portion of these events that has not been there in the past. Please make sure to give Alice a warm NARPM® welcome when you see her at the upcoming National Convention.

I personally thank each of you for supporting NARPM® and the staff. We are fortunate to have such great members working with us! 🇺🇸

Gail S. Phillips

Gail S. Phillips, CAE
NARPM® Executive Director



Working With Your Competition. . . Say What?

Competition is your friend. No really, I mean it. Competition can really be your friend. Sure, as members of NARPM®, we share ideas and war stories, but what about sharing more?

I started my property management business out of a home office. As a member of NARPM®, I attended local chapter meetings to get to know other members in my industry. Some people I got to know causally and others a little bit more.

Initially, I started having periodic meetings over coffee with another member of the group. We were in similar stages of our business and wanted to discuss ways to improve efficiency, cut cost, and grow.

After about a year of discussing ideas, I mentioned that I was looking to move into a real office, but needed to keep costs down. My friend indicated that he had been in his office a year and loved the area, but was also considering moving. After some discussion, we tossed around the idea of sharing office space. But wait, we are direct competitors, right? Yes. However, owners rarely came into our office and tenants only on occasion and they wouldn't necessarily care. What about walk-in traffic? Well, we decided we would figure that out as we went, but that the idea made sense.

Long story short, I ended up moving my office into his office space (Though we maintain entirely different companies and portfolios). He cut his overhead and I found a commercial space for a fraction of the cost. It has worked great.

Next we thought, what if we could do this with other stuff? He had a leasing agent that was slammed some days and other days would have little to do. After some discussion, we agreed to start sharing the leasing agent. The cost would be based on our respective portfolio sizes and we would reimburse the leasing agent actual mileage.

Don't get me wrong, before implementing this, it did take a great deal of work. We both had different software systems and hadn't really developed office policies, job descriptions, interview questions, etc.

Why is this important? Well, aside from the already demanding day of a leasing agent, the last thing we wanted to have happen was for them to learn two different systems. Learning two different systems would


not only be more difficult for them, but would likely increase the rate of errors, and potentially contribute to burnout, both of which we wanted to avoid. In the end we were able to still keep our original software programs, but build policies around everything else. We utilized identical forms, timelines for inspections, late rent policies, lease break policies, and move-in/move-out procedures.

In order to keep everything straight, we not only wrote a manual for the office, but we created a collection of efficient checklists for the leasing agent to follow. This allowed them to run on autopilot for many of their duties.

Did we run into road blocks during this process? Occasionally, but more than a year later, we were still pleased with the results of our collaboration.

Next we decided to tackle maintenance by hiring a full-time technician. This proved to be a little more challenging since items such as inventory, billable hours, preference of work orders, and general costs had to be sorted out. With that said, I am pleased to say this arrangement has also been successful. We have more control over repairs, a key employee who is a valuable resource, and access to another revenue stream.

Another recent benefit that we have both been able to enjoy is the acquisition of a copier for the office. Prior to this purchase we used separate printers, but due to the recent growth of our portfolios and office staff, it was time for a change. At first, this decision was a little intimidating because copiers were fairly expensive and neither of us knew much about them. After meeting with a couple vendors and doing some research, we did purchase one. Because of our alliance, we both got access to a powerful machine for half the cost.

Ultimately, our strategic partnership has given us access to more resources for less. How this alliance will continue to develop is unclear, but for now I couldn't ask for a better arrangement. Rather than pulling my hair out because of overload, I am able to do what I love and that is GROW my business. So, the next time you look at your competition, recalibrate your assumptions. There may just be a strategic partnership there. 



Nicholas Cook, RMP® candidate, is the Owner/President of Sleep Sound Property Management, Inc. He holds a Bachelor's degree in Real Estate Finance and a Minor in Real Estate Development from Portland State University. Prior to forming Sleep Sound Property Management, Inc., Nicholas bought and sold houses privately for five years. He has been a member of NARPM® for three years and currently serves as the Vice President of the Greater Portland Chapter of NARPM®.

LEGISLATIVE Scoop

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



Claire Schwartz, RMP®, MPM® candidate, and REALTOR®, GRI, is Broker/Owner of Claire Schwartz & Associates, LLC, managing approximately 200 properties. With a total of over 25 years business experience in Virginia, Pennsylvania, Washington DC, Maryland, and in Florida since 1990, her clients in seven Central Florida Counties have included builders, developers, and private and portfolio investors. An advocate for professionalism through education, Claire has served as Legislative Chair for the Orlando/Central Florida Chapter of NARPM® since 2011, and this year, also serves as NARPM® Florida State Legislative Chair. Claire is the immediate past Chairman of the Property Management Sub-Committee of the Orlando Regional REALTOR® Association (ORRA) and has been instrumental in establishing a mutual affiliation between the Orlando/Central Florida NARPM® Chapter and ORRA, setting the stage for other NARPM® Chapters who are forming joint affiliate memberships throughout the state. ORRA will be hosting their first NARPM® Designation Course in August 2013.

Rally In Tally

According to Webster's Dictionary, a rally means "to join in a common cause." On April 9-10, 2013, NARPM® members from throughout Florida joined the thousands of Florida REALTORS® who make the annual trek to our State Capitol in Tallahassee on "The Hill" for Great American REALTORS® Days (GARD).

This may appear to be just a big two-day party (and don't get me wrong, we have a great time), but RPAC (REALTORS® Political Action Committee) is a strong and powerful organization and the State Capitol knows when the REALTORS® are in town. Since NARPM® issues and concerns often mirror those of REALTORS®, it makes sense to capitalize on their recognition. After all, many Florida NARPM® members are also members of their local Board of REALTORS®. We have forged a good relationship between NARPM® and the Board of REALTORS® in recent years. Florida REALTORS® Key Contact program assigns at least one REALTOR® to each House and Senate member. This person develops a relationship with his/her Legislator and is out front on behalf of the Association. Building that trust and recognition goes a long way. We proudly wear our NARPM® name badges around the Capitol and we introduce ourselves as NARPM® members and property managers at every opportunity. As Legislative Chair, I am the Florida NARPM® Key Contact. I have found that the best way I can represent the concerns of the property management industry, is to stay in communication with the Florida REALTORS® Public Policy Office and make sure our bills are on their radar.

The work begins months prior at Florida REALTORS®



offices, just steps from the State Capitol. The Public Policy Team, led by John Sebree, works tirelessly to identify the issues and to track legislation that affects our industry and real estate as a whole. They direct us, prepare us, and join us on our two-day marathon.

Each state has a different legislative schedule. Some meet throughout the year, others meet on a part-time schedule and everywhere in-between. Florida Legislators meet each year in March for a 60-day legislative session


(with exceptions). During this time, every PAC (Political Action Committee), organization or individual must compete for an audience to hear their issue, so preparation is a must. Once you have their attention, it is important to present the talking points with knowledge, clarity, and brevity. With only 60-days and with an average of 2,000 bills introduced each year, your time to leave an impression is limited.

Our responsibility is to stay informed and communicate the message. The work does not end when you return home. It is important to follow up with your legislators after your visit.

- Send them a thank note for taking the time to meet with you. Make sure to reference the bill by name or bill number. Even if they do remember you, they may not associate you with the bill for which you were requesting their support. Remember that they see a lot of people daily.
- Sign up to receive a "Call for Action" when issued from your local NARPM® Chapter, Board of REALTORS® or other associations who participate.
- Send your own email with a "Call to Action," but keep it brief, and most importantly, put the bill name or number in the subject line. Legislators receive thousands of emails each day. They may delete many, but not until they have seen the subject line.
- Use a branded email signature with your NARPM® affiliations and designations.

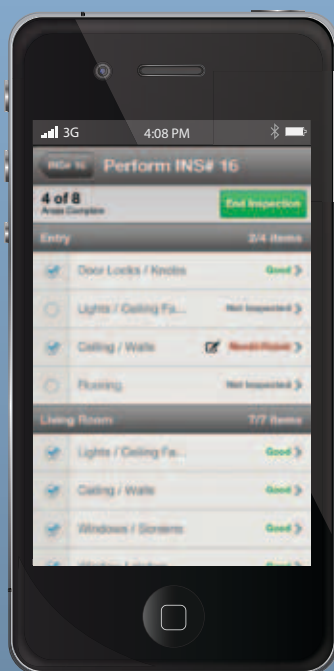
How can you improve your chances of being heard?

- First, you can start by supporting a campaign. If you can't donate money, give your time.
- You should visit your Legislators in their District Office when they are not in session. Don't wait until you need a favor or have an issue. When you visit your State Capitol, they will remember you, and believe me, they enjoy seeing familiar faces from home and appreciate your visit.
- Ask them what you can do for them.
- Get to know their staff and aides because they are their right-hand assistants and have more time to get your message across to the Legislator.

The legislative process is not only something every American should experience, it is the responsibility to which every NARPM® member should commit. For those skeptics who don't believe that one person can make a difference, I have proven otherwise (but that's another article). It takes just one person, one voice, and that can be YOU! 



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CHAPTER Spotlight

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



Jennifer Bajema, RMP® candidate, is COO of Access Property Management Group in Grand Rapids Michigan. She started in Property Management by working for another company while buying investment properties with her husband, Justin Bajema. Together they founded Access in 2008 after seeing the need in their market. She has been a NARPM® member for two years and is an RVP Team Member for the North Central and Northeast Regions. Jennifer loves spending time with her husband and daughter, running, horseback riding, and snowmobiling through the beautiful, pure Michigan wilderness.

In order to attract people to our meetings we needed to get to know our fellow managers.

West Michigan (Chapter in Formation)

I will preface this article with the information that we are a Chapter in Formation in West Michigan. We are living it as I write this. We are making the mistakes, creating the collaboration, and watching our community grow as we meet on a monthly basis. I certainly don't know all the answers to make it a perfect process, but I absolutely love watching the growth that is happening in our area, so we must be doing something right.

1 Create a Network. NARPM® is a not-so-widely-known organization in our state. We had only a handful of members in the area with the majority from our company. As a very conservative, "don't spill your beans" community, it has been difficult to break down some people's preconceived ideas of "just another" industry association. In order to attract people to our meetings, we needed to get to know our fellow managers.

2 Send out an initial survey. Before I even started a chapter, I sent out an email survey to as many property management professional emails I could find. I kept it short, as I have found this to be more effective. After introducing myself and briefly describing NARPM® in my email, I asked a question about interest, meeting day and time, and a list of choices for speakers. This feedback was extremely helpful in planning for our meetings.

3 Seek out advice from NARPM®. As I was contemplating creating a chapter, I contacted my RVP, Deb Newell, MPM® RMP®, and received great tips for starting the chapter. She has been quick to respond to my questions and is helping us get started in becoming a Chapter in Formation. I know I can reach out to a number of other members as well if I run into any obstacles throughout this process.

4 Bring in Great Speakers. Think community leaders, seasonally important vendors, hot topic vendors, and topics that cause a lot of stress to your industry in your area. For us in West Michigan, some of these "hot topics" are Lead-based Paint, Fair Housing, Mold and Waste Water Clean-up,

and City Inspections. Because NARPM® is not well known in our area, people are initially coming to the meetings for the content, and not because it is NARPM®. If their initial introduction to the meeting is a sub-par speaker, the value will not be seen. Sending out the survey to managers prior to starting was a HUGE help in knowing which speakers to begin scheduling.

5 Don't be afraid to be BOLD. As I am seeking out speakers for our meetings, I remind myself of the value of the people that will be sitting in the room. I am pulling together large and small, influential, property management company OWNERS that want to make their companies better. Instead of these speakers educating a group of individual people, they are affecting thousands of properties.

6 Schedule Speakers in Advance. The advice I received from Deb was to schedule six months in advance. As any typical entrepreneur, in our effort to get the ball rolling, we started before we had these in place. We scrambled to find speakers the first couple months. Besides the stress of trying to find a speaker at the last minute, I quickly realized that great speakers are busy people and need to be scheduled at least three to four months out.

7 Educate your Speakers. Let them know who they will be talking to, but not in the taxi driver "You talkin' to me?" kind of way. Your speakers will be much more interesting and effective if they know what their listeners want to learn about. I found this out the hard way when our speakers kept including phrases like, "I am not sure what topic we should focus on" or "Let me know if I am telling you something you already know" in their presentation. You could do this through a couple of different ways: 1) Ask for their presentation in advance and "pre-screen" the agenda; 2) Give them a list of interesting points collected from your attendees; and 3) Describe the makeup of your meeting attendees to the speaker in advance to help them prepare.

Please feel free to contact me in a couple of months and I can let you know what worked. 📧



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Continued from page 5 “President”

be best friends, but still, any friction you feel up front could be an indication of things to come later down the line. We suggest you do all the credit checks you need. As stated earlier, meeting the tenant in their current environment (if you can) is one of the most important checks and it's free of charge, of course!

In order to find the perfect tenant, you must first be able to define what that means to you. Think about the renters you have had in the past. Think about what you liked and disliked about them. In general, you probably want an individual who pays their rent on time, takes good care of your property and isn't a difficult person. If you can identify and understand who you want your renter to be, you can more effectively advertise and attract them to your property.

While no one wants to be a scrooge, it is important, as property managers, that you protect your owner's investment. You know what is and is not acceptable on your property. When interviewing a potential renter, bring your expectations to the table and explain them thoroughly. If you are up front from the beginning, you have a better foundation on which to build the tenant/property manager relationship. Explain to the renter how you handle problematic issues, such as late payments or bounced checks. Review the lease and go over consequences for lease violations. Be friendly, but firm, during this process, so the tenant knows you mean business.

As with children, you must practice what you preach when it comes to the renter. If you set expectations for the tenant and then waiver when he or she falls below the standard, you are doing a disservice to yourself and your leaseholder. For example, when your renter pays the rent late and your policy calls for a late fee, don't

waive the fee out of courtesy. By showing leniency, you send the message that you aren't serious about the lease agreement. This can open the door for your tenant to take advantage of you and the relationship you share.

Always be professional and courteous to your tenants. They will respect you for it. If you are a nice landlord who doesn't get emotionally charged during disagreements with your renters, you are more likely to retain them.

Finding and retaining good tenants is a learning process, but being conscientious about who you want to lease to can pay off. Establish what an ideal renter means to you. Seek out that renter and build a good relationship with him or her. By doing this, you will improve your experience as a property manager and generate income for your company without a lot of follow up headaches brought on by picking a not-so-good tenant.

Finally, if you aren't confident in your assessment abilities, work with a screening company to assist you. As a NARPM® member, you should take full advantage of all the national screening companies with which we have partnerships. They do all the legwork for you in screening prospective tenants' credit, checking references, running criminal background checks, etc. They will help you weed out the not so good tenants and focus your energy on finding that perfect tenant for your property.

In closing, if you do all the inquiries needed on the front end, you will have a great relationship with your tenant. This will give you the extra time to enjoy the things in life you love, outside of property management. 🏡



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 propertyboss.com or call Michael at 864.297.7661 x26.

Put Your Best Foot Forward

No matter how spectacular your property is or how many one-of-a-kind amenities you may offer, unless you are marketing your property properly, you are just another face in the crowd.

These days, you can get a lot of impact without spending a lot of money, thanks to the power of the web and the additional offerings it provides. Don't discount your traditional sources though; with the right placement you may still gain a lot of bang for your buck!

TRADITIONAL ADVERTISING Newspaper Advertising

You won't get any more traditional than this format! Now that most newspapers have also moved to duplicating their publication online, your ad will be available to a wider audience. Many out-of-towners will begin their search here. All you need to include are a few details about the property, such as number of bedrooms, location, and price. Be sure to prominently display your website address to direct users to obtain more information about your properties.

"For Rent" Signage

Although you won't reach the masses with this technique, it can and will display that this property is available for those that are interested and may be driving around the area. Or so I thought until I talked with Rex Eagon, President of EasyAds. He referenced a National Association of Realtors (NAR) study which found that the use of yard signs as an information source has increased from 36% in 1999 to 55% (59% for the 18 to 24 age group) in 2011. Add in QR codes and/or text messaging (more on these approaches later in this article), and you have bridged the traditional with the present.

Signage also may help to drive word-of-mouth advertising for others that live in the vicinity. Those who have found the property through other sources and are interested in receiving more information, will also find the yard sign helpful when attempting to locate and identify your property. Again, make sure that your website address is prominently displayed on the sign.

Direct Mailings

For certain markets, sending direct-mail postcards may be an appropriate mechanism to get the word out.

Postcards can be easily tailored to advertise the specific property, and some software packages allow direct mail-merge of the information to third-party printers. For full-color front and back printing with mailing, your cost is significantly under a dollar per postcard including postage and mailing.

Word-of-Mouth Advertising

You simply cannot get any advertising that is more valuable than word-of-mouth. If you have current tenants who are satisfied, let them know of your current vacancy, as they may have a friend or family member that is currently looking. Your current residents may also be looking to move to a different or nicer location. Also inform your friends and business associates so they may inform those within their networks as well.

Post Flyers

One way you may also drive word-of-mouth advertising is to create flyers featuring your available property to place upon billboards within your local community (churches, schools, community centers, restaurants, etc.). People will be passing by these quickly, so just have the relevant information such as number of bedrooms, location, and rental price, along with your contact information and one picture of the property. You'll want to save the details and additional images for the website you will drive them to via a web address or QR code.

WEB ADVERTISING Internet Listing Service (ILS)

Many people searching for rental properties are foregoing an initial search in traditional printed formats, such as the newspaper, in favor of digital media to glean the information for which they are looking. Many of these services such as Craigslist, Trulia, Zillow, and Rental Homes Pro will provide listings for free or for a minimal charge and allow you to include multiple images of your property, as well as a detailed listing of available features. These sites will also allow prospective tenants to contact you directly and locate your rental property on a map featured within the online ad. See the *Technology Matters* article in the January 2013 *Residential Resource*, pages 16-17, for an in-depth review of this channel.



Social Media

Millions of people use an array of social media sites such as Facebook, Twitter and Google+. Your company should be taking advantage of this power by having an account through each of these offerings. Your ability to reach scores of people with a single post is unprecedented!

Interactive Web Brochure

If you would like to separate your property from the pack, consider having an interactive web brochure created. Although this medium may not necessarily be mainstream yet, you can provide the traditional print reading experience with the bonus of digital enhancements, such as streaming video, dynamic slide shows, and active hyperlinks to access information directly from your website without the necessity of any downloads. Consider this approach particularly for advertising higher-priced rental properties.

ADDITIONAL RESOURCES

Quick Response (QR) Codes

Traditionally, property flyers have featured a phone number or web address for prospective tenants to gather more information. Prospects could either take that information with them by copying it to another piece of paper or tearing off a paper tab at the bottom. They had to not only keep up with these additional pieces of paper, but they also had to remember to follow up to see the information at a later time. The rapid increase in the use of smartphones allows for the gleaming of said information in real time and the adoption of QR codes have made that even easier.

Adding a QR code to a flyer you have posted will allow for those that scan it to instantly be directed to your web page or the interactive web brochure you have created. This allows the spark of interest that was initially created by your flyer to be followed up in real time. Include the website address on the brochure for people that are resistant or not familiar with QR codes.

Don't make the number one mistake of not modifying your website for mobile presentation. Many spend a great deal of effort to include QR codes, only to drive traffic to a non-mobile website and lose the opportunity.

SMS Messaging (Texting)

Place a five or six digit Common Short Code (CSC) along with a property identifier on your For Rent signs and other advertising media (e.g. newspaper ads and

flyers). Automated services are available which will respond to this request with information about the property, including the most popular statistics that fit within this 144 character format (typically rent amount, number of bedrooms and baths, and a link to your mobile website's detailed listing). You can offer the prospect additional information and the option to be informed of similar properties. The best feature of this approach is that you can capture the prospect's mobile phone number which can also provide their name through reverse lookup. You now have the ability to contact them directly.

Websites

These days it is fairly simple (and cost-efficient) to create an information-rich website for your company. A prospect portal for your website can help you market your properties by creating an online directory leading to detailed listings for each of your available properties. It can also help to guide the online viewer through the next steps that lead more quickly to a signed lease. This process can be beneficial by giving the prospect the ability to schedule a viewing of the property, allowing for the submission of contact information of the prospective tenant or facilitating the completion of an application.

Blogs

A blog can be a valuable resource to keep your current tenants engaged and informed, as well as to increase the flow of quality prospects. Don't discount writing a post to feature available properties and to point out what makes each unique. The word-of-mouth buzz that may be generated within your online community can help to bring qualified and interested prospects to your door.

CONSIDERATIONS

You can help to increase your visibility with the right audience by considering what kind of tenant you are looking to place. If it is a student, consider placing your ads in student publications and posting flyers around campus. Similarly, consider your locale, although some locals may be interested in relocating across town, you are likely to have better luck focusing your efforts within the immediate geographical area in which your property is located.

While it seems that the trickiest part of getting your property rented is finding the right tenant, in reality it is getting the right tenant to find you! 📱

You can help to increase your visibility with the right audience by considering what kind of tenant you are looking to place.



Scan this code with your smartphone to access additional resources.



Brad Larsen, RMP® candidate, is the broker and owner of Larsen Properties in San Antonio, TX and currently manages 250 single-family residences. Prior to getting into real estate and property management, Brad was a US Army Infantry Officer. Brad has been a member of NARPM® since 2010.

Learn What Really Happens in Vegas Broker/Owner Retreat

When the commitment was made last year to get more involved with my local and national chapters of NARPM® – all of my fellow members told me I had to attend the annual Broker/Owner Retreat that was coming up in the early spring. What a great idea! Go to a conference where like-minded owners and principals of property management companies get together to share ideas. Count me in for that.

This year, I was able to attend the Broker/Owner Retreat in Las Vegas, immediately followed by the Pacific Southwest Regional Conference the next day. The two-day retreat was full of open microphone sessions, impressive speakers, and small group networking activities that gave me an opportunity to seek out more in-depth answers to some of the most pressing questions about our property management business.

During the open microphone panels, the audience was able to ask questions about certain topics that were set up for discussion. We heard insight from small, medium, and large companies about each particular topic. This was a great format, as it offered something for everyone, covering several key topics of the day. It also afforded me the opportunity to ask a question of the panel, spinning off into a topic where 500 NARPM® members may be able to offer further insight.

With the ever-changing technology, large companies are seeking ways to better manage their daily operations and to streamline their already successful machine. Small companies may be there looking for ways to grow their companies through marketing and back office management techniques. All types of indi-

It was a great opportunity to gain valuable experience from business owners already running well-established companies.

What I was surprised by is how all of the NARPM® members were completely open and willing to share ideas, tips, and techniques in building their business. I was already being told of this by other members prior to attending, but I just had to see it for myself. One such NARPM® member, attending from my market, said there is more than enough business for everyone – going on to say that it just makes sense to share all of our information, making the whole industry look and perform better.

There were owners there with more than 40 years of experience and who were managing 3,000 plus units, and there were rookie property managers looking to gain valuable insight on the business. One of the most important lessons I learned is no matter how much experience you have, or how many units you manage – there is something for everyone to gain from this conference. This truly stuck with me as I commented later on how impressive it was to see the level of experience of attendees. It was a great opportunity to gain valuable experience from business owners already running well-established companies.

viduals were there to share ideas in an open forum, which is rare in most industries.

After the formalized sessions were completed, there was ample opportunity to network with other NARPM® members. The most valuable insight was gathered after the class sessions were over and the one-on-one interaction began. It is amazing what you can learn about your own market by simply listening to other NARPM® members talk about theirs. Having the chance to visit with other business owners to discuss marketing, websites, and 100 different other business insights will be something to look forward to every year.

Along with two dozen pages of notes, the one giant thing I took away from this event is that there is always more to learn and always more to improve on. If you can take just one important thing away from the conference – it was time well spent. Other attendees were telling me they get so much out of the conference that the real challenge is putting just some of those ideas into use. The Broker/Owner Retreat was certainly time well spent for me, and I plan on making this an annual must-attend event! 📌



Avoid a Fair Housing Complaint Consistent Tenant Screening

All of us, as NARPM® members and even “regular” REALTORS®, who are involved in any form of leasing or property management, understand the legal, ethical, and potential damage any fair housing complaint can have on your firm’s reputation and license status.

What can property managers do to prevent this from happening in the first place? Do you and your firm have a written policy manual with clear guidelines outlining the rental process from the first phone call to the approval or the rejection of the application? If you do have a solid program in place, will it stand up to any review if you do have a Fair Housing Complaint filed against you? We all go by the basic criteria in tenant selection, such as income level, the ability to take care of the property, job history, rental history, and credit/background report. What about any grey areas on which you base your selection that you encounter?

RENTAL REFERENCES

One of the first things we do is fax a rental reference verification to the current or past landlord. Suppose they are a landlord who is not one to return your calls. Worse yet, what if they will give the applicants a good review just to get rid of them? What if the reference is bad because both the tenant and the landlord just did not get along? How do you be fair to the tenant and still do a proper tenant screening?

INCOME

While it is more involved work, you will need to set an income level for each like-kind property. The basic rule might be that income needs to be 3 times the monthly rent in an average rental. If you handle high-end rentals, maybe a higher formula will need to be used (i.e. 3.25 to 3.50 times the rent).

JOB HISTORY

A stable job history is vital to a tenant being able to pay the rent in a timely manner. Do you have a minimum time on the job (say 6 months or so). If the new job is in the same industry, a new hire might be acceptable to consider.

CRIMINAL

There are a numbers of companies that do background screenings on tenants. Unlike a credit background, criminal background reports are not indexed by social security (SS) numbers. They are indexed by name and date of birth, so it is critical to be sure you have the correct information from the tenant (a copy of a picture ID and something with the SS number and date of birth on it).

Once you receive the report, review it carefully to be certain this is the tenant who is applying to rent your property. Sometimes we might be too quick to reject a tenant who has a prior conviction. You need to look at the charge and the outcome of the conviction, and how long ago it was. A tenant who had a charge seven years ago might not be the same person who is trying to rent your property now. People do change and learn from past mistakes. The tenant might bring a case against you that they were unfairly rejected because of the past charge. Several local and state lawmakers are in the process of limiting landlords from rejecting applications based on some past criminal act. Look at some of our current and past political leaders who have broken the law and gone on to serve again. We never know how courts would rule if the tenant would pursue a fair housing complaint.

CREDIT SCORE

Do you have a bottom line credit score that you use for renters? Is it tailored to different kinds of houses you manage? If you set too high of a score to your more affordable rentals you might have a hard time getting these properties rented. Also, if you set too low of a score on your high-end rentals you might put a tenant in that house who does not have the life experiences or the ability to take care of the house and pay the rent in a timely manner.

MEDICAL BILLS

How do you handle judgments on medical bills with today’s soaring medical costs? If one does not have insurance, most people will have no way to pay off any judgments against them. Most landlords and



Joe Inge, RMP® candidate, has been a licensed agent since 1999 and a NARPM® member since 2011. He started buying rental real estate 20 years ago. He is the property manager at ERA Woody Hogg and Associates in Mechanicsville, Virginia.

Continued on page 19 “Screening”

PAST PRESIDENTS' Reflections

GAINING INSIGHT INTO THE ROLE NARPM® HAS PLAYED IN THE SUCCESS OF OUR PAST PRESIDENTS



Susan Gordon, MPM® RMP®, one of the founding members of NARPM®, owned Susan Gordon & Co., Property Managers in Nashville, TN and served as the first President of the young NARPM®. She sold her company to another NARPM® member, Beverly Browning, in 1990 and moved to Georgia. A short year later she was commuting between Atlanta and Nashville as the Director of the Center for Professional Development at Belmont University. Upon her retirement from Belmont, Susan found her next calling as a quilter and is immersed in the Quilts of Valor Foundation, whose mission is to cover all our combat service members and veterans with comforting Quilts of Valor.

NARPM® President 1988-1990

I hope you all have read and enjoyed Steve Urie's, MPM® RMP®, voyage of NARPM® from our humble beginnings to the outstanding, professional organization it is today. I read with pride, appreciation, and some laughter, as Steve recounted our early struggles and your subsequent successes. It's been a lot of years since I left property management, but it brings many, great memories to mind.

In 1984, when I started my property management company, I felt like I was the only one in the world doing residential property management. I tried to join IREM®, but was rejected because I didn't have enough "units" to qualify. While I was disappointed not to be able to access their training, it didn't take much for me to realize we weren't a good fit. I had been very active in local REALTOR® activities, and I wanted a group of

TORS® (NAR). They didn't see us as a vital part of their organization (we tried that route), but they did see us as competition, and threatened to sue us if we continued to use the acronym NARPM®. We had a good laugh over that, plus a few nervous nights until our attorney basically told them to go away...and they did.

I remember fondly our first national convention in Nashville. Steve is right when he says we financed it on my American Express® card, but that all worked out. The day after the convention I had to fly to Florida because my father was ill. It was weeks later that I learned that Rocky Maxwell, MPM® RMP®, and his wife Rachel, spent several more days in Nashville because the earthquake in San Francisco made it impossible for them to get home.

We knew from the beginning that the draw to

I had defined myself as a professional manager rather than a landlord because of my association with my new colleagues.

colleagues as I built my property management business.

In 1987, when Ralph Tutor invited a group of residential property managers, who were all using his software, to a one-day fly-in meeting in Texas, I could hardly wait. We sat around a table at the airport and NARPM® was born. I knew I had found my "tribe." They understood that our owners were often reluctant landlords, that owners frequently felt tenants should make their own repairs, and that every owner knew someone who would manage their property for less.

Over the next few months, and many telephone calls to my new BFFs, I learned some great psychology in dealing with owners, and was reinforced in my position that "there will be no hard feelings if you choose a cheaper property manager; I have learned what it costs to give superior service." Hard to believe, but from that point on, my business grew amazingly. I had defined myself as a professional manager rather than a landlord because of my association with my new colleagues.

As small as our early group was, we somehow came to the attention of the National Association of REAL-

our organization was going to be education and networking. Not only did we create the educational programs we had wanted when we were starting out, but we paid our own way to go to other cities and teach them to other property managers. Such was the commitment of the early membership. I remember teaching a class in Colorado Springs and I had one person in the class who had just won the lottery. I wondered why she was STILL in property management after collecting her check; and here she was wanting to be a BETTER property manager. I still wonder today if she remained in property management.

Your growing response to what was the vision of a handful of people has been humbling and inspiring. Have you ever had your heart and your head both say "this is what you should be doing"? That's the passion that drove the founders. Seeing the growing, healthy organization that you have become, makes it one of the most critical decisions of my life.

On the 25th anniversary of this marvelous organization, I will offer a quote from a great voice from the future, may you "live long and prosper." 🏠

PAST PRESIDENTS' Reflections


GAINING INSIGHT INTO THE ROLE NARPM® HAS PLAYED IN THE SUCCESS OF OUR PAST PRESIDENTS



Raymond Scarabosio, MPM® RMP®, is owner of Jackson Group Property Management in San Francisco, CA. Jackson Group manages approximately 515 units in and around the San Francisco Bay Area. Raymond has been involved in the property management industry since 1982, and has been a member of NARPM® since 1992. Raymond holds both the Master Property Manager (MPM®) and Residential Management Professional (RMP®) designations. He is a past NARPM® national president, and continues to be active on many national committees. One of his greatest highlights within NARPM® occurred at the 2001 National Convention where Raymond was presented with the President's Award from then NARPM® National President Melissa Prandi, MPM® RMP®.

NARPM® President 1999-2000

Have you ever heard the phrase: "Everything I ever learned, I learned in kindergarten?" Well, if that were the case, NARPM® is the new kindergarten! From the time that I joined the organization in 1992 through today, NARPM® has provided me some of the most fulfilling experiences of my life, both professionally and personally. Twenty years ago, I thought I knew everything I needed to know about the property management industry. I was operating my property management company in San Francisco, our business was advancing nicely, all was well, and I was "content" and comfortable. I had been a member (out of necessity) of other property management and real estate industry associations, but none of them ever offered me the kind of in-depth information and networking that NARPM® offered. This was the first "hands-on" association experience that I had ever encountered in the property management industry. I was hooked after my very first convention! Between the networking opportunities, the education, and the overall sense of making a difference that the members exuded, I was renewed! Through the years my membership in NARPM® has returned the dues investment tenfold. Between better business practices, learning to work smarter, not harder, listening to client's needs and wants, anticipating for growth, etc., these are all traits that were learned through my involvement with NARPM®. When I became a National board member of the then young and fledgling organization, the relationships that were forged during the early board meetings to insure the longevity of NARPM® are now counted as my lifelong friends. The opportunities that NARPM® has afforded me including being on its board, chairing many of our committees, writing classes and workshops, speaking at conferences and conventions, and becoming the president, have all enriched my life well beyond the dues that I have paid. The theme of my presidency was "Reaching New Heights." Everywhere I travelled on behalf of NARPM®, I embraced the theme by delivering a message to the members that we ARE the difference makers in residential property management and that

together, we as an industry, can change the (then) rather unkind perception of property managers. I also used the theme to not only challenge myself, but my fellow NARPM® members to not be complacent with property management. Better yourself, better your office, better your clients, and better those around you. You will amaze yourself if you allow yourself to get out of your "comfort zone" and try something new. When reflecting on your own membership, realize that you have the unique opportunity to make a difference at both a local and national level. Become involved and give the rest of our industry your knowledge and experience! You can and WILL make a difference. 



REGIONAL Communications

CONNECTING THE EXPANDING NARPM® MEMBERSHIP ONE REGION AT A TIME



Deb Newell, MPM®
RMP®, is currently serving as the 2013-2014 RVP for the Northeast/North Central Regions. Prior to serving on the Board, she served for two years as Chair for the Governmental Affairs Committee. She has been a real estate investor and property manager for over twelve years, and is the sole owner of Real-Time Leasing and Real-Time Property Services in Eagan, MN. She received her Bachelor's degree in Political Science from the University of Colorado at Denver, where she also taught first year Poli-Sci courses. Deb has possessed a life long passion for governmental affairs and education and is also currently serving as Vice Chair for Governmental Affairs for her local REALTOR® Association.

The RVP Bulletin

As the newest Board Member for NARPM®, I have had my eyes wide open going in to learn as much as possible from much more experienced and wise members. In the five short months that I have been serving as Regional Vice President for both the Northeast and North Central Regions, I have a great appreciation for those who have come before me. I must also laud those who have, and are currently serving, on the Board and in other capacities.

I have a better understanding of what many of us have not thought a lot about. As a member attending conferences, we are reaping the benefits of a well-oiled machine. We are able to sit in on classes, breakout sessions, and large group meetings, and attend vendor receptions and visit their booths. What we don't typically see are the huge efforts our conference committees

tirelessly worked the booths when we needed them, and helped in so many different facets of NARPM®. Without their support, we alone as a Board could not manage the demand that we have seen in the past year of membership growth and inquiries.

As previously stated, I have the opportunity to oversee two regions within NARPM®. Both the Northeast and North Central regions cover quite a lot of states; however, in comparison to other regions within NARPM®, we are still the lowest in overall membership numbers. I wonder what is the cause. Could it be the snow that falls in these two regions until the middle to late April months? My dear friends in the South – though it may be warmer (in some cases hot) in your regions, we still have a lot to offer!

We have some wonderful Chapters that have

**Though we are in the same industry,
we all do things differently, and there is enough business
for each of us to manage and grow, as we desire.**

put in. They are organizing each of these classes, speakers, flow of the program, cancelled speakers, fill-ins at the last minute, someone to man the registration booth, someone to ensure that there is a room monitor to make sure the classroom is comfortable, snacks are there, media and video is set up, and introductions are made prior to each class session; and I'm only scratching the surface! Then we have snacks, lunches, breakfast the next morning, organizing the vendor placement and booths, and all this is done while staying within a budget that has been allotted for each Regional Conference or National Convention.

I also have a great appreciation for OMG (Organization Management Group), hired by NARPM® to manage our Association and provide assistance in all aspects of our growing organization. Gail Phillips, CAE, and her team have relentlessly and

grown and worked hard to reach out and educate other members and professionals in the community. Chicagoland has done a phenomenal job in recognizing their strengths and also noting quickly what was holding them back from growing. They made a decision at the beginning of the year to move their location from downtown to the suburbs. They surveyed their members and acknowledged that a big set back for attendance was the location. It's costly to park in the City, and traffic during certain times of the day can be unbearable. For many, an enjoyable one-and-a-half-hour meeting was turning into a full half day of travel. We are still business owners, some of us smaller than others, and cannot be away from our businesses for too long. By changing the location and adjusting the time a bit, they were able to secure a great place at a very reasonable rate for lunch.

Northwest: Leeann Ghiglione, MPM® RMP®
Alaska, Washington, Oregon, Idaho, Montana,
Wyoming.

Pacific: Richard Vierra, RMP®
California, Nevada, Hawaii.

Southwest: Steve Schultz, RMP®
Utah, Arizona, Colorado, New Mexico.

North Central: Deb Newell, MPM® RMP®
North Dakota, South Dakota, Nebraska, Minnesota,
Iowa, Wisconsin, Illinois, Michigan, Indiana.

Northeast: Deb Newell, MPM® RMP®
Maine, New Hampshire, Vermont, Massachusetts,
Rhode Island, Connecticut, New York, Pennsylvania,
New Jersey, Delaware, Maryland, Washington DC,
Ohio, West Virginia.

South Central: Bart Sturzl, MPM® RMP®
Kansas, Oklahoma, Texas, Missouri, Arkansas,
Louisiana.

Southeast: John R. Bradford, III, MPM® RMP®
Virginia, North Carolina, South Carolina, Georgia,
Florida, Kentucky, Tennessee, Alabama, Mississippi.



2013

They have also had some great speakers come and educate their members!

One thing that I have learned from the members in this capacity is that there is a need for the leadership to help our Chapters grow. I enjoy traveling to the different regions to meet members that have either been with NARPM® for a long time or those who are new and excited to grow with the organization. These members are seeking (whether new or established) the knowledge to grow their businesses and to continue to develop their growth within NARPM®. The information that each member shares with their Chapter shows an appreciation for what each of us does. It really is great to have this opportunity to meet with others who share our experiences, who have been through the same situations, who help us manage through difficult times, and who, above all, became friends.

I really enjoy seeing each Chapter in my two regions share and build friendships that will last for years. Though we are in the same industry, we all do things differently, and there is enough business for each of us to manage and grow, as we desire. This is a great opportunity I have been given to serve and I enjoy it immensely. As I work with new members forming Chapters and helping established Chapters build, I hope to continue to share in the experiences I have and help others grow. I'm never too busy to talk to any member and I will always have an open line of communication – as that is the key to success for all of us! 🏠

Continued from page 15 “Screening”

property managers disregard all or most medical issues. It is however important to take into consideration that the tenant will have a portion of their income going to these bills, likely from wage garnishment. This reduces their income to afford rent and could impact your income-to-rent formula.

FORMER HOMEOWNERS

What about late mortgage payments? Most property managers provide a special exception when a prospective tenant's credit history shows late mortgage payments or a mortgage default. With the current economic climate and troubled housing market, there are a lot of previous homeowners who are either voluntarily or involuntarily losing their homes back to the bank. Sometimes, because they are former homeowners, they will make very good tenants since they are used to doing all the required duties a tenant needs to do. An important point to consider is that they will be someone's tenant for approximately five to six years before they can purchase again. This type of tenant could save the property manager time and the owner turnover cost.

REVIEW PROCESS

Once you have all these basics covered, you should be able to start the review process to approve or deny the applicant. If any applications are not approved, be sure the proper adverse action letter is sent to the rejected applicant.

Your company should have clear written guidelines to screen, deny, and then process the applications. Having established, written policies would eliminate the possibility of your company having different property managers or other agents in the office doing their own version of screening tenants. As the owner of the company or the firm's broker in charge, you could be the one on the hot seat if a property manager or agent makes a bad call and rejects a tenant who, then could go and file a fair housing complaint. 🏠

DESIGNATION Classes

DEMONSTRATE THAT YOU HAVE EXPERT KNOWLEDGE ABOUT RESIDENTIAL PROPERTY MANAGEMENT

Interested in Sponsoring?

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

DATE	LOCATION	CLASS	INSTRUCTOR
6/21/2013	Boise, ID	Office Operations	Suzanne Cameron, MPM® RMP®
6/21/2013	Petaluma, CA	Ethics	Michelle Horneff Cohen, MPM® RMP®
8/13/2013	Albuquerque, NM	Ethics	Dave Holt, MPM® RMP®
8/13/2013	Albuquerque, NM	Marketing	Dave Holt, MPM® RMP®
8/28/2013	Orlando, FL	NARPM® 101	Gail Moncla, MPM® RMP®
9/19/2013	Kissimmee, FL	Ethics	Fred Thompson, MPM® RMP®
9/21/2013	Kissimmee, FL	Tenancy	Betsy Morgan, MPM® RMP®
10/14/2013	San Diego, CA	Habitability	Kit Garren, MPM® RMP®
10/14/2013	San Diego, CA	Risk Management Essentials	Darryl Kazen, MPM® RMP®
10/14/2013	San Diego, CA	NARPM® 101	Fred Thompson, MPM® RMP®
10/15/2013	San Diego, CA	Risk Management Advanced	Suzanne Cameron, MPM® RMP®
10/15/2013	San Diego, CA	Owner Client Essentials	Tony Drost, MPM® RMP®
10/16/2013	San Diego, CA	Ethics	Brian Birdy, MPM® RMP®

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

- 1. Mail** form below to NARPM®, 638 Independence Parkway, Suite 100, Chesapeake, VA 23320.
- 2. Fax** your form with credit card payment to 866-466-2776. Please do not mail the original.
- 3. Online** registration is also available through Internet Member Services at www.narpm.org.

FEES (subject to change)

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

6-hour NARPM® 101	Early Registration*	Registration
Member	\$99	\$99
Non-member	\$99	\$99
Retake	\$99	\$99
RMP®/MPM®	\$99	\$99
Candidate	\$99	\$99

3-hour Ethics		
Member	\$45	\$45
Non-member	\$95	\$95

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

COURSE INFORMATION

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

CANCELLATION POLICY

Cancellations must be received in writing. If cancellation notice is received at least 30 days prior to the class, a full refund will be issued less a \$25 processing fee. If cancellation notice is received less than 30 days before the class, a 50% refund will be issued. No refunds will be made on the day of the class; however, the registration fee can be applied to a later class with a \$25 transfer fee.

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

Name _____

Company _____

Address _____

City/ST/Zip _____

Phone _____ Fax _____

E-mail _____

Register for Classes

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

Method of Payment

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

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

☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Name of Cardholder _____

Signature _____

I authorize NARPM® to charge my credit card.

All information below this line will be shredded

Card Number _____ Exp. Date _____

The past presidents of NARPM® invite you to join them at their annual Golf Tournament to benefit local charities of their choice. This year's event will take place on October 15, 2013.

Fore!

SPONSORSHIPS

If your company is interested in sponsoring the tournament, please view the opportunities available at http://www.narpm.org/docs/conferences/2013_convention/13golfsponsor_reg.pdf

DONATIONS

☐ Friend of Charities

Help us help the American Cancer Society and The Nice Guys with a \$_____ donation.

GOLFERS

Help us reach our goal of 100 golfers to participate in this exciting and fun event! Don't be shy – all skill levels are welcome and encouraged as this year many holes will be played with rules that benefit the first time golfer, not just the pro! Just come on out to the green for a great time with your fellow NARPM® members and support this year's charities.

NARPM® 25TH ANNUAL CONVENTION PAST PRESIDENTS' GOLF TOURNAMENT
TWIN OAKS GOLF COURSE | 1425 N. TWIN OAKS VALLEY RD | SAN MARCOS, CA 92069

In the interest of networking and fellowship, the tournament director will place all players on a team based on their ability. Please note that the Twin Oaks Golf Course does have a dress code and no jeans are allowed.

EVENT REGISTRATION

Deadline is September 6, 2013

Name _____
Company _____
Address _____
City/ST/Zip _____
Phone _____ E-mail: _____

NOT A GOLFER? \$75 per non-golfer

☐ "Tunes on the Terrace" Lunch & Fun in the San Diego Sun

GOLFER LEVEL HANDICAP

☐ A) 0-10 ☐ B) 11-18 ☐ C) 19-28 ☐ D) 29+

GOLFER COST & PAYMENT \$150 per golfer

☐ Club rentals available at \$40 per person. _____ sets needed.

☐ Male -or- ☐ Female ☐ Right-handed -or- ☐ Left-handed

☐ Check# _____ enclosed for \$ _____ payable to NARPM®.

☐ Please charge \$ _____ to my ☐ VISA ☐ MC ☐ AMEX ☐ Discover.

Card # _____ Exp. Date _____

Security Code _____ Cardholder _____

Signature _____

I authorize NARPM® to charge my credit card.

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



National Association of Residential Property Managers

THIS YEAR'S CHARITIES



Three California Past Presidents Raymond Scarabosio MPM® RMP®, Melissa Prandi, MPM® RMP®, and Andrea Caldwell, MPM® RMP®, have chosen two equally worthy organizations.

Raymond and Andrea have selected the American Cancer Society as their charity. The American Cancer Society, one of the oldest and well known charities for this cause, is in the forefront of the fight against this scourge of a disease threatening our population. As cancer has touched the lives of Raymond, Andrea and Melissa, the choice of this charity was an easy one.

Melissa has selected as her charity, The Nice Guys, who have been a part of the San Diego community since 1979, helping local families and individuals who, through no fault of their own, have fallen on tough times. Their goal is to get people back on their feet and be self sufficient again. The Nice Guys serve the San Diego area and their only reward is, and always has been, the pleasure that comes from helping others. Nice Guys make a difference by offering a hand up! They are 100% volunteer, non-profit organization with no overhead, no office space and no paid staff. Every dollar received in donations goes back to those in need in the San Diego Community.

National Association of Residential Property Managers

25TH ANNUAL CONVENTION REGISTRATION • OCTOBER 16–18, 2013 • SAN DIEGO, CA

(Education classes begin on October 14 and other Pre-Convention activities begin on October 15.)

1 REGISTRATION INFORMATION (please type or print - one registration form per person)

Name: _____ Name for badge: _____

Company Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

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

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

Are you a current NARPM® member?

☐ Yes ☐ No

Are you applying for membership**?

☐ Yes ☐ No

Is this your first NARPM® convention?

☐ Yes ☐ No

SPECIAL ASSISTANCE

☐ I will require special assistance.

☐ I have special dietary needs and request a vegetarian meal.

2 REGISTRATION FEES ☐ IREM® members check this box to receive NARPM® member pricing.

	Members	Members	Members	Non-members	Non-members	Non-members
	Early Bird Discount Postmarked by 9/16	No Discount After 9/16	Onsite Registration	Early Bird Discount Postmarked by 9/16	No Discount After 9/16	Onsite Registration
<input type="checkbox"/> Basic Convention (Pre-Convention & Post-Convention Events below not included.)	\$395	\$465	\$565	\$500	\$600	\$700
<input type="checkbox"/> Team Discount* (*Basic Convention only)	-\$50	-\$50				
Single Day Registration (Includes full day's events with meals.)						
<input type="checkbox"/> Wednesday	\$100	\$200	\$300	\$170	\$270	\$370
<input type="checkbox"/> Thursday	\$200	\$270	\$370	\$300	\$370	\$470
<input type="checkbox"/> Friday	\$200	\$270	\$370	\$300	\$370	\$470
<input type="checkbox"/> Trade Show ONLY (AM or PM Thursday or Friday admission. Does not include meals.)	\$50	\$50	\$100	\$50	\$50	\$100
PRE-CONVENTION EVENTS						
<input type="checkbox"/> Business Leader (Not included in Basic Convention registration fee.)						
Development Training	\$99	\$150	\$200	\$300	\$400	\$500
<input type="checkbox"/> President's Celebration	\$95	\$110	N/A	\$125	\$140	N/A
POST-CONVENTION EVENT (Not included in Basic Convention registration fee.)						
<input type="checkbox"/> Friday Gala	\$45	\$65	N/A	\$85	\$105	N/A

Registration Fees SUBTOTAL \$ _____

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

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

4 EXTRA GUEST TICKETS Available only with accompanying Basic Convention registration. Not available for walk-ins. (Note: One ticket is included in Basic Convention registration.)

		Member	Non-member
Wed. Reception & Trade Show	_____ (# of tickets) x	\$45 = \$ _____	\$65 = \$ _____
Thursday Breakfast	_____ (# of tickets) x	\$30 = \$ _____	\$50 = \$ _____
Thursday Lunch	_____ (# of tickets) x	\$45 = \$ _____	\$65 = \$ _____
Friday Breakfast	_____ (# of tickets) x	\$30 = \$ _____	\$50 = \$ _____
Friday Lunch	_____ (# of tickets) x	\$50 = \$ _____	\$70 = \$ _____

Extra Guest Tickets SUBTOTAL \$ _____

5 CONVENTION PIN _____ (# of pins) x \$5 = \$ _____ Pin SUBTOTAL \$ _____

6 TOTAL FEES \$ _____

7 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 this line will be shredded. -----

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

Pre-registrations **must** be postmarked or faxed by 11:00 pm Eastern Time on September 16, 2013. After September 16, 2013, send the higher fee shown. **Do not** send registration to National after October 4, 2013. Instead, register on-site at the convention. People registering on-site are not guaranteed access to the luncheons.

*TEAM DISCOUNT

When two or more NARPM® members from one office register for the **entire convention**, the **second and each additional** registrant receive a \$50 discount for their **entire convention** registrations. Registration forms and payment **must** be received at the same time. To receive discount, registration must be done directly with National, **not online**.

**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 above and submit the appropriate membership application with this form. Applications can be found online at www.narpm.org/join.

CANCELLATION POLICIES

If this convention 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 convention, as approved by the NARPM® Board, does not constitute a cancellation.

Convention cancellations must be received in writing. If cancellation is received 30 days prior to October 16, 2013, there will be a full refund, less a \$25 processing fee. If cancellation is received 15-29 days prior to October 16, 2013, there will be a 50% refund. **There is NO refund 1-14 days prior to October 16, 2013.**

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.

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
A R Recovery Solutions of Hawaii
Avenue West Global Franchise
Biocide Systems
Brilliant! Decor
Burns Pest Elimination
Buy Calls, LLC, DBA Ralarm
Capital K9 Pest Solutions
Cbeyond, Inc.
Centex House Leveling
CORT
Diversified Employee Benefit
East Coast Public Adjuster TX
Elite Team Technologies, Inc.
DBA Rental Zoom
First American Home
Buyers Protection
Floor Coverings International
Flooring Resources, Inc.
ForRentBy Owner
Frontline Processing Corporation
Future Focus Utilities
Get The Lead Out, LLC
Global Grid Marketing -
Essential Service Providers
Hart & Associates Tax Consulting
and Prepartaion Services
HMS Home Warranty
Jasper Air
Karmaboxx, LLC
Kent Security
KIDDE
LandlordSource
Mutual of Omaha Bank
National Real Estate
Insurance Group
New Empire Group
OFIC North America Inc.
OPTIONS
PATLive
PayLease, Inc.
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PropertyManagementPros.com
Property Reports On Sight
(PROS)
Renters Legal Liability
Rently.com
RentPayment
Rent Recovery, LLC
Restoration Industry Association
Rubbish Works
Scent Tek
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
CSE Insurance
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
Community Buying Group
DocuSign Inc.
Fourandhalf.com
FreeRentalSite.com
Go Section 8
HERO PM
HomeTownRent.com
Hotpads.com
Manage My Property
MMM Limited
MYOWNREALESTATE.COM
Planet Synergy, Inc.
Pointwide.com
Property Management Inc.
Property Management
Professionals, Inc.
(rentUSAnow.com)
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.
ShowMojo, LLC
Virtually Incredible
WalkThruInspections.com
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Custom Home &
Commercial Accessories
Detector Inspector
Elite Restoration LLC
Empire Today LLC
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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
Roof Brokers Inc. Service
Master Cleaning & Rest
Sherwin-Williams Company
Spartan Plumbing
Universal Restoration Services
US Aqua Vac, Inc.

SOFTWARE

AppFolio, Inc.
BoostPM Inc
BuildingLink.com, LLC
Buildium
eRent Payment
Happy Inspector, Inc.
HERO PM
Hoamanagement.com Inc.
In The Field Technologies
Mobile Property Management
MYOWNREALESTATE.COM
National Real Estate
Education, LLC
Planet Synergy, Inc.
PROMAS Landlord
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Property Management Inc.
PropertyBoss Solutions, LLC
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Rent Manager
Rental Property Acct Services
Rentec Direct LLC
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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
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Corp.
CoreLogic SafeRent
Credit Investigators, INC
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Experian North America
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Landlordstation.com
LexisNexis Resident Screening
Microbilt
MOCO, Inc.
National Tenant Network, Inc.
National Tenant Screening
Services a division of Verifica-
tion Consultants, Inc.
Orca Information, Inc.
Rapid Credit Reports
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Scott Roberts & Associates, LLC
StarPoint Screening
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Screening Solutions
TVS Tenant Verification
Service, Inc
US Real Estate Investors Assoc

MEMBERSHIP Growth

A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM MARCH 26 - APRIL 19, 2013

PROFESSIONAL MEMBERS

Miranda Ard Structure Property Management Tallahassee, FL 850-702-9100	Deanna Cann Phillips Real Estate Services Seattle, WA 206-694-1742	Adam Greenville Matt Hulbert Realty, Inc. Dade City, FL 813-788-7004	Amy C. Kelly Real Property Management Direct Walnut Creek, CA 925-280-2888	Ron Reinker Reinker Realtors Addison, TX 972-960-0407
Wendy Austin Crown Management La Jolla, CA 858-454-9191	Ethel Carter Cachet Real Estate Lafayette, LA 337-534-0672	Bryan Hawkins The Wilson Group Nashville, TN 615-385-4741	Gena M. Lucas Gena Lucas Auburn, WA 253-735-3205	Christopher Rogers Avanta Management Group Austin, TX 512-310-9015
Cindy Baas Colonial Residential Properties Harker Heights, TX 254-698-4722	Allen R. Collins Allen Collins Realty, Inc. Tierra Verde, FL 727-423-0311	Bryan Hembree A.T. Smith & Company Lakewood, CO 303-233-3976	Derek A. McMurtry DRI Holdings, LLC Lancaster, CA 661-726-7335	Cassandra D. Ross Carrington Property Services Ontario, CA 949-705-7986
Debbie L. Bachman Koog Details Property Management Silverdale, WA 360-535-8104	James Conway Regional Realty Group Joliet, IL 815-744-6565	Franki L. Hunter Agent Owned Realty Summerville, SC 843-261-7154	Darla Montgomery Sterling, Johnston and Associates Duvall, WA 425-285-1324	David L. Saldivar E. Robert Miller & Associates Burlingame, CA 650-373-0705
Phillip Ben-Ezra Property Solutions Plus LLC Southfield, MI 248-443-2300	Tammy Crew Crew Realty Tallahassee, FL 850-766-1544	John Innes ACH Processing Company Plano, TX 972-473-6633	Rael M. Narvell All Valley Leasing, Inc. Valencia, CA 661-513-4176	Karen Santee Advanced Realty Concepts Colorado Springs, CO 719-574-5000
Sam Benson Executive Brokers SM Walnut Creek, CA 925-262-4299	Debbie Diehn D Group Limited Madeira Beach, FL 727-514-6854	Deidre D. Jackson Noble Group Properties Cibolo, TX 210-257-6998	Julie M. Nesbitt Nesbitt Realty Alexandria, VA 703-765-0300	Jonathan Schaffer All County® Sterling Property Management Lake Mary, FL 407-674-5601
Jason Bischoff National Rental Services Chicago, IL 312-361-1928	Mark D. Dunn Mark Dunn Realty, LLC Muncie, IN 765-749-3620	Donnovan B. Jackson, Sr. Noble Group Properties Cibolo, TX 210-257-6998	Anthony Peterson AMP Properties Inc. Redwood City, CA 650-587-5059	Erik Schneider Martini Investments, LLC Colorado Springs, CO 719-964-4628
Winston A. Bowdre American Homes 4 Rent, LLC Dallas, TX 817-832-0097	Heidi C. Ennes Landmark Property Management Sequim, WA 360-683-3338	Russell D. James Oakwood Realty & Property Management West Jordan, UT 801-302-3300	Hector Pizano Realty Associates Houston, TX 713-464-5656	Matthew R. Sletten Commercial Realty Services Inc Kerrville, TX 830-792-5775
John Brophy Compass Property Management Grand Rapids, MI 616-452-7076	Isabella Gonzalez Birdy Properties, LLC, CRMC® San Antonio, TX 210-524-9400	Shana Johnson TriView Property Management Chicago, IL 773-572-0918	Jill L. Powell 1st Choice Real Estate Lansing, MI 517-975-5200	Larry W. Stover Jr Lost Dutchman Realty LLC Apache Junction, AZ 480-982-8000
	Laura Gordon Windermere Property Management Kent, WA 253-638-9811	Deric Jones Idahome Property Management Eagle, ID 208-391-1900	Kirk J. Rector Affinity Real Estate Management, Inc. Tacoma, WA 253-472-5400	

Damon C. Stratton
Brewer & Stratton
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Kent, WA
253-638-9811

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Toril's Property
Management
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Natalie Walls
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Angela M. West
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Tom White
Tom White Group
San Antonio, TX
210-264-3259

Joe Young
Real Property
Management Spokane
Spokane, WA
509-462-1042

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210-524-9400

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210-524-9400

Frank Rodriguez
Birdy Properties, LLC,
CRMC®
San Antonio, TX
210-524-9400

Monica Roybal
Windermere Real Estate
Lake Stevens, WA
425-377-8065

Jose Villareal
Birdy Properties, LLC,
CRMC®
San Antonio, TX
210-524-9400

**Take the
time to
welcome a
new member.**



2013 Designation Candidates

(Since 2012 Convention)

RMP® CANDIDACY

John Adams
Melanie Adrian
Christian Amacker
Jennifer Bajema
Ronda Banks
Tom Barron
Elynn Berge
Misty Berger
Matthew Borries
Aaron Bosshardt
Kaye Bradford
Nicole Brown
Melanie Butler
Elias Camhi
Joanie Cullity
Deborah Deckard
Ronald Dickerson
Charlene Dufresne
John M. Durham
Chris Dougal
Rich Elias
Kimberly Evans
Jackelyne Ferreira

Robert J. Ferrier
Silas Frazier
Thad Gantt
Mike Giallanza
Sherry Hallmark
Ron Herdt
Bryan Jenkins
Joelle Larson
Dandan Lee
Chris Littleton
Donna Littleton
Tina Lopez
Shon Lorg
Christina Nelson
Sherri Mayes
Jason McGuire
Denny Miller
Mary Molina
Michele Odems
Evie Osburn
Dawn Ostovich
Jana Pickett
Ellen Purdy
Trent Ratliff

Suzanne Rodini-Silverburg
Dena Rodrigues
John Rudolph
Hensley Scott
Charlotte Stewart
Cynthia Thomas
Chris Turner
Jennifer Whaley
H. C. Buddy White
Jamie Williams
Misty Withers
Ann Yueh

MPM® CANDIDACY

Eric Bessett, RMP®
Duke Dodson, RMP®
Lyle Haas, RMP®
Kim Meredith-Hampton, RMP®
Primrose Leong-Nakamoto, RMP®
Chuck Warren, RMP®

CSS® CANDIDACY

Jennifer Rhoads

CRMC® CANDIDATES

3 Options Realty, LLC, Daniel Wilhelm, MPM® RMP®
Austin Real Pros Bill Evans, MPM® RMP®
Hampton & Hampton Management & Leasing, Kim Meredith-Hampton, 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@narpmp.org



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* will be issued and dated. A \$200 NARPM® credit will also be issued.
***Certificates are non-transferable.**

2013 AMBASSADORS

Brian Birdy, MPM® RMP®
Trudy M. Hoff, RMP®
Mark Kreditor, MPM® RMP®
Cheryl Y. Kunimoto, R
Primrose K. Leong-Nakamoto, S RMP®

MARCH 26 - APRIL 19, 2013

REFERRING MEMBER	NEW MEMBER	REFERRING MEMBER	NEW MEMBER
Brian Birdy, MPM® RMP®	Jonathan Gonzalez	Stephen Foster, MPM® RMP®	Karen Geri
Brian Birdy, MPM® RMP®	Isabella Gonzalez	Steven Gouletas	Jason Bischoff
Brian Birdy, MPM® RMP®	Sherry Portzline	Kerrick Hutchison, RMP®	Matthew R. Sletten
Brian Birdy, MPM® RMP®	Joey Villarreal	James Kitchens	Jonathan Schaffer
Brian Birdy, MPM® RMP®	Jose Garcia	Jorgette Krsulic	Erik Schneider
Brian Birdy, MPM® RMP®	Andrea Knox	Janice Lerma-Lozano, RMP®	Tom White
Brian Birdy, MPM® RMP®	Frank Rodriguez	Michael A. McCreary, MPM® RMP®	Jessica Emkes
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