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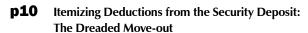
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IN THIS ISSUE September 2014

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

FEATURE ARTICLES

- **p7** Together, Everyone Achieves More: Go TEAM Go! Cortney Gill, NARPM® member, shows the power of the property management team verses individual thinking. If you are the owner of a property managemant company, you may just need to let go a little.
- **Expiration After Five Consecutive Years: Unused ITINs** Richard Hart, EA, CAA, President of Hart & Associates Tax Consulting and Preparation Services, a NARPM® Affiliate Member, provides updates on the latest IRS ITIN ruling.



Brad Larsen, RMP® candidate, emphasizes that laying a good foundation up front with both your tenants and owners will prevent the worry and dread that can accompany itemizing any deductions from the security deposit at move-out.

p16 Property Managers: Ought To Have Some Fun!

Kasey Medina, RMP®, explains how hard work goes hand in hand with fostering a culture of family and fun that boosts employee morale and makes them more relatable to their clients. You just may be inspired to find "fun stuff" to do with your co-workers.









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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

In those situations where the humor is quite apparent to those of us in property management, I take those stories with me to share.





How many blocks do you have in your foundation? As I stated previously, one of the most important blocks is your health. Your health is actually made up of many blocks also. First, there is physical health, which is made up of fitness and nutrition.

Then, there is also mental and emotional health. An article from March 7, 2013, MedicalNewsToday.com states that "Mental health refers to our cognitive, and/or emotional wellbeing - it is all about how we think, feel and behave. Your mental health can affect your daily life, relationships and even your physical health. Mental health also includes a person's ability to enjoy life - to attain a balance between life activities and efforts to achieve psychological resilience." According to WHO (World Health Organization), mental health is "a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community."

What affects the foundation blocks mentioned above? Stress. How do you relieve stress? One way is to find the time to do things that you enjoy. As crazy as this may sound, some of us actually enjoy the work that we do. So, we are placed in a situation where we get pleasure out of certain aspects of running our business daily. But, there is also stress in running that business. For some of us, the pleasure overcomes the stress. For others, it is a break-even and for the rest, stress seems to be in charge. One of the hardest things I had to learn how to do was to leave the stress of my work at work. And while at work, maintain a balanced mindset. Try not to let those daily requests, complaints, and demands bother you. In other words, it is simply part of the job. I always apologize for any situations created and follow through with my promised solution. This leaves the worry right there at my desk. In those situations where the humor is quite apparent to those of us in property management, I take those stories with me to share.

Another stress reliever is taking time away from your business to enjoy other things, such as vacationing, traveling, sightseeing, etc. If there is a place you want to visit, figure out how to make it happen. With today's technology, you can take your office with you if

need be. If you are a one-person show, plan ahead. Schedule no move-ins or outs and no leases to sign while you are away. Ask members of your local NARPM® Chapter for help. Ask some of our NARPM® vendors how they might be able to assist you.

Personally, I check my email and call my office every day, no matter where in the world I might happen to be. When I ask if anyone needs to speak with me, the answer is usually "no." I am not sure if that is good or not! Do you think maybe they are trying to tell me something?

Whatever you have on your bucket list, start figuring out how to get to it. It can be anything you enjoy, no matter where, when or what – maybe even joining me at this year's National NARPM® Convention and Trade Show in Minneapolis. Get registered! I guarantee you won't be disappointed.

Stephen D. Foster, MPM® RMP® 2014 NARPM® President



Minneapolis is connected by eight miles of climate-controlled skyways and tunnels through all of downtown, meaning you never have to take a step outside if you don't want to, even though you absolutely should.

Welcome to fall! It is a beautiful time around the country. The weather is starting to cool down and trees in some areas will begin changing colors. Where do you plan on being this fall?

A great place to spend your October fall days is in Minneapolis, MN, at the Hyatt Regency, which is the location for the 26th Annual NARPM® Convention and Trade Show. We are excited to have some new vendors participating in the Trade Show, including Lowe's, Valspar, Lumber Liquidators, plus several E&O Insurance providers who can help you with your business coverage. Of course, we appreciate all of those vendors who support NARPM® each year, and we encourage you to look at the show floorplan on the website at http://www.narpmconvention.com/exhibitors to see who will be with you in Minneapolis.

We know the Convention is not just about the Trade Show, or the President's Celebration (a mixture of the Mall of America's SEA LIFE® Minnesota Aquarium, Nickelodeon Universe® Amusement Park, and Moose Mountain Adventure Golf), or the Past Presidents' Charity Curling Event. It is all about the education you will receive. This year, the Program Committee, chaired by Duke Dodson, MPM® RMP®, did a great job of putting together outstanding, educational workshops. Come and learn from these named presenters: Mike Paton, certified EOS (Entrepreneurial Operating System) Implementer, has spent a lifetime learning from, and sharing with, entrepreneurs. The product of an entrepreneurial household who ran or helped run four growing businesses, Paton discovered EOS while trying to run a \$7 million marketing research company in Minneapolis; Scott Christopher is author of the best-selling People People: Who They Are, Why They Win and How To Become One, and a consultant on strengthening work culture with recognition and fun; Donna Hanbery is the founding partner and President of Hanbery & Turner, P.A., a four-attorney law firm representing property owners and managers on all aspects of rental housing.

This includes fair housing training and defense, evictions, development of best leasing and rental practices, and day-to-day legal challenges for property owners and managers; Toby Madden, an economist in the Public Affairs Department at the Federal Reserve Bank of Minneapolis. In this position, he writes articles for bank publications and frequently speaks on the economy; and who better to close the Convention than NARPM® Past President Mark Kreditor, MPM® RMP®, who makes everyone who hears him feel better about their chosen profession of property management.

Networking time has been built into this Convention, so you can have coffee with friends at the end of the day, or attend a Regional or Committee Meeting to see what NARPM® is all about. We know you won't want to miss this outstanding event that is built just for you. Also this year, you will notice the program is color coded for tracks that deal with your position, whether it is property manager, broker/owner, or support staff. No longer do you need to guess what sessions will help you. The committee has done that for you.

Do you know what I forgot to tell you? Minneapolis is connected by eight miles of climate-controlled skyways and tunnels through all of downtown, meaning you never have to take a step outside if you don't want to, even though you absolutely should. You can follow these pathways to cultural sites and great places to eat. I can't tell you enough what a great city Minneapolis is with all the arts, entertainment, and nightlife it hosts. Jump in now and make sure you are registered for the one event that will help build The Foundation of Property Management. For more information on this event, go to http:// www.narpmconvention.com/ and find all the details.

Gail S. Phillips, CAE NARPM® Executive Director



Together, Everyone Achieves More Go TEAM Go!

Greetings from San Antonio, Texas - home of the five-time National Basketbsall Association Champion Spurs. With the recent win over the Miami Heat, the media has drawn a lot of attention to the Spurs and their "surgical-like" team approach. They have really shown the power of the team verses individual thinking. I have personally seen the impact of thinking like a team verses thinking like an individual. My company has gone from managing 20 properties in August of 2009 to almost 350 doors to date. Over the years of growing, I have learned the increasing importance of leveraging my TEAM. As small business owners, we oftentimes take on the world and forget we have a team that is willing and able to help out. As long as you "paint the vision," you can go as a team. The benefits of being a team can be seen throughout any organization.

For me, the challenge of being part of a team is letting go. For years, the weight of all the properties fell on my shoulders. As I grew, I took on an assistant, but still had my hands on everything. That included things she was handling very well. When your name is on

prepare me to call them back. Frequently, the team

member can answer the question and it never reaches

me. We hold weekly team meetings where we review

the file for each property and find out status on repairs, paperwork, and client relations. It puts each person in charge of the property, which also holds one another accountable in a group setting. No one wants to let the team down. It also lets the team solve problems in a roundtable conversation. Finally, when we take on a new client, I sell the team. Rather than presenting what I can do for them, I explain why our team is the best option to assist them with their largest asset. When I set the expectation up front that the team is there to help them, more and more owners would call and speak to the staff instead of speaking to me. I explain the benefit of getting four people for the price of one. Showing the client the benefits and setting good expectations up front solved a lot of headaches for me and allows the team to show what

When the team approach starts working, you will find things just fall into place and the team members want to help each other. We celebrate our victories together as a team with Friday lunches on the boss, additional time off, and other praises and acknowl-

As long as you "paint the vision," you can go as a team. The benefits of being a team can be seen throughout

any organization. the door, you think your way is the best way. When edgements. I used to believe employees only wanted the company grew in size again, my mindset had to raises, but praise is just as effective when shared with change. With over 200 doors, I physically couldn't their fellow employees and your clients. Acknowledging when they go above and beyond is key to have my hands on everything. I couldn't return every call or talk to every tenant. There were some employee retention and the success of a growing key things I did to help. Most were very basic, but company. I have heard many rules of thumb on this, empowered the team and in doing so, I took "nonbut on average, I try to praise the team and/or team dollar productive" items off my plate. For example, members four times as often as I point out things that when someone called and said "I need to speak to can be done differently. Cortney," the team member would just take a message in the past. Now instead, the team member asks what the call is regarding, so they can research it and

Remember, the word team means Together Everyone Achieves More. I hope sharing these tips will be helpful to fellow property managers in the growth stages of their business. The weight of the world doesn't have to be on your shoulders. Share with your team and you will be happy to find they want to help. $\stackrel{\frown}{\iota}$



Cortney Gill was born and raised in San Antonio, and she is no stranger to real estate. Her parents have owned a real estate company since the late 1980s. After a short career in general real estate, she decided to work in residential lending for a decade. In 2007, she got back into general real estate and found her niche in property management. In 2009, she opened and established GSG Property Management. Being a homegrown Spurs fan, she thought GSG was a great name (standing for Go Spurs Go). GSG Property Management now manages about 300 single-family and multi-family homes in and around the San Antonio area. Cortney and her team are dedicated to working by referral and serving their clients' property management needs. As mom to two beautiful girls, Vivienne and Gabriella, her spare time is filled being with them and serving on the Board of Directors for San Antonio Respite Care.

Form W-8ECI

(Rev. February 2014)

Department of the Treasury

Certificate of Foreign	Person's	Claim '	That In	come	ls
Effectively Connected	With the	Condu	ct of a	Trade	or
Business i	n the Uni	ted Sta	tes		

► Section references are to the Interna ► Information about Form W-8ECI and its separate instru

U.S. taxpayer identification number (required - see in SSN or ITIN EIN

► Give this form to the withholding agent or payer Note. Persons submitting this form must file an annual U.S. income tax return to report income claimed to be effectively



Richard Hart, EA,

CAA, earned a degree in accounting and has since acquired experience putting his knowledge to work in the construction, manufacturing, service, restaurant, banking, and real estate industries for more than 13 years. In 2006, Richard opened his own practice, Hart & Associates Tax Consulting and Preparation Services, to specialize in tax accounting and has earned the credentials of Enrolled Agent and Certified Acceptance Agent with the Internal Revenue Service. He has effectively helped hundreds of clients to successfully navigate U.S. Tax Law and preserve their wealth. Hart & Associates is a NARPM® Affiliate Member.

Expiration After Five Years Unused ITINs

In June 2014, the Internal Revenue Service (IRS) announced that Individual Taxpayer Identification Numbers (ITINs) will expire if not used on a federal income tax return for five consecutive years. To give all interested parties time to adjust and allow the IRS to reprogram its systems, the IRS will not begin deactivating ITINs until 2016.

The new, more uniform policy applies to any ITIN, regardless of when it was issued. Only about a quarter of the 21 million ITINs issued since the program began in 1996 are being used on tax returns. The new policy will ensure that anyone who legitimately uses an ITIN for tax purposes can continue to do so, while at the same time resulting in the likely eventual expiration of millions of unused ITINs.

ITINs play a critical role in the tax administration system and assist with the collection of taxes from foreign nationals, resident and nonresident aliens, and others

ITIN numbers. I recommend the best practice of having this form signed every year by including this as part of your annual contract renewal checklist. This will protect your interest in the event of an IRS audit. If the owner is using an ITIN that has expired, you will receive notice from the IRS after you file the annual 1042-S (Foreign Person's U.S. Source Income Subject to Withholding) report, stating that the ITIN is not valid. Remember that ITIN numbers always start with the number 9. If you have an owner with an ITIN number, you must issue Form 1042-S, not Form 1099-Misc (Miscellaneous Income) to report gross rents. At that point, you will begin withholding 30% on gross rental income immediately, until the owner provides a new valid ITIN number. (See Residential Resource issues February 2013, page 10, and March 2014, page 24, for more information on filing Form 1042-S.)

I recommend the best practice of having this form signed every year by including this as part of your annual contract renewal checklist.

who have filing or payment obligations under U.S. law. Designed specifically for tax administration purposes, ITINs are only issued to people who are not eligible to obtain a Social Security Number.

Under the new policy:

- An ITIN will expire for any taxpayer who fails to file a federal income tax return for five consecutive tax years.
- · Any ITIN will remain in effect as long as a taxpayer continues to file U.S. tax returns.
- A taxpayer whose ITIN has been deactivated and needs to file a U.S. tax return can reapply using Form W-7 (Application for IRS Individual Taxpayer Identification Number).

WHAT DOES THIS MEAN FOR **PROPERTY MANAGERS?**

Continue to make sure that you have signed, up-todate W-8ECI Forms (Certificate of Foreign Person's Claim That Income Is Effectively Connected With the Conduct of a Trade or Business in the United States) on file with

QUESTION FROM A PROPERTY MANAGER

If we have a handful of homeowners that have applied for ITINs, but we're waiting for the numbers to come in, do we need to send the 30% to the IRS each month until we receive the ITIN?

The answer is yes! The IRS considers the 30% deposit their money. And, if you know the IRS, you know that they want their money immediately. The danger that many property managers fall into is that they want to work with the owner and hold the 30% deposit in an escrow or trust account in hopes that the ITIN number will be provided by the owner. More often than not, the owner fails to get the ITIN number and then the property manager has to send the deposit to the IRS in arrears. This mistake costs the property manager, not the owner, a 10% penalty per month on the late deposit. Follow the rules and make the monthly tax deposit to the IRS. The owner will be able to apply for a refund on the deposit when they file their tax return. Just make sure that you correctly report the tax deposit to the IRS on Form 1042-S at the end of the year.

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Ready to Love Your Property Management Software?







Brad Larsen, RMP® candidate, is the Broker and Owner of Larsen Properties in San Antonio, TX and currently manages 400 singlefamily homes. Prior to getting into real estate and property management, Brad was a U.S. Army Infantry Officer. Brad has been a member of NARPM® since 2010.

Itemizing Deductions from the Security Deposit The Dreaded Move-out

After every move-out, all property managers go through the same worry and dread over itemizing any deductions from the security deposit on behalf of the outgoing tenants. In about half or more of our move-outs, there is usually something for which the tenant is responsible. This could be as little as burned out light bulbs, or as big as a complete make-over. Some states have certain formulas for carpet replacement or paint. At some point, the grayest term in the world comes up - Normal Wear and Tear. In some instances, a lot of damage to the home can be traced back to the uneducated owner and perhaps, the property manager who did not education him/her. It reminds me of the halftime speech you hear from football coaches. Try to imagine it in a loud football coach tone. "This is where all that hard work and effort you put in months ago pays off!"

PRICING

When you dig into the root of a bad move-out, circle back to the beginning of that owner relationIs your tenant selection and screening criteria as good as it can be? Or do you see the end result of bad pricing, which equals no applications, and then end up in taking the first applicant with a pulse? It's a chain reaction started from the beginning in working with a new owner. If your tenant screening is solid, you are laying the foundation for reviewing the best applicants, and finding that right tenant.

STRONG LEASES

Once you have a strong applicant, a big part of maintaining your home is having strong lease agreements in place to include move-out addendums or any other follow up paperwork. The good idea fairy is definitely welcome in this phase of leasing. Anything that seems like a good idea, put it on paper and get it signed by all parties. It could save you big time later on. Example: We make the tenants professionally clean the carpets upon move-out and present us the receipt. Rug Doctor

We tell owners that a big share of the heavy lifting is done up front by good advertising and solid tenant screening.

ship you established. Did you "buy" the listing? In REALTOR® terms, that is telling an owner whatever they want to hear to get the business, sometimes including an unrealistic price. When pricing a home for rent, you want to establish the fair market rate with an owner, but at the same time illustrate the benefits of coming down a notch on their initial pricing. Lower-priced homes rent more quickly, they can create a tenant frenzy with multiple applications, and they produce motivated tenants ready to illustrate to you why you should rent to them.

ADVERTISING AND SCREENING

We tell owners that a big share of the heavy lifting is done up front by good advertising and solid tenant screening. Our goal is simple - find a good tenant. The "how" of that is the difficult part.

rentals do not fly. If you have this in writing, you will see the positive end result upon move-out, or you have a signed document as evidence stating the tenant will be charged if they do not clean the carpets as agreed.

WRITTEN MOVE-OUT PROCEDURES

Do you have written move-out procedures? Can you confirm that your outgoing tenant received those instructions? If you can indicate to a tenant that "according to the move-out instructions you were sent, the light bulbs were to be replaced. We show you did receive the instructions and they were posted to your tenant portal." Not only can it be a catch-all document, it can prepare the tenant for potential penalties if they don't allow showings and illustrate potential charges for damage to the home.

PREPARE FOR COURT NOW

When the tenant vacates, are your in-house procedures in such good order that you would be proud to present them to a judge the minute the move-out is completed? This is important because we all go through this part of a move-out in a routine fashion and then kick ourselves six months later when responding to an attorney's demand letter. If you take the attitude that this is homework that you do for a judge to turn into the courts tomorrow, it will enable you to finalize the move-out inspection. Document everything with over-the-top evidence.

SEVERAL FORMS OF PROOF

We feel it's important to have at least two or three layers of evidence, and take good color photos - more is better. Good color pictures - more is better. Be sure the camera is adequate and the issues being documented on paper are illustrated on film. Video is now becoming the new digital photography. If pictures are worth 1,000 words, video is worth 10,000 words! Video is now admissible in a lot of court rooms. It will deter litigation by showing an attention to detail that pictures do not pick up. Video will illustrate the situation at hand better and faster than any other medium. Simply get an inexpensive video camera (or smart phone) - take videos - and post them to your company YouTube channel as private videos. It's easy and they stay there forever. Hint - you can also charge the owner for this as you just added a very valuable service.

DEALING WITH AN UPSET TENANT

If you do end up dealing with a tenant who feels the itemized deductions are not fair, do your absolute best to NOT irritate them any more by responding in a defensive mode. Fully understand their concerns, and politely illustrate your position with as much evidence as possible. Think of those 100 photos and the 10-minute move-out video you took! Think in advance that all of your correspondence to the tenant will be reviewed by an attorney and a judge. If you send those items over to the tenant to review, will that help in convincing the tenant those charges were justified? In most cases, this is all that is needed. Keep in mind, this tenant is also your next internet reviewer, who will enjoy bashing your company online with no real justification. Try to work with them up front and they will appreciate the responsiveness.

DO EVERYTHING IN WRITING

When working on any issue over the outgoing tenant's security deposit, it would be wise to inform your outgoing tenant that you or your staff will not talk about the details surrounding the security deposit over the phone. Too many bad things happen when an upset tenant calls in or you get ambushed by a phone call. Emotions run high and sometimes you or your staff can only take so much brow beating and may say something that would be regrettable later on. This will also

eliminate the "he said – she said" game that tenants might play, along with establishing a pattern of documented evidence that will play in your favor later on. Emails or letters work best and will assist in documenting the entire history. As mentioned before, establish your mindset that all of your correspondence will be reviewed by a judge. If the tone of your correspondence comes across as arrogant or heavy handed, this will not help your cause. Owners will also see this.

OFFER TO RESOLVE THE DISPUTE

Should the tenant still feel that they are being wronged, we have found a third-party mediator who comes to our office and listens to both parties' positions, which is very, very beneficial. This can be done at a small cost to the tenant and the owner. If it gets this far, we have seen owners take the hard line holding firm on all accounting. Since this is their battle - they have to assist in the cost. The decision from the third-party is binding. Consider it selfappointed mediation at a fraction of the cost of going to court.

AVOID THE COURTROOM AT ALL COSTS

This point needs to be constantly hovering over your thought process the entire time you are dealing with tenants. If it costs YOU or your owner a little bit to concede a point – give in! We have seen disputes over \$200 turn into \$10,000 in attorney's fees. The only winners in that regard are the attorneys involved.

emotion that causes one to fear public speaking. It's the lack of preparedness and confidence. If you feel your systems are in place to give you all the evidence you would ever need, that will easily prepare you for any security deposit challenge with even the most difficult of tenants.

If it costs YOU or your owner a little bit to concede a point - give in!



National Association of Residential Property Managers

26TH ANNUAL CONVENTION REGISTRATION • OCTOBER 22-24, 2014 • MINNEAPOLIS, MN

(Education classes begin on October 20 and other Pre-Convention activities begin on October 21.)

• REGISTRATION	INFOF	RMATION	(please ty	pe or prii	nt - one r	egistration	form per	person)		Are you a current NARPM® members ☐ Yes ☐ No
Name:				Name	for badge	e:				Are you applying for membership?**
Company Name:						Title:				☐ Yes ☐ No
Address:										Is this your first NARPM® convention ☐ Yes ☐ No
City:										SPECIAL ASSISTANCE 🕏
Phone:										☐ I will require special assistance.
Are you a Vendor or										☐ I have special dietary needs and
(If yes, you may only										request a vegetarian meal.
2 REGISTRATION	I FEES	□ IREM® r	nembers cl	neck this	box to re	ceive NARI	PM® mem	nber pric	ing.	Pre-registrations must be postmarked or faxed by 11:00 pm Eastern Time on September 22,
		ROFESSIO			ASSOCIAT			NON-		2014. After September 22, 2014, send the higher fee shown. Do not send registration to
	5 1 81 1	MEMBER			MEMBER		5 1 01 1	MEMBE		National after October 9, 2014. Instead, registe
	Early Bird By 9/22/14 Postmark	9/23/14 to 10/9/14 Postmark	10/10/14 & After Postmark & Onsite Reg.	Early Bird By 9/22/14 Postmark	9/23/14 to 10/9/14 Postmark	10/10/14 & After Postmark & Onsite Reg.	Early Bird By 9/22/14 Postmark	10/9/14	10/10/14 & After Postmark & Onsite Reg.	on-site at the convention. People registering on-site are not guaranteed access to the luncheons.
☐ Basic Convention	\$395	\$465	\$565	\$445	\$515	\$615	\$500	\$600	\$700	*TEAM DISCOUNT
(Pre-Convention & □ Team Discount*	Post-Conv -\$50	ention Even -\$50	ts below no	t included. -\$50) -\$50	N/A	N/A	N/A	N/A	When two or more NARPM® members from one office register for the entire convention ,
(*Basic Convention	only)				450	,	. 77.	. ,, .	. ,,, .	the second and each additional registrant
Single-Day Registration										receive a \$50 discount for their entire con- vention registrations. Registration forms and
☐ Wednesday☐ Thursday	\$100 \$200	\$200 \$270	\$300 \$370	\$150 \$250	\$250 \$320	\$350 \$430	\$170 \$300	\$270 \$370	\$370 \$470	payment must be received at the same time.
☐ Friday	\$200	\$270 \$270	\$370 \$370	\$250	\$320	\$420 \$420	\$300	\$370	\$470 \$470	To receive discount, registration must be done directly with National, not online.
,										**JOIN & REGISTER
☐ Trade Show ONLY (AM or PM Thursda		\$50 v admission	\$100 Does not in	\$100 oclude mea	\$100 als)	\$150	\$50	\$50	\$100	Not yet a member? You can become a NARPM
PRE-CONVENTION EV	, ,	, admission.	Does not ii		,					member and register for the convention at the reduced member rate. Check "Yes" at the "Are
☐ Business Leader				n registrat	ion fee.)					you applying for membership?" option above
Development Trainin		\$150	\$200	\$149	\$200	\$250	\$300	\$400	\$500	and submit the appropriate membership application with this form. Applications can be found
☐ President's Celebrat	tion \$95	\$110	N/A	\$145	\$160	N/A	\$195	\$245	N/A	online at www.narpm.org/join.
POST-CONVENTION	EVENT (N	ot included	in Basic Coi	 nvention re	egistration	fee.)				CANCELLATION POLICIES
☐ Friday Dinner	\$45	\$65	N/A	\$95	\$115	N/A	\$145	\$195	N/A	If this convention is cancelled for any reason, the liability of NARPM® to the registrant is
					Regist	ration Fees	SURTOTA	\I \$		limited to the return of the registration fee. A necessary rescheduling of the convention, as
A EDUCATION C	LACCEC	Dl	to tall a sec		_			ι Ψ		approved by the NARPM® Board, does not
3 EDUCATION C Have you submitted s			,				Ю			constitute a cancellation.
4 EXTRA GUEST							paistration	Not avail	able for	Convention cancellations must be received in writing. If cancellation is received 30 days prior
C Extract Golds	. ICKLI		Note: One t		_		_		able for	to October 16, 2014, there will be a full refund
				Member		Non-m	nember			less a \$25 processing fee. If cancellation is received 15-29 days prior to October 22, 2014.
Wed. Reception & Trad Thursday Breakfast	le Show	(# (of tickets) x	\$45 = 1 \$30 = 1	\$ \$	\$6 \$5	5 = \$ 0 = \$		_	there will be a 50% refund. There is NO refund
Thursday Lunch		(# (of tickets) x	\$45 =	Σ \$	\$6	5 = \$		_	1-14 days prior to October 22, 2014.
Friday Breakfast		(# 0	of tickets) x of tickets) x	\$30 = 1	\$	\$5	0 = \$			MONETARY POLICIES
Friday Lunch		(# (of tickets) x	\$50 = 1		\$/ Guest Ticket	0 = \$ SUBTOT			A \$25 processing fee will be charged for rebilling a credit card. A charge of \$25 will apply
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And made targeted, workshop tracks for all!

So, you get to the convention and there are many excellent workshops workshops from which to choose.. How do you choose? This year, NARPM® is offering a helping hand by providing tracks targeted to your interests - One less thing for you to think about. You can now view the schedule with suggested tracks online at www.narpmconvention.com/workshops or in the Registration brochure you received in the mail.

Don't hesitate to sign up! Prices go up after September 22, 2014.

THIS YEAR'S CONVENTION FEATURES:

- An educational workshop program that's tracked to your interests: Follow the Broker/Owner track, Property Manager track or Support Staff track and tailor the workshops to your needs.
- Exciting general sessions and networking opportu**nities:** The National Convention is the only NARPM® event that offers national speakers and extraordinary opportunities to meet and share with your colleagues.

- Sold out Trade Show! This year, we boast the largest NARPM® Trade Show ever with 80 exhibitors. In addition to old friends, you will have the opportunity to meet with some new national vendors like Lowe's Professional Services, Valspar, and Lumber Liquidators.
- And then, there's Curling! You can't afford to miss this Past Presidents' Charity Tournament benefiting Special Olympics.

REGISTER NOW

by sending in the form on the facing page or visit

www.narpmconvention.com/register

AND WE'LL SEE YOU IN MINNEAPOLIS!



TECHNOLOGY Matters

SHEDDING SOME LIGHT ON THE MANY MYSTERIES OF OUR FAST-PACED HIGH-TECH WORLD



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. PropertyBoss Solutions is a NARPM® Affiliate Member. For more information about Michael or PropertyBoss Solutions, visit propertyboss.com or call Michael at 864.297.7661 x26.

Should You Be Linked In?

Each month our local Chamber of Commerce hosts "The Sales Roundtable," a brown bag lunch event. I have it on my calendar for the third Wednesday of each month without regard for the speaker or topic. The organizers always deliver an interesting theme for the meeting and a great presenter. This particular month was no exception. Lindsey Stemann, Vice President with Intero Advisory, shared her experience on the topic of "LinkedIn: It's Not Social, It's Business." As I reflected on her presentation while sitting in the audience, and influenced by the looming deadline for my next Technology Matters column, my thoughts drifted to "How can LinkedIn help the busy property manager?" I approached Lindsey after the meeting and posed the following questions.

ARE PROPERTY MANAGERS ON LinkedIn?

Yes. According to the 2013 NARPM® member survey, 49.4% of members say they use LinkedIn. By searching "property manager" on LinkedIn, 1,632,034 results were returned.

WHAT ARE FOUR THINGS EVERY PROPERTY MANAGER SHOULD KNOW ABOUT LinkedIn?

- **1.** Your LinkedIn profile is critical to your credibility. Build out your story so that when people find you, they are seeing the complete picture. Did you know there is a certifications section on LinkedIn? Add your MPM®, RMP®, CSS®, and CRMC® designations or your CMC certification.
- 2. Personalization is key to using LinkedIn. The only blue connect button you should click is within the person's profile with whom you want to connect. The old "Michael, Lindsey would like to add you to her network" is so lame at this point. We're more than a decade into using LinkedIn and need to update our approach. It takes five seconds to delete that sentence and personalize a note to someone that makes your request stand out in their inbox.
- **3.** The power of LinkedIn is up to you. While some aspects of the tool works on your behalf (i.e. saved searches once you build them), to see

- action you have to be proactive. Connect with people, thank them when they accept your invitation, message people with whom you have lost touch, share an article posted by one of your connections, comment on a post from your newsfeed, create introductions, request introductions, write recommendations, and so on.
- **4.** The LinkedIn mobile app is not the same as LinkedIn on your desktop or laptop. I really only use mobile apps as viewing mechanisms and engage with my network when my laptop is in front of me. The functionality is just too limiting on the mobile app.

WHAT ARE THREE WAYS TO BUILD YOUR NETWORK?

- **1.** First, consider who should be in your network. Find and connect with your constituents: renters, owners, vendors and business partners. I even venture to say some personal friends who you may not do business with, but who are wellconnected, could introduce you to people in their network.
- 2. Only connect with individuals through the webbased LinkedIn version; this approach allows you to personalize your invitation requests. At a networking event, ask a person with whom you are interested in continuing a conversation if they're on LinkedIn. When they say yes, ask if you can connect with them on LinkedIn. Almost 100% of the time, people will say, "Of course!" Go to their LinkedIn profile and send them a quick note, "Enjoyed meeting you this evening. Let's connect!" When they accept, thank them and ask if they might be open to having a call or grabbing coffee since your conversation was cut short at the previous event. The 2013 NARPM® member survey says the #1 benefit to being a member is networking, so take those offline relationships online and start connecting!
- 3. Use LinkedIn Groups to find peers in your industry (see previous responses). The NARPM® Group currently has over 7,200 members. That is a lot of people waiting to engage with you!



There are over 400 other Groups for property managers on LinkedIn.

WHY DO YOU SAY LinkedIn ISN'T SOCIAL MEDIA. IT'S A BUSINESS TOOL?

I don't consider myself a social media expert. As many people can, I can speak at a high level about the many platforms out there. Our company's focus has been intentionally on LinkedIn. We are all Business-to-Business (B2B) professionals, and we can get on the ground level with other business professionals to empower them to use LinkedIn as a business tool.

Having trouble setting meetings with owners? I setup 38 meetings within six weeks that were all initiated on LinkedIn. If you haven't thought about LinkedIn as a business tool, consider it as an entry point to your conversations. We're never selling on LinkedIn, but simply presenting ourselves as credible experts who look reasonably intelligent and are interesting folks interesting folks with which to engage. We're creating professional context for ourselves and our companies.

If you're a business owner, you know what it means to sell. Property managers are customerfacing, and building a strong network is critical to their success. You probably also understand that it often takes multiple touches to reach someone. Have you thought about incorporating LinkedIn into that process? From invitations, to Group discussions, to commenting on and sharing posts, to messaging, there are many ways LinkedIn provides an additional means to touch the people you want to reach.

HOW CAN PROPERTY MANAGEMENT COMPANIES USE LinkedIn?

We often cannot control how people find us or how they find our company. This is why it's critical to create as many entry points as possible for people to find us. Adding a Company Page on LinkedIn allows more people to find you and your company. It allows them to get a feel for your culture (very important if you're hiring) and most

importantly, it adds credibility with owners and residents.

If you don't know them, check out Blue Ocean Realty on LinkedIn. They do a great job acknowledging their employees and sharing news updates with their LinkedIn followers.

DOES INTERO ADVISORY REALLY JUST TRAIN ON LinkedIn?

It's true: We have trained over 6,500+ business professionals since 2011 on the "how" and "why" of LinkedIn for business. We coach 1:1 and train teams. We speak about LinkedIn across the country. We are also an Alliance/Channel Partner with LinkedIn on their enterprise Talent Solutions recruiting products.

IN SUMMARY

Here is a convenient checklist to implement a LinkedIn strategy as Lindsey suggests:

- Setup a LinkedIn profile for yourself. If you already have one, review and enhance your profile.
- Join the "NARPM®" or "Residential Property Management Professionals" (over 30,000 members) group – use the search tool to identify other groups of interest to you (there are a few groups associated with property owners which may offer some lucrative prospects).
- Create a company page for your business review the Blue Ocean Realty company page for some ideas for your page (click on the LinkedIn icon at the top of their home page - www.blueoceanrealty.net).
- Implement one or two of Lindsey's suggestions from her "The power of LinkedIn is up to you" section above. More tips are available on her blog (www.interoadvisory.com/blog) or as material she publishes on LinkedIn.

Let me know (through LinkedIn) about any clever ways that you have been using LinkedIn. I will add them to the additional resources (www.propertyboss.com/narpm or use the QR code). Send me a LinkedIn connection request (and be creative!).

According to the 2013 NARPM® member survey, 49.4% of members say they use LinkedIn.



Scan this code with your smartphone to access additional resources.





Kasey Medina, RMP®, joined the Bell-Anderson family as a property manager in 2006 while working on her Bachelor of Business Administration degree, which she earned from Central Washington University. Kasey earned her RMP® designation along with the Rocky Maxwell Award in 2010, and has served NARPM® on both the local and national level in various positions. Kasey is best known in NARPM® as "Vickie Gaskill's daughter," although she is actually her niece. There really are just too many family members to count.

Property Managers

Ought to Have Some Fun!

At Bell-Anderson, we often hear the question, "Do you actually do any work?," which is quickly followed by "because it looks like you have too much fun." While it is true that we are known for elaborately themed potlucks, an abundance of Seahawks' spirit (SUPERBOWL CHAMPS!) and fun tradeshow booths, there is actually a method to the madness.

Our company motto is "Our Family Serving Yours." Six out of sixteen of our employees are related, but we consider every employee part of our family. We believe that you spend too much of your life at the office not to have some fun. At Bell-Anderson, hard work and giving outstanding service to our clients goes hand in hand with fostering a culture of family and fun that boosts employee morale and makes us more relatable to our clients. There is no point in promoting the culture of your business if your employees aren't sold. Here are some of the ways our broker, Vickie Gaskill, MPM® RMP®, fosters employee buy-in and retention.

Property management can be a tough business,

Fire," gold medals, and a curling (ribbon) competi-

We not only have a lot of fun, we share it with the people around us. I manage Bell-Anderson's Facebook page and the posts that get the most interaction from our owners and residents are photos of the unusual things we have been up to, not housing trends. Our clients like to see who we are as people. I think it makes us more relatable and breaks down some of the stereotypes of "heartless property managers." If you worry about an owner thinking that you goof off more than you take care of their property, let your good work and your company culture speak for itself.

I could go on all day about the good times we have had as a group, but there's more than just fun to be had. Bell-Anderson also empowers employees to care about the company by including everyone in one of several decision-making committees. Our committees this year include marketing, building maintenance, social, and emergency preparedness. For example, last year the marketing committee

We believe that you spend too much of your life at the office not to have some fun.

as we balance our fiduciary duties to our owners, learn how the law says we have to treat clients, and juggle the interactions that go along with managing these huge investments. Having some fun at work provides a good outlet for stress relief and helps prevent employee burnout. Imagine being upset while your co-worker dons Billy Bob teeth for a redneck potluck. How about a tea service complete with little sandwiches and fancy hats to celebrate the royal wedding? All of these events happened within the normal hour that is provided for lunch, but everyone went back to their desks smiling at the antics and good company of their co-workers. Maybe you have some employees who don't get along well? Try staying upset with each other over an Olympics lunch complete with "Chariots of

coordinated advertising opportunities like tradeshows and sponsorships, while the building maintenance committee had fire extinguishers inspected and collected bids to repave the parking lot. Committees allow employees to play to their strengths. I would probably fall asleep in the emergency preparedness meeting, but marketing is more up my alley because I believe in our business model and want to share it. The meetings are quick, held on company time, and give employees a sense of ownership in the company. Management always has final approval of new ideas, but Vickie is gracious to consider the input of her employees when it's possible.

Speaking of gracious, I'm excited to share our Continued on page 20 "Fun"



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DESIGNATION Classes

DEMONSTRATE THAT YOU HAVE EXPERT KNOWLEDGE ABOUT RESIDENTIAL PROPERTY MANAGEMENT

Interested in **Sponsoring?**

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

DATE	LOCATION	CLASS	INSTRUCTOR
9/13/2014	Melbourne, FL	Ethics	Gail Moncla, MPM® RMP®
9/13/2014	Melbourne, FL	Owner/Client Relations Advanced	Fred Thompson, MPM® RMP®
9/15/2014	Nashville, TN	Owner/Client Relations Essentials	Kit Garren, MPM® RMP®
9/16/2014	Nashville, TN	Owner/Client Relations Advanced	Kit Garren, MPM® RMP®
9/18/2014	Roswell, GA	Personnel Procedures Essentials	Vickie Gaskill, MPM® RMP®
9/18/2014	Forth Worth, TX	Marketing	Betty Fletcher, MPM® RMP®
10/20/2014	Minneapolis, MN	Owner/Client Relations Essentials	Brian Birdy, MPM® RMP®
10/20/2014	Minneapolis, MN	Habitability	Kit Garren, MPM® RMP®
10/21/2014	Minneapolis, MN	NARPM® 101	Robert Locke MPM® RMP®
10/21/2014	Minneapolis, MN	Risk Management Advanced	Vickie Gaskill, MPM® RMP®
10/22/2014	Minneapolis, MN	Ethics	Brian Birdy, MPM® RMP®
11/12/2014	Tucson, AZ	Tenancy	Peter Meer, MPM® RMP®

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

FEES (subject to change)

@hour Course Member Non-member Retake RMP [®] /MPM [®] Candidate	Early Registration* \$195 \$295 \$75 \$100 \$180	Registration \$250 \$350 \$150 \$150 \$250
<u>⑥hour</u> NARPM® 101	Early Registration*	Registration
Member	\$99	\$99
Non-member	\$99	\$99
Retake	\$99	\$99
RMP®/MPM®	\$99	\$99
Candidate	\$99	\$99
3hour Ethics		
Member	\$45	\$45
Non-member	\$95	\$95

^{*}To receive the early registration price, payment must be postmarked, faxed or emailed 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 $30\ days\ before\ the\ \ddot{class},\ a\ 50\%$ 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®.

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

Name		
Company		
City/ST/Zip		
	Fax	
Email		
Register for Classes		
Name of Class	Class Date Cost	
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Method of Payment		
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☐ Please charge my credit card i	n the amount of \$	_
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DON'T WAIT TO REGISTER!---- 1

It's your chance (probably your only one) to try to "sweep" the "stone" to the "button" in the "house" on the "sheet." You may meet a "hog," a "hack," and a "hammer" along the way.

If you are thinking about trying this Olympic sport to help in our fundraising efforts for Special Olympics, act now and fill out the participation application at right. If you don't want to play, please join us in the networking Party on Ice, which will be held at the curling event. Party on Ice attendance also requires registration.

Continued from page 16 "Fun"

latest project with you! In 2013, Bell-Anderson celebrated our 50th anniversary throughout the year with giveaways, special advertising, and a gala at the Showare Center in Kent, Washington. For 2014, Vickie is focusing on generosity in our community. Each employee has been given a budget and encouraged to find a community service project that interests them. Our front office coordinator organized a food drive for a local food bank and used her own funds to advertise the drive and to offer incentives for those who brought food donations. In May, two association managers teamed up with our local Rotary to buy supplies and fill backpacks that go home over the weekend with children from low-income families to make sure they get enough to eat. Another association manager uses her skills as a florist from her previous career to make amazing gift baskets for charity auctions. Empowering your employees to be generous in a way that is important to them benefits both your company and the community in which you operate.

Does any of this actually work? The proof is in our roll call. In the past five years, only three employees have left - one was asked to leave and two retired to spend more time with their families. The rest of our hiring has been due to growth. The average length of employment at Bell-Anderson currently sits at almost eight years and would be closer to nine if it not for recent hires to fill new positions. If you are having trouble encouraging your people to get along and buy into the company culture, try making your business a place that employees are encouraged to be creative, generous, and involved. Watch the family grow! 🚑









event will take place on October 21, vite you to join them at their annual Charity Tournament to benefit their The Past Presidents of NARPM® inlocal charity of choice. This year's

2014. CURLING

SPONSORSHIPS



Thank you to our Curling Tournament Event Sponsor for their support!

Please check the appropriate level below if you are interested in Sponsoring.

\$2,000 (No limit) Name recognition at the event and on all electronic marketing. Can provide company giveaways during lunch. Lunch Sponsor

name recognition on all electronic marketing and (No limit) Suggested level for all Past Presidents and CRMC®s. Banner/billboard recognition and Olympic Sponsors on the event day.

\$1,000 (Limited to 12) 12 end billboard/banner at the rink end. Name recognition on all electronic marketing and on the event day. **End Sponsors**

(No limit) Name recognition on all electronic marketing and on the event day. Affiliate Olympic Sponsors

Sponsor tag on curling stone (Limited to 96) Chapter/Curling Stone/Broom Sponsors

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☐ Name on curling broom

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\$100



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Deadline is September 19, 2014

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DON'T WANT TO CURL? \$45 per person (Includes lunch and party.)

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\$95 curling costs and Party on Ice/lunch for team of 4.) Select level at left (Note: Only Event Sponsor includes SPONSOR COST

\$95 per curler (Includes curling lesson, match play, lunch, and Party on Ice.) ☐ CURLER COST

PAYMENT

enclosed for \$ □ Check#

for Sponsorship/Donations payable to The Hampton Roads Foundation and for **Curler/Party Attendance** registration payable to **NARPM**® to my \Boxen VISA \Boxen MC \Boxen AMEX \Boxen Discover. ☐ Please charge \$_ Name on card

All information below this line will be shredded. Signature

PAYMENT/CANCELLATION CLAUSE

Exp Date

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to "**The Hampton Roads Foundation**." All **curler registrations** paid by check or money All sponsorships and donations paid by check or money order must be made payable and is non-refundable. Send forms to NARPM®, 638 Independence Parkway, Suite 100, order must be made payable to "NARPM®." Payment is due by September 19, 2014 Chesapeake, VA 23320, or by fax to 866-466-2776 or by email to info@narpm.org.

National Association of Residential Property Managers

THIS YEAR'S CHARITY



has chosen Special Olympics Minnesota as Past President Dave Holt, MPM® RMP®, his worthy, charity organization.

movement of people creating a new world We are helping to make the world a better, athlete, one volunteer, one family member welcomed regardless of ability or disability. which every single person is accepted and Together, they have helped with Special needs kids. Special Olympics is a global of inclusion and community, a world in healthier, and more joyful place — one Dave's wife, Mary, has worked with Olympics and other areas for special special needs kids for many years. at a time.

which is sometimes hard to come by in our this business. Special Olympics participants is unfortunate and a very frustrating part of management professionals, we sometimes others or treat the property of others. This deal with people who are not so thankful to be welcomed and able to take part in ground you and puts life in perspective, are so thankful and so genuinely happy things we take for granted. The joy and warmth you receive from them helps or caring in regards to how they treat Dave feels that, "As property day-to-day business lives."

REGIONAL Communications

CONNECTING THE EXPANDING NARPM® MEMBERSHIP ONE REGION AT A TIME





Leeann Ghiglione, MPM® RMP®, has been in real estate for 20+ years. She started in sales and then moved into property management. She really started to enjoy this business after joining NARPM® and began to learn so much from so many members, both locally and nationally. She has served as the President of King County Chapter, chaired the 2010 National Convention in Seattle, and served as the Member Services Chair in 2011.

All of our Chapters host charity and social events throughout the year. These events are above and beyond the regularly scheduled meetings,

and they don't just

happen by magic.

The RVP Bulletin

Serving the Northwest region as the Regional Vice President (RVP) for nearly three years has been a wonderful experience, filled with joy beyond belief. As I travel to Chapters throughout the region, I'm continually reminded that we truly do live in one of the most beautiful parts of our country. Our region enjoys the beauty of the Olympic, Cascade and Rocky Mountain ranges. We are blessed with majestic rivers, deep valleys, and the giant Pacific Ocean. From the Arctic Tundra of Alaska to The Cowboy State of Wyoming, we really do have a bit of something for everyone. At almost any time of the year you can go fishing, hiking, skiing, boating, surfing (brrrrr), camping, and now, you can even go "Glamping." (If you don't know what that is, just Google it). You could take a tour of Boeing, Microsoft, Amazon, or grab a latte at the original Starbucks. I just learned that the travel megasite, Expedia, is also based here in the Northwest. We are very fortunate to call the great Northwest home.

However, the greatest experience during my journey as RVP has been meeting so many amazing and talented members throughout our region. I have attended many Chapter, as well as Board meetings, and have been asked to attend many of our Chapters' social events and their fundraisers. It has been my pleasure to have been a guest speaker, as well. Yes, I have attended the famous Southwest Idaho Chapter's annual "Raft the River" event, held yearly in July. I do appreciate each and every one of you who give so freely of your time and energy to help our Chapters succeed. Thank you from the bottom of my heart to all who give so much and continue to do so each and every day. It is also very refreshing to see all of us play as hard as we work!

All of our Chapters host charity and social events throughout the year. These events are above and beyond the regularly scheduled meetings, and they don't just happen by magic. When you attend meetings and events, have you ever wondered who planned all of this? Chapter leaders have a lot on their plates planning the regular meetings, let alone any social or fundraising event. Without the support of their Committee Chairs and Board members, none of this would come to fruition. The Chapter

itself could potentially fail. Board and Committee positions on the local level are extremely hard to fill. Why? That is the question of the hour. Why is it so hard to fill the empty position? I believe that, if asked, most of us would say, "Sure, I can do that." Probably with a slight bit of hesitation, but once you jump in, you see it really wasn't as hard as you thought. However, if you are not personally asked to help, you could say to yourself, "No way, not me, I am too busy. I'm sure someone else will step up." What would happen if we all had that same mindset? Without our Chapter leaders stepping up and running the Chapter there wouldn't be a Chapter. Without the Chapter, from where would the camaraderie and amazing information that we all receive come? Yes, we could attend a Regional Conference or National Convention and gain valuable knowledge and information from those events, however, having a Chapter in your own back yard is the most valuable part to our membership. That's what I believe. We all gain so much from our own local meetings and it would be a shame to lose a Chapter due to lack of volunteers.

So, my point is, if there is something that you believe you could do to enhance your own Chapter, you should step up and volunteer. If you think you have something to offer, go for it! I tell my 13-yearold daughter to believe in herself; and she has learned that, by volunteering her time and talents, she can complete whatever needs to be done. We all try to encourage our families, friends, and staff to be the best they can be. Don't forget to remind yourself of that as well. We all have many talents to offer and volunteering can be one of them. If you have not been a part of a Planning Committee, you might not understand just how much time goes into the actual event itself. I would encourage each and every member to step up and volunteer. Give it a try. You might just find out it's not as hard as you thought!

I want to leave you with this quote by Edmund Lee. "Surround yourself with the dreamers and the doers, the believers and the thinkers, but most of all, surround yourself with those who see greatness within you, even when you don't see it yourself."

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Wyoming.

Pacific: Richard Vierra, RMP®

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Southwest: Steve Schultz, RMP®

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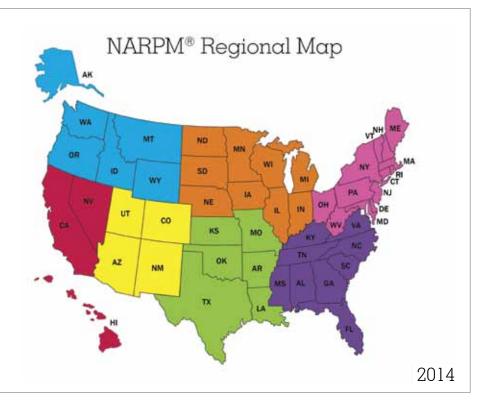
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CHAPTER Spotlight

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



Eric Bessett, RMP®, is co-owner of Madison Real Estate and Property Management, Inc. in Spokane, WA. He serves as the current President of the Inland Northwest Counties Chapter in Washington State, has served as the local Governmental Affairs Chair for the past three years, and has served on several committees with the local Association of REALTORS®. Eric earned his education degree from Eastern Washington University, was an instructor at a local vocational college, and enjoys teaching, especially on business related topics. In addition to running his business, he enjoys spending time with his wife and two kids, staying active in politics, and reading anything that might improve his business.

We understand that by working together to help each other improve our businesses, we will stand out as the professionals in property management.

Inland Northwest Counties

The Inland Northwest Counties Chapter of NARPM®, (based in Spokane, WA; covering eastern Washington and northern Idaho) has had a busy year. In the last twelve months, we have brought in two NARPM® speakers, held a clock-hour class, gained great insights from a local judge, and packed the room with a local landlord-tenant attorney. Most importantly, we continued to work together and support each other!

It is always fun to bring in a NARPM® speaker from another Chapter, which gets a good turnout. Chysztyna Rowek-Perry, MPM® RMP®, put us through her "Property Management Boot Camp." So many great ideas and reminders, that the group was taking notes like crazy! Kellie Tollifson, MPM® RMP®, showed us how to ease conflict, avoid bad online reviews, and reduce the stress on your office team. Her "Taking the Trouble Out of Security Deposit Refunds" class is excellent and shows how small, but important things, done the right way, can really improve your business.

We also held a clock-hour class titled "White Collar Crime." It was very insightful and will help all of the attendees identify red flags when someone is trying to run a scam. The class also helped us identify common areas in which we may unknowingly be involved in white collar crime ourselves. Very interesting indeed!

To help us understand court cases from the other side of the bench, we brought in a long-time judge to talk to the group. He explained how they look at the case, what factors in their decisions, and the best way for us to prepare and present a case when the occasion arises. He also asked questions and we were able to share our perspective on several issues. Overall, it was a very beneficial conversation for all involved.

As is probably the case with most Chapters, our most attended meeting was our landlord-tenant attorney presentation. As always, he came with a packet of information about changes in the law and insights from what he was seeing in the courtroom on a daily basis. In addition to that, he discussed the common mistakes he sees and how we can avoid them. This is probably our most beneficial meeting

of the year. Additionally, with large attendance, it is also a chance to recruit new members!

Sorry, but I need to end this article with a little bragging. One of the greatest strengths of our Chapter is the way in which we work together and support each other. We truly embrace the NARPM® spirit: sharing, cooperation, education, ethics, etc. It is easy to pick up the phone and call another member in our Chapter for any reason. If we are looking for a form, need ideas or just need another property manager to walk through a situation with us, help is always just a phone call away. While we are competitors, we also know that raising the standards of property management in our community benefits us all. We understand that by working together to help each other improve our businesses, we will stand out as the professionals in property management.

To illustrate this point, I offer a quick story. On two separate occasions, I recently went head-to-head with a fellow NARPM® member (along with other management companies) to get new business. Once I found out who I was competing against, I obviously let the prospects know that I felt our company was the better choice and why. However, I also told them that my fellow NARPM® member ran an excellent company and that they would be happy with either choice. It came down to who was the best fit for them. Well... I got one account, and my fellow NARPM® member got the other account. At the next meeting, this member came up to me and let me know their new client relayed what I had said and that they were very appreciative. It was easy, as I know this member would have said the same thing about me. Now I am as competitive as anybody, but if a prospective client doesn't go to me, I want to make sure they choose a fellow NARPM® member!

I trust that many of you can relay a similar story like the one above, as well as the incredible teamwork and cooperation within your Chapter. That is the NARPM® spirit in action and is what makes this the best association out there, period. If this is not the case in your Chapter, take it upon yourself to be the one to start fostering that spirit of cooperation, teamwork, and fun! 🚑

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Hear Ye! Hear Ye!

In accordance with NARPM® guidelines for approval of the Certified Residential Management Company (CRMC®) designation, notice is hereby posted that Worth Ross, MPM® RMP®, with Local Dwelling Property Management, 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 October 1, 2014.

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JUNE 26 - JULY 31, 2014

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