The Voice of the Washtenaw, Livingston, Monroe, and Lenawee County's Rental Housing **Industry!** 

Volume 29, Issue 4 — June 2013

Always available at www.wa3hq.org

#### Tim Furlong Coming to GLAStar in November

#### Business Lessons From AC/DC

#### From My Quarter Turns

Some of you may be familiar with the rock & roll band AC/DC. They've been around since the mid-70s and show no signs of stopping. The other day I was on a short run and AC/DC came on my internet radio

station and I marveled at just how long they have been able to do what they do in the manner they have been able to do it.

The thing is there are many rock & roll bands that have stood the test of time; mostly because they have changed and evolved over the years – but that's not what amazes me about this particular group. The fact is AC/DC has managed to stay relevant without



by this group you'll notice that they are all pret-ty much the same. I once heard their songs dechanging ANYTHING. If you listen to any song **GLAStar** scribed as "three chords and the truth." Nothing too fancy, nothing too clever, just good old guitar rock with screeching vocals laid over the top.

AC/DC has never changed their success

formula, never written a love song, never recorded a ballad, never went disco, techno, emo or anymo!

No, this band found something that worked, that connected with their audience and rather than force-feed their fans something they didn't want, they just kept giving it to them year after year, album after album. While they were never really loved by music critics, they have managed to sell over 200 million records. They must be doing something right.

So how does this relate to your business? Well, think about it. Who is your core audience? What is it that you provide them that they just love? Are you still providing that to them or are you too busy chasing the next big thing? Have you gotten so far away from what you do best that you have become unrecognizable? Do you remember the "New Coke" experiment? How'd that work out? Or ask JCPenny how the JCP experiment worked out for them just this past year?

Look, all companies have to grow and evolve to meet the demands of the business world, but I see so many trying to be "all things to all people" and that just never seems to work out too well in the long run. Those companies that find an audience and keep that audience happy with something they love, well it seems that those are the ones that stand the test of time. Sorry Britney, sorry

Bieber, somehow I don't think you will be filling up arenas and shakin' people all night long 30 years from today.

Ask yourself this week:

How are we serving our core customer?

How have we been delivering on what they want?

What areas are we focusing too much attention on that just don't seem to make sense for our business?

Where do we need to make course corrections this week to align ourselves with the mission and values of the organization?

#### Thoughts for the Month

- "The main reason someone moves mountains, wins friends, influences people, amasses a fortune, or anything else, is because they thought they would." -Anonymous
- "The courage to be great...lies deep within each of us." -Author Unknown
- "One of the greatest tragedies of the average person... is the tendency to spend our whole lives perfecting our faults." Norman Vincent Peale
- "One of the greatest things about life is not so much where we stand...as what direction we are going."

-Author Unknown



It takes the biggest laundry service company to make the littlest residents happy.

When it comes to laundry services it's the littlest residents that demand the

most. And when it comes to business, it's always the little things that make a big difference. That's how Coinmach, the nation's leading provider of quality laundry services, delivers the most effective solutions for every property's

Discover how life can be more profitable for your properties and more *pleasurable* for your residents. Call Staci Andrade at (800).852.9274.



Coinmach's Quality Services help residents clean over 1,000,000 loads of laundry each and every day. www.Coinmach.com



#### President's Message: by Terri Neely

Hi Everyone!

At our last board meeting we put into place a legislative fund. The purpose of this fund is to support advocacy efforts to address issues of major significance to the rental housing industry within Washtenaw, Livingston, Monroe, and Lenawee County. It will be funded by donations from members and the association will keep records of all voluntary con-



tributors to the fund. The association is setting up the fund with \$1,000, and hopes to receive donations as needed.

For the first time, we were able to run a CAMT class which included the hands on portion. This class was well received and opened the door to better educated and trained maintenance technicians. For more information on this course or any other designation course please go to our website, <a href="https://www.wa3hq.org">www.wa3hq.org</a>.

As always, I encourage you to get involved and support our association and our industry! Our next event is the Annual Golf Outing at Fox Hills this year. See page 6 for the information and how to sign up.

Terri Neely

#### EO Message: by Alice Ehn



June promises to be a very busy month for everyone. Not only do we have the Golf Outing at the beginning of the month but the NAA Education Conference and Expo is at the end. It already has 3,304 paid full conference registrations with 3 weeks yet before the actual event. 63 of those registrations are from Michigan. If you have not

signed up yet, check out page 4 for more information and links to the NAA website to register. This is the number one education expo in the country for property management professionals.

The Legal Wednesday class is cancelled this year in order to bring you a panel discussion in the fall that will focus on the topics of Employment Law, Workman Compensation Law and Rental Housing Law. If anyone has any question on any of these aspects of the law, please submit them prior to the formation of the discussion session so we can make sure we get the right attorneys in the room to give you the best advice possible.

#### **New Industry Benefit**



As members of the Washtenaw Area Apartment Association, you should have received two email

letters over the past couple of months that give you the sign-on information to this new market survey benefit. Your information as a member has been preloaded to make your registration seamless. If you did not receive an email or cannot find it, contact support@myrentcomps.com to get signed up today. Best of all this is free to you and your competitors and could save all apartment providers up to \$3500 per year.

#### Benefits Include:

- Save time and money No more calling around to get comps or waiting for call backs
- Simple registration
- Pick any comps you choose like facebook friends
- Open to nonmembers with limited information so you can not only see member comps, but your true competitors
- Comprehensive reports available to members

SIGN UP NOW AND GET STARTED CLICK ON WA3HQ.ORG

# Membership Market Survey Reports coming soon!

**Produced By:** Washtenaw Area Apartment Association, 2008 S. State Street, Suite C, Ann Arbor, MI 48104 734/663-1200; FAX 734/821-0497 Email: info@wa3hq.org

Deadline: 15th of the month for next month's publication to newsletter@wa3hq.org. Submit all materials to Alice Ehn, Executive Officer

#### **2013 Directors:**

- •Terri Neely, *President*, Valley Ranch Apartments, 734-747-9050
- •Amy Khan, Vice President Membership Chair/Newsletter Co-Chair, CMB Property Management, 734-741-9300
- •Michelle Foley, Secretary, Mill Creek Town Houses, 734-971-1730
- •Mark Hannaford, Legislative Co-Chair and Treasurer, Campus Management,

#### 734-663-4101

- Karen Valvo, Legislative Co-Chair, Fink and Valvo, PLLC; 734-994-1077
- •Kathleen Quick, *Marketing Task Force*, Timberland Partners, 734-572-0300
- •Russell Egerton, Program Liaison, AmRent, 248-948-5534
- •Kristine Siemieniak, *Program Chair*, Wilson White Company, 734-995-0600
- •Leslie Lemerand, Education Chair, Oxford Management, 734-995-9200

PMAM REPRESENTATIVES: Melissa Seitz, Wilson White Company and Susan Horner, Timberland Partners

Property Mgmt. Assoc. of Michigan - Association Executive: Kathy Bartnick - 2675 44th St, #303, Wyoming, MI 49519 - 616/531-5243, kvallie@aol.com, www.pmamhq.com

#### **Business Partner Spotlight: Plumbing Professor**

#### Quick tips for Plumbing and Drains

- 1. Remove hoses from all outside faucets to prevent freezing in the winter months.
- 2. Add enzyme/bacteria based drain maintenance treatment monthly to keep full diameter of pipe clean.
- 3. Put orange peels and ice cubes in garbage disposer to freshen up.

- 4. Install single handle faucets to prevent scalding hot water burns.
- 5. Replace all plastic supply lines with stainless steel braided to prevent flooding and pipe breaks.

This information is provided to you by Plumbing Professors, 40665 Koppernick Rd, Canton, MI 48187. For more information or to contact the local rep Scott Vogler, (pictured here) call 800-654-1300 or email at svogler@plumbingprofessors.com. Click

> on the plumbing professor logo to go direct to the website.





# DISCOVER A SIMPLER WAY TO MANAGE UTILITY SERVICES AT YOUR RENTAL PROPERTIES!

DTE Energy's **Landlord Utility Manager** is a FREE web - based service designed to help you manage your electric and natural gas accounts.

If you own or manage properties that are leased or rented to others, visit **dteenergy.com/landlord** or call **800.482.8720**.







# CATCH THE WAVE OF SUCCESS

Come to San Diego for innovations, connections, and inspiration!

Don't miss out on:



#### Sir Richard Branson,

Founder, Virgin Group, and one of the most successful businessmen of this generation who will share insights from his experiences.

More than 350 suppliers who will be demonstrating innovative gadgets, goods, and services on the market.

50 breakout sessions led by inspiring industry experts.

Exciting networking events where you'll connect with some of the 6,200 conference attendees.



#### Your Guide to the Rental Housing Industry's Pro-Apartment Campaign

NAA and NMHC unveiled a new integrated campaign targeting policymakers on May 6.

Titled "Apartments. We Live Here," the campaign utilizes print, radio and digital ads, direct mail and an informational storytelling website experience. It highlights the 35 million apartment residents building their lives and the \$1.1 trillion economic contribution the industry and its residents add to the economy each year.

Affiliated associations and member companies are invited to customize the print ads and radio scripts for your state or locality and also post a special website button to promote the new website, www.WeAreApartments.org. This free toolkit also includes "The Trillion Dollar Apartment Industry" economic impact report, a reprint of the Units Magazine article about the industry's economic impact, and a user guide. We encourage you to seek opportunities to extend the reach of the NAA/NMHC campaign beyond Washington, D.C., and into your states and localities.

The campaign tells how, in communities across the nation, apartments work—helping people live in a home that meets their specific housing needs. "Apartments. We Live Here" connects policymakers across the country with the dollars and jobs associated with multifamily construction and operations, making it a powerful advocacy tool for the apartment industry.

The campaign uses a unique digital approach to information storytelling at the website, where the site navigates users through an interactive experience showing how communities grow stronger through apartment jobs, dollars and residents. The site also features an interactive map of apartment information for all 50 states along with a one-of-its-kind calculator to determine the potential economic contribution of any apartment development to a particular state.

To order the print ads, radio scripts, state/metro website button, user guide and other tools, contact Carole Roper at carole@naahq.org.

### Available Online: 2013 NAA Education Conference & Exposition Audio and Video Recordings

Can't attend the 2013 NAA Education Con-

ference & Exposition in San Diego, or are going to miss a great session? Don't despair you still can enjoy the best education sessions in the apartment industry, including video!

NAA's Education Institute (NAAEI) is once again presenting its "Rewind" program, offering 21 recorded video sessions and 20 PowerPoint-synced audio sessions from the 2013 NAA Education Conference—all for just \$199 if you purchase the entire series of sessions by June 23. Act fast—prices will increase \$100 after June 23.

Visit http://naa.directionsav.com to purchase your recorded education sessions today.

#### Save the Date for the 2014 NAA Education Conference & Exposition in Denver

The largest and most anticipated industry event of the year, the NAA Education Conference & Exposition, will convene June 19-21, 2014, in Denver

Make plans now to experience the Mile-High City like never before—with more than 6,200 attendees, over 40 education sessions, at least 350 exhibitors and surprises around every corner, the NAA Education Conference & Exposition is the must-attend event each year for any multifamily housing professional who is serious about bettering their organization's performance and enhancing their own career. Stay tuned to www.naahq.org/educonf for the latest information.

#### Make Plans Now to Visit With Your Members of Congress During Their Summer Recesses

Your involvement with your members of Congress is a year-round commitment to support the apartment industry. Take advantage of their in -district work periods by scheduling meetings with them now. Congress will be in recess the week of Memorial Day (May 27-31), the week of the Fourth of July (July 1-5) and for five weeks beginning Aug. 5. Now is the time to make your appointments.

Our industry's top issues include immigration, housing finance and tax reform. Fact sheets, talking points and resources to help you plan your meetings are available in the Congressional Recess Program Toolkit located atwww.naahq.org/learn/advocacy/congressional-recess-program.

#### NAA's National Lease Program Clicks Reaches New Record in April

NAA's National Lease Program sold 5.3 million clicks in April—an all-time high for the program for a single month. More than 212 new communities joined the National Lease Program in April. The previous record was 5 million lease clicks sold August 2012. Lease inquiries should be directed to Justin Barker at justin@naahq.org.

SCI
Floor Covering, Inc.

Call us for all your floor covering needs.

#### **Marc Nelson**

248-359-3500, Ext. 213
Fax: 248-359-3722 • Cell: 248-417-0751
mnelson@scifloorcovering.com

#### John Farmer

248-359-3500, Ext. 216 • Cell: 248-770-4318 jfarmer@scifloorcovering.com 21440 Melrose Ave., Southfield, MI 48075-5631

## **Quarterly Meeting with Ann Arbor City's Housing Inspection Bureau**

On Thursday May 2nd Alice Ehn and 5 members of our association met with Sumedh Bahl and Lisha Turner-Tolbert. This meeting is held quarterly. There were significant outcomes at this meeting that anyone subject to housing inspections in Ann Arbor should understand.

In response to the problem of not being allowed to complete minor work during an inspection so as to avoid a citation and potentially a re-inspection, Sumedh and Lisha have agreed that this should not be the basis for generating a reinspection. Remember this is about minor stuff like SD batteries, sash locks and the like. So, if these things can be tended to reasonably quickly while the inspection is ongoing without slowing the pace of the inspection or extending the time scheduled for the inspection then your immediate repair should eliminate the item from the list of violations. If you feel any inspector who attempts to leave these things as outstanding items on a list of violations is being unreasonable, please contact Lisha Turner-Tolbert at LTurner-Tolbert@a2gov.org after the inspection to get your concerns addressed.

We have agreed on a clarification on sanitation cita-

#### SPONSORSHIPS AVAILABLE 2013

#### Sponsorships Available for ALL General Membership Meetings

Cost only- \$150 per meeting ... you will receive:

- 5 minutes to speak
- Ability to put your company information on all tables
- Chance to pass out table numbers to members as they enter the room
- Company name in all publications
- Your company logo on table number tent cards
- Your company name on table skirt of registration table Sponsorship sales for next year General Membership Meetings available. Current year sponsorships have been sold to.....April (Thank you to <u>CORT</u>), October (Thank you <u>Ferguson</u>) and November Annual meeting (Thank you <u>Belfor</u>).

**After Hour Mixer Sponsorships** — 2nd Thursday evening of May (sponsored by <u>Jarvis Property Restoration</u>), June (Thank you <u>Solar Contract Carpet</u>), July (available), and August (available).

Cost: \$50 or hosting the event at a community The Program Committee is putting together After Hour Mixers either at local pubs or at local apartment communities.

#### **Nova Awards Sponsorships: September**

\$400 to display information about company products and name in all publications.
4 exclusive sponsorships available

tions. When the tenant is responsible for the violation the City has agreed to cite the tenant and inform the property owner of the tenant's violation. The tenant will receive a ticket and the property owner should provide the City with any information they need to deliver a ticket and billing to the tenant. A tenant's citations for sanitation issues shall not subject a property owner to re-inspection.

Finally, we remind you of progress we made last year. Properties with more than three units subject to inspections between August 15 and September 15 may elect to defer those inspections until after seasonal changeover and move-ins are complete. While it has not been an issue for spring turnover some of you may need similar accommodation in late April or early May. The city is willing to accommodate schedule adjustments in the Spring as well. Remember this option if the timing of inspections hinders your changeover or move-in processes.

If your interactions with Housing Inspectors generate questions or strange circumstances we want to hear about them. Feel free to e-mail me a brief summary - <a href="mailto:Chris@campusmgt.com">Chris@campusmgt.com</a>

Chris Heaton Housing Inspections Liaison

#### Ad Pricing for Update

Advertise your Products and Services in the UPDATE Published 9 times per year or more Digital Version now allows for direct links to your website



Make that sales call each month by marketing your products and/or services to all members of the WAAA —— It's easy to do!

Different rates and sizes are listed below.

Sign up for 9 months and if any additional issues are published, they are FREE

You can email your high resolution jpeg ad to info@wa3hq.org.

Call 734-663-1200 for questions

| SIZES and RATES:  | 1-3 MONTHS |       | 6 MONTHS |       | 9 MONTHS |       |
|---|------------|-------|----------|-------|----------|-------|
|   | М          | NM    | М        | NM    | М        | NM    |
| Full Page - 7 1/2" w by 9 3/4" h                            | \$365      | \$440 | \$345    | \$415 | \$330    | \$345 |
| Half Page - 7 1/2" w by 4 3/4" h<br>Or 3 5/8" w by 9 3/4" h | \$215      | \$260 | \$200    | \$240 | \$185    | \$225 |
| Quarter Page - 3 5/8" w x 4 3/4" h                          | \$145      | \$175 | \$130    | \$160 | \$115    | \$140 |
| Eighth Page - 3 5/8" w x 2 1/4" h                           |            | \$110 | \$75     | \$90  | \$60     | \$75  |

All pricing is at a per month rate - the longer commitment the less you will pay per month.

Deadline: 15th of the month for next months publication
Electronic Files: Please send as JPEG files. info@wa3hq.org

#### Sign up for the Golf Outing NOW - There is always room



#### **WA3** Golf Outing

Friday, June 7, 2013 - Fox Hills Golf and Banquet Center 8768 North Territorial Rd, Plymouth, MI 48170

Cost --- \$100 per person — 8:30 Modified Shotgun start

Includes: 18 holes scramble, cart, donuts and coffee breakfast, hot dog, soft drink and chips on the turn, dinner, 3 hour beer, wine and pop bar service after the game and one raffle ticket

#### Hawaiian Theme.....Prize for Best Hawaiian Outfit

#### Sponsorship Opportunities still available

- Hole Sponsorships
  - \$150 per hole (includes new sign)-\$180 NM \$130 per hole (if we have a sign)-\$160 NM

Current Sponsors Include: McMullen Properties, Pittsburgh Paints, Pronto Pests, Al's Asphalt, Wilson White Company, Coinmach, Better NOI, For Rent Magazine, Griffin Pest Control, Solar Contract Carpet

\$240 for 2 hole sponsorship - \$300 NM (1 on front 9 and 1 on back 9)

- Game Sponsors -- make up a game and provide the prize. You can run the game on a hole to meet all golfers as they round the course
- Closest to the Pin Prize donation for both Men

and Women - Sold to Roto-Rooter

- Closest to the Line Sponsors Prize donation of your choice for both Men and Women - Limit 2
- Breakfast Sponsor -\$150 Sold to WASH
- Dinner Sponsor: \$175
  - Beverage Sponsors Statewide Disaster Restoration and Apartments.com
- Raffle Prize Donations
- Bag Prizes for approx. 100 golfers
- Hole in One sponsorship for \$10,000 cash prize limit 1- \$175 - Sold to Paul Davis Restoration

#### Maintenance Mania Alert – Regional and Wildcard Finalists Announced!

NAA is pleased to present the finalists for the 2013 Maintenance Mania National Championship! These finalists will compete for the national championship title during the 2013 NAA Education Conference & Expo June 20 at the San Diego Convention Center. For more information about the conference, visit the NAA website.



| Region | Affiliate                    | Participant         | Company                  | Time      |
|--------|------------------------------|---------------------|--------------------------|-----------|
| 1      | Apt & Office Bldg Assoc      | Ken Lam             | Kettler Management       | 01:50.081 |
| 2      | New Jersey Apt Assoc         | David Berryman      | The Kamson Corporation   | 01:55.910 |
| 3      | Indiana Apt Assoc            | Herb Harr           | Van Rooy Properties      | 01:30.783 |
| 4      | Atlanta Apt Assoc            | Wesley Fonseca      | Post Properties          | 01:59.597 |
| 5      | Apt Assoc of Greater Wichita | Justin Heenan       | Key Management           | 01:22.717 |
| 6      | AATC/AAGD (Texas)            | Mario Martin        | Milestone Management     | 02:02.401 |
| 7      | Washington MFHA              | Angel Munoz         | CTL Management           | 01:41.632 |
| 8      | Apt Assoc of Metro Denver    | Lannon Quintana     | RedPeak Properties       | 01:24.429 |
| 9      | Bay Area Apt Assoc           | Agustin Salgado, Jr | Avesta Homes             | 01:36.823 |
| 10     | San Diego County Apt Assoc   | Joel Martinez       | Lincoln Military Housing | 02:18.630 |



#### **SOLAR CONTRACT CARPET**

FOR MORE THAN 40 YEARS,

SOLAR CONTRACT CARPET HAS BEEEN A SUCCESSFUL VENDOR TO THE MULTIFAMILY HOUSING INDUSTRY BY BUILDING STRONG CUSTOMER RELATIONSHIPS, FURNISHING QUALITY PRODUCTS AND PROVIDING OUTSTANDING SERVICES.

WE TAKE PRIDE IN BEING RELIABLE,
COST EFFECTIVE AND QUALITY ORIENTED
-- THE KIND OF COMPANY WITH WHICH
CUSTOMERS WANT TO DO BUSINESS.

- **INSTALLATION NEXT DAY**
- QUALITY CONTROL FIELD INSPECTORS
- PERSONALIZED CUSTOMER SERVICE
- **■** EMERGENCY, SAME DAY SERVICE
- **EXPECT MORE FROM OUR INSTALLERS**

(248) 352-4400 (734) 971-4400 WWW.SOLARCONTRACTCARPET.COM



1.888.492.0181



#### NEW MEMBERS TO WELCOME

#### **Property Professional Members:**

Ann Arbor City Apartments Shannon Cole

201 South First Street, Ann Arbor, MI 48104

Phone: 734-369-4386

Email: aca@villagegreen.com

#### **Blue Heron Pointe Apartments**

Danny Veri

4952 Dewitt, Canton, MI 48188

Phone: 734-397-9140

Email: dannyveri@sbcglobal.net Sponsored by: Kathy Banker, LeaseUP

#### Business Partner Members: Wilderness Construction

Lance Rowe

P.O. Box 799, Saline, MI 48176

Phone: 734-429-0616

Email: lance@wildernessconstruction.net

#### **Jarvis Restoration**

Lance Govang

41800 Executive Drive, Harrison Township, MI 48045

Phone: 586-954-4700

Email: Igovang@jarvisconstruction.com

Sponsored by: Terri Neely, Valley Ranch Apartments

## **Members Support Members**



#### **2013 Tiger Game Outing:**

#### Thank you <u>Pittsburgh Paints</u> for sponsoring our 2013 Tigers Outing!

The Verlander Jersey, won by a CMB staff member and worn below, was a great bonus for the trip!
Regardless of the rain and cold, the hot dogs were yummy, networking with the DMAA members was fun, and the Tigers pulled out a victory!



With more than 65 years experience, WASH is the most trusted multi-housing laundry provider in the country. Consider these impressive statistics...

- On average, customers have been partnering with WASH for 19 years.
- WASH's customer retention rate is a whopping 98%.
- Over two-million people use WASH laundry rooms every week.

Join the over 45,000 locations with facilities of all shapes and sizes who pick WASH as their preferred laundry vendor of choice.

#### Trust Your Laundry Room Operations to WASH



800.421.6897 ext. 1600 www.washlaundry.com



#### **Rentlinx Results 1st Quarter report and New stuff**

#### **MIdigs: 1st Quarter Stats**

The 1st quarter 2013 stats for the RentLinx-powered housing locator on MIdigs.com are:

#### Properties Listed

o Jan: 473o Feb: 407o Mar: 372

#### Units Listed

o Jan: 14,595o Feb: 15,040o Mar: 14,773

#### Property Views

D Jan: 9,840 D Feb: 6,857 D Mar: 9,716

#### Email Leads

o Jan: 126o Feb: 127o Mar: 131

#### Featured (Plus!) Properties

o Jan: 18o Feb: 14o Mar: 28

#### Featured (Plus!) Phone and Email Leads

o Jan: 75o Feb: 76o Mar: 98

# renillini.

#### **New Video Tours!**

Good news! Renters visiting MIdigs can view property tour videos right on each property details page!

The new YouTube integration makes it easy for Property Managers to showcase their properties with video tours. Just shoot a video with your phone, upload it to YouTube, and attach the YouTube link to your RentLinx account. And, voilà!, renters can watch your video tours on MIdigs.com!



WA3 was the very first NAA apartment association to partner with RentLinx- back in 2005. Thank you to everyone at WA3!

Amanda Schneider — <u>amanda.schneider@rentlinx.com</u>

# Hands On **Appliance** Repair and Maintenance Class

June 4th and 5th

Held at Valley Ranch Apartments, 1315 Oak Valley Drive, Ann Arbor. MI

Cost: \$159 members - \$189 nonmember

#### After Hours Mixer

June 13th

Held at Windemere Park Apartments, 2820 Windwood, Ann Arbor, MI

Cost: FREE but you must socialize when you get there.

Sponsored by: SOLAR CONTRACT CARPET

## A very special THANK YOU

goes out to all the following for the awesome supplies and support given for the CAMT Class!!

Pittsburgh Paints
APCO
HD Supply
Fergusons
Valley Ranch
Wilson White Company

#### Property Management Peak Performance: What You See Is What You Get!®

by Ernest F. Oriente, *The Coach* {Article #306...since 1995}

Would you like an easy way to track the performance of your property management SuperStars? Will a large on-site activity board really make a difference? You bet! This article will give you three easy ways to improve the performance of the properties you manage because what you <u>see</u> is what you get!

Setting up your on-site activity board: Start by ordering a large erasable board from your local office supply store, the bigger the better (hint, a big board = assumed big results!) and mount this board on a wall easily seen by your leasing team but not visible to your residents or future residents. Use this activity board to track the performance of each property, highlighting the "critical" factors for success. Initially, track each property's leasing activity, resident retention percentages, units available, the number of daily apartment tours, closing ratios of tours versus leased units and maintenance requests. This on-site activity board is also a perfect place to forecast the monthly team goals for each property you manage and gives each team member a way to see how the month is progressing. At the end of each month, schedule a regroup meeting [request article #5 for the steps to run a regroup meeting] to summarize the performance of the most recent month. Then, erase the board and set new individual and team goals for the upcoming month.

**Tip From The Coach:** After you have installed your erasable onsite activity board, assign a unique marker color to each person at the properties you manage. This "pride of ownership" means that each person on your leasing team will have great enthusiasm in making sure they can see as much of their marker color on the board, as the rest of the team. Sounds crazy, but it works!

Ranking top performers: Using your on-site activity boards, recap the monthly performance for each person at each of the properties you manage and develop a ranking report. Use this report to track the SuperStars in your property management company and circulate this information company-wide. This ranking report should reward top monthly performance both individually and as a team, depending on the areas you are measuring. This ranking report should also summarize your SuperStar performers for the month, by the quarter and year-to-date. By reflecting these three time periods, everyone is given a chance to shine and each individual within your company can see how their performance compares to the best within your property management company.

<u>Tip From The Coach</u>: Based on the results from your ranking reports you can now create leasing incentive programs and build new compensation plans with much greater accuracy. In addition, your ranking reports will also become a powerful tool for calculating quarterly projections and developing each year's budget. Lastly, try and keep your "critical" factors for leasing success on a one-page report, if possible.

<u>Tracking your key prospects:</u> Now, set-up a place on your on-site activity board to track the progress of key off-site marketing opportunities. For instance, if five new residents have come from a large nearby company, ask your leasing team to put their name on the on-

site activity board and leave a space to track the number of contacts being made with this company. Or, gather a sample of this month's guest cards and see if there is a common zip code or section of town where your future residents are coming from. Then, list this zip code as a key area for your leasing team to visit when they are doing their off-site marketing.

**Tip from The Coach:** Be certain your leasing team works their key prospects consistently while continuing to be "professionally persistent". Ask your leasing team to work like "heart surgeons". A heart surgeon can apply a little pressure in a small area and get giant results. The same thing will happen for your leasing teams when they see the results of focusing on their key prospects.

Want to hear more about this important topic or ask some additional questions? Send an E-mail to ernest@powerhour.com and *The Coach* will E-mail back to you a <u>free</u> invitation to be a participant on a PowerHour conference call. On this call we will discuss the type of information to put on your activity boards and how to develop a performance ranking report for the properties you manage, using a one-page form.

Author's note: Ernest F. Oriente, a business coach since 1995 [30,400 hours], a property management industry professional since 1988--the author of SmartMatch Alliances--and the founder of Power-Hour...[ www.powerhour.com and www.powerhourseo.com and www.pirmg.com ], has a passion for coaching his clients on executive leadership, hiring and motivating property management SuperStars, traditional and Internet SEO/SEM marketing, competitive sales strategies, and high leverage alliances for property management teams and their leaders. He provides private and group coaching for property management companies around North America, executive recruiting, investment banking, national utility bill auditing [ www.powerhour.com/propertymanagement/utilitybillaudit.html ] national real estate and apartment building insurance [ www.powerhour.com/propertymanagement/insurance.html ], SEO/ SEM web strategies, national WiFi solutions [ www.powerhour.com/ propertymanagement/nationalwifi.html], powerful tools for hiring property management SuperStars and building dynamic teams, employee policy manuals [ http://www.powerhour.com/ propertymanagement/employeepolicymanuals.html | and social media strategic solutions [ http://www.powerhour.com/propertymanagement/ socialmedialeadership.html]. Ernest worked for Motorola, Primedia and is certified in the Xerox sales methodologies. Recent interviews and articles have appeared more than 7000 times in business and trade publications and in a wide variety of leading magazines and newspapers, including Smart Money, Inc., Business 2.0, The New York Times, Fast Company, The LA Times, Fortune, Business Week, Self Employed America and The Financial Times. Since 1995, Ernest has written 200+ articles for the property management industry and created 350+ property management forms, business and marketing checklists, sales letters and presentation tools. To subscribe to his free property management newsletter go to: www.powerhour.com. Power-Hour® is based in Olympic-town...Park City, Utah, at 435-615-8486, by E-mail ernest@powerhour.com or visit their website: www.powerhour.com

The Washtenaw Area Apartment Association disclaims any liability for information or legal advice contained in this Newsletter. Members who may have questions regarding issues contained in the newsletter should contact their own accountants, attorneys, or other professional advisors before relying upon any information conveyed herein. This newsletter is provided as a service by the Washtenaw Area Apartment Association and is intended for the exclusive use of its members. None of the articles or other information contained in this newsletter may be reproduced without the express written permission of the Washtenaw Area Apartment Association.

#### **Events and Education Calendar**

| <b>June 2013</b> |
|------------------|
|------------------|

|                    | Mon                       | Tue   | Wed  | Thu  | Fri  | Sat  |
|--------------------|---------------------------|---|--|--|--|--|
|                    |                           |   |  |  |  | 1  |
| 2                  | 3<br>Legislative Com 4:00 | 4<br>CAMT Appliance                         | 5<br>CAMT Appliance<br>Membership Com<br>12:30 | 6  | 7<br>Golf Outing at Fox<br>Hills Golf Course | 8  |
| 9                  | 10                        | 11  | 12   | 13 Board Meeting<br>After Hours Mixer at<br>Windemere Park—<br>Sponsored by <u>Solar</u> | 14   | 15   |
| 16<br>Father's Day | 17                        | 18 NAA June Education Conf Program Com 3:30 | 19 NAA June Education Conf Education Com 3:30  | 20<br>NAA June Education<br>Conf   | 21<br>NAA June Education<br>Conf –San Diego  | 22<br>NAA June Education<br>Conf — San Diego |
| 23                 | 24                        | 25  | 26   | 27   | 28   | 29   |
| 30                 |                           |   |  |  |  |  |

**July 2013** 

|     | ~_  |     |     |  |     |     |
|-----|-----|-----|-----|--|-----|-----|
| Sun | ₩ W | Tue | Wed | Thu  | Fri | Sat |
|     |     | 2   | 3   | 4  | 5   | 6   |
|     |     |     |     | Happy 4th of July  |     |     |
| 7   | 8   | 9   | 10  | 11<br>After hours mixer —<br>Sponsored by: <u>Jarvis</u> | 12  | 13  |
| 14  | 15  | 16  | 17  | 18   | 19  | 20  |
| 21  | 22  | 23  | 24  | 25   | 26  | 27  |
| 28  | 29  | 30  | 31  |  |     |     |

Available any time. Self-study online EPA Universal testing at your office for \$85.00.

**August Preview:** 1

A CO

- July 31st to Aug 2 NAA Government Affairs Roundtable
- After Hours Mixer Sponsorship Available