



# UPDATE

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

Volume 26, Issue 1 — January/February 2010

Always available at [www.wa3hq.org](http://www.wa3hq.org)

## Smoke-Free Multi-Unit Housing in Michigan & the Nation: A Decade of Enormous Growth

Provided by: Jim Bergman

"As the first decade of the 21st century ends, we

find that the growth in Michigan and nationally in smoke-free multi-unit housing has been enormous – going from virtually no smoke-free housing in 2000 to many hundreds of thousands of units today," according to Jim Bergman, Co-Director of The Center for Social Gerontology, Inc. in Ann Arbor, Michigan, which operates the Smoke-Free Environments Law Project (SFELP).

"In 2000, it was virtually impossible to find apartment or condominium buildings that were smoke-free in all the living units, as well as the common areas. This was true in Michigan and in almost every state in the nation. By 2005, a number of states, including Michigan, Maine, Minnesota, and California had begun to develop a growing supply of smoke-free apartments. By the end of the decade, virtually every state has smoke-free multi-unit housing available, and many states have thousands, if not hundreds of thousands, of smoke-free units," said Bergman.

Smoke-free multi-unit housing is fast-becoming the "hot" new amenity in Michigan rental housing, as well as across the country. Hundreds of thousands of market-rate rental housing units are now covered by no-smoking policies. Both the National Apartment Association and the National Multi Housing Council in 2008 issued policy memoranda to their members stating that smoke-free policies are legal in all states and make good business sense, as well as being good for their resident's health.

In public housing, funded by the federal Department of Housing & Urban Development (HUD) and other federal and state entities, the growth in smoke-free housing has been equally as great, if not greater. In 2000, there were only two public housing authorities in the nation that had smoke-free policies for some or all their buildings (Kearney, NE and Fort Pierce, FL). By the end of 2003, just eleven housing authorities had smoke-free policies. By January, 2005, that number had only risen to fifteen. But, then the growth sky-rocketed. As of December, 2009, at least 136 public housing authorities in 19 states had adopted smoke-free policies for some or all their buildings. The growth in the entire decade was 6700%; since December, 2003, the growth was 1136%; and the growth in the past 5 years has been over 800%.

In Michigan, the Cadillac Housing Commission was the first public housing authority to adopt a smoke-free policy, doing so in July, 2005. Today, thirty-two local Michigan housing commissions

*(Continued on page 5)*

## Michigan's Smoke-Free Air Law

On May 1, 2010, Michigan residents and visitors will be protected from exposure to secondhand tobacco smoke in all restaurants, bars and businesses (including hotels and motels), thanks to the **Dr. Ron Davis Smoke-free Air Law**.

On the Michigan State Web Site you will find more detailed information about the law (including several exemptions) and frequently asked questions.

Coming soon will be tools for businesses to prepare for the law and tobacco dependence treatment information for citizens. Starting May 1, you can also come here ([www.michigan.gov](http://www.michigan.gov)) for information on how to report a violation of the law.

Clean air is fundamental to good health. The public health and well being of workers and customers alike is the best reason for state government to ensure smoke-free businesses, including restaurants and bars. Smoke-free air is good for Michigan residents, workers and visitors - and now -

*(Continued on page 2)*



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## President's Message: By Melissa Seitz

Happy New Year! 2010 will be another interesting year. I am proud to return as WA3 President. Since I served the first time in 2001, this organization has grown and become a bigger voice for the rental housing industry. This is a tremendous organization that has truly benefitted our business. I encourage you to look at the calendar in this newsletter or on the WA3 website and plan on attending the General Membership Meetings and the education offerings for this year! Our committees work hard to offer speakers and topics of interest to every aspect of our business.

Now for the call to action...We Need You! To attend meetings, to write letters, to join a committee, and to serve as an ambassador for our organization. You can meet new industry professionals, increase your knowledge and have FUN. Take advantage of your membership and use it to its greatest capacity. Use the [www.midigs.com](http://www.midigs.com) website to list your properties and look at the rental survey. Read the newsletter, talk to fellow members and purchase from our Associate Members found on our website [www.wa3hq.org](http://www.wa3hq.org).

Feel free to call Alice, myself or any of the board members listed in this newsletter at anytime with questions or suggestions about our organization.

## EO Message: By Alice Ehn

This year promises to be a great year for the association. In December, your board of directors determined the direction they are going to take the association at their directors retreat and determined goals for all committees. The committees are already up and running and have new chairs on some of them.

One of the education committee's goals is to bring you the Lead Paint training as determined by the federal changes that must be implemented in April of this year for anyone working on painted surfaces. The Association has hired a certified instructor from Michigan to train all maintenance persons and vendors (especially contractors) that will be needing this new Lead training. We are taking reservations now since this class is limited by regulations to 30. It will be on March 17th at Cleary University. Check the website at [www.wa3hq.org](http://www.wa3hq.org) for more information and to register but get your registration in now to guarantee a spot.

Another education goal is to bring each subset (leasing, managers, maintenance, vendors) of our organization free or low cost education for all of 2010. We will continue the Free WA3 Power Hour series that offers 6 free hours of education. And once again the education portion of the Trade Expo will be free to members. Just get signed up early due to limited space on all events and education.

*(Continued from page 1)*

Michigan is serving smoke-free air.

### The Law

The SmokeFree Air Law: [AN ACT TO PROHIBIT SMOKING IN CERTAIN PUBLIC PLACES AND CERTAIN PLACES OF EMPLOYMENT] Michigan's smoke free air law was passed by the Michigan legislature and signed by the Governor in Dec 2009, with an effective date of May 1, 2010.

The law requires all businesses, including restaurants and bars to be smoke-free effective May 1, 2010. Smoking is also banned in enclosed areas of hotels, motels, and inns. Smoking is permitted in: 1) cigar bars that meet specific requirements; 2) tobacco specialty shops that meet specific requirements; 3) private offices where only one person is the employee; and 4) gaming floors of Detroit's casinos. This law will go into effect on May 1, 2010, at which time you will be able to file a complaint online or by telephone.

*Copied from the Michigan State Website at [www.michigan.gov](http://www.michigan.gov).*

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**Published By:** Washtenaw Area Apartment Association, 2008 S. State Street, Suite C, Ann Arbor, MI 48104

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

### 2010 Directors:

•**Officers:** Melissa Seitz, *President*, Wilson White Company, 734-995-0600

•**Directors:** Jim Fink, *Legislative Co-Chair*, Fink and Valvo, PLLC; 734-994-1077

•Ed Streit, *Product and Service Council Chair*, Coinmach, 800-572-2421

•Terri Leirstein, *Program Committee*, McKinley at Golfside Lake, 434-1016

**PMAM REPRESENTATIVES:** Paula Rote-Tigani, Madison Property Management and Sue Horner, Timberland Partners

**Property Mgmt. Assoc. of Michigan** - Association Executive: Kathy Vallie - 2675 44th St, #303, Wyoming, MI 49519 - 616/531-5243, FAX 616/257-0398 - [www.pmamhq.com](http://www.pmamhq.com)

**National Apartment Association** - 4300 Wilson Blvd, Suite 400, Arlington, VA, 22203 - 703/518-6141, FAX 703/248-9440 - [www.naahq.org](http://www.naahq.org)

**CHECK US OUT ON THE WEB:** [www.wa3hq.org](http://www.wa3hq.org)

•Kelly O'Donnell, Past President, *Edward Surovell*, 734-994-4400

•Mary Bates, Past Secretary, Windemere Park Apts, Habitat, 734-662-0330

•John O. Wade, *Legislative Co-Chair*, Investors Property Mgmt, 734-662-8832

•Jeff Hazel, *Education Committee*, Associated Estates Realty Group, 734-913-2683

•Jamie Schmunk, *Marketing Task Force*, Wilson White Company, 734-995-0600



## Average Rent Report by RentLinx:

RentLinx just released a new feature that lets you generate custom rent reports based on the 2,000+ properties representing 25,000+ units that are advertised on RentLinx in the Washtenaw Area. These reports give us real time information on minimum, maximum and average rents based on unit size, amenities, property types and property size. Reports can be generated based on zip code, city, county or distance from a specific location.

Here are some interesting facts based on up to date properties in all of **Washtenaw County**:

**\$1,053:** Average 2 bedroom rent

**\$1,982:** Average 4 bedroom rent

**9%:** Properties that have a pool

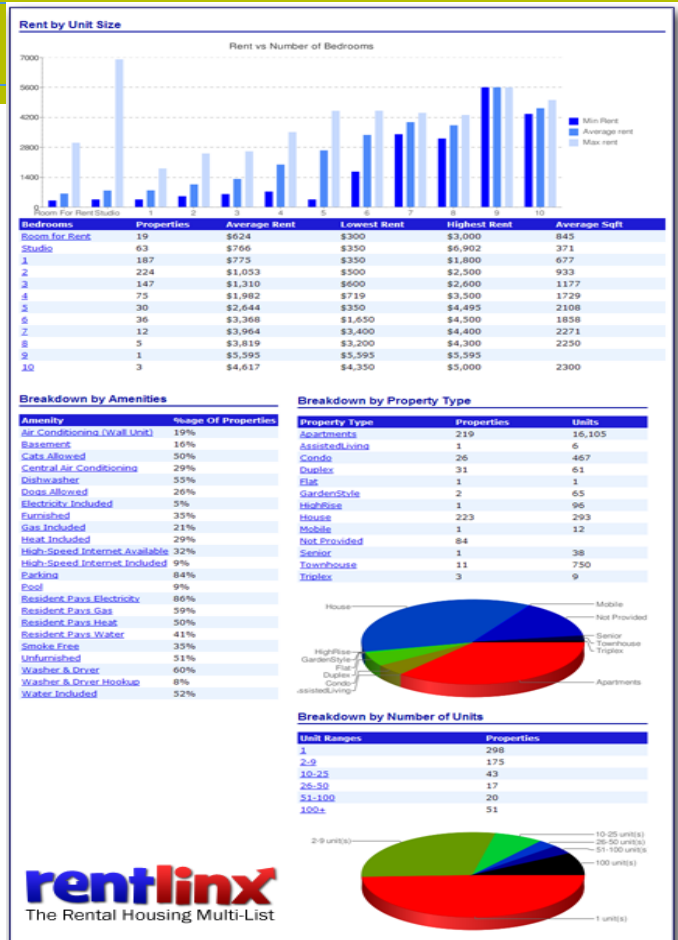
**26%:** Properties which allow dogs

**84%:** Properties that include parking

**290:** Single family homes that are currently accepting new leases

RentLinx **Plus!** users have access to generate and view unlimited reports. The Apartment Association can also provide reports to members upon request.

- Jeremy Schneider, *President*, RentLinx



## Education Trade Expo and Maintenance Mania Thursday, February 11, 2010



### 10:30 Keynote: Going Global -

### A Journey In Diversity

Presented by: Leah Brewer, Full  
House Marketing

**Keynote Free to all members  
registered by February 8.....**

**\$20 at the door & nonmembers**

**Followed by Free Lunch and  
Trade Expo until 2:00**

### 2:00 Maintenance Mania Brought to you by HD Supply The Official Maintenance Mania® Games

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- Kidde Smoke and CO Alarm Installation
- Kwikset SmartKey Lockset Re-Key
- Seasons Ceiling Fan Installation
- Fluidmaster Toilet Repair
- Philips Race Car Competition (wheels avail)

**Sponsorships for games are \$200**

**Booth space at Trade Expo \$235**

**All members welcome to  
participate - Cash prizes**

### NAA, NMHC Renew Joint Legislative Program Partnership



By Marc Rosenwasser, CAPS  
2010 National Apartment Association Chairman of the Board  
Meadow Wood Property Company

The National Apartment Association (NAA) and the National Multi Housing Council (NMHC) announced that they have agreed to continue their joint legislative program, working together to best represent the apartment industry.

For nearly two decades, the groups have jointly advocated on behalf of the apartment industry through the NAA/NMHC Joint Legislative Program. The groups agreed to extend their unique partnership for three years.

"The continuation of NAA's longstanding partnership with NMHC provides tremendous value for members of both organizations, as, together, we continue to grow our grassroots campaign, giving the apartment industry a stronger voice on Capitol Hill," says NAA President Doug Culklin.

Says Ron Shelton, NAA's 2009 Chairman of the Board, "During this critical legislative time, it is important for our industry to be heard as we continue to advocate for a balanced housing policy in Washington. The tremendous strength in numbers from the NAA/NMHC grassroots efforts enables us to make a powerful impact on policymaking decisions."



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### NAA Installs New Leadership

NAA is pleased to announce the new Executive Board for 2010, which was installed at the 2009 NAA Assembly of Delegates in Tampa in November. Marc Rosenwasser, CAPS, Meadow Wood Property Company, Tampa, Fla., is the 2010 NAA Chairman of the Board; Mike Gorman, CAPS, CPM, CCIM, Edward Rose Companies, Indianapolis, is Chairman-Elect; Jerry Wilkinson, CCIM, Wilkinson Real Estate Advisors, Atlanta, is Vice Chairman; Alexandra Jackiw, CAPS, CPM, Buckingham Companies, Indianapolis, is Treasurer; and Brad Williams, CPM, Lincoln Property Company, Dallas, is Secretary. The Immediate Past Chairman of the Board is Ron Shelton, CAPS, Amalgamated Management Corporation, Dallas.

Additionally, Brenda Wells, CAM, CAPS, Greater Lexington Apartment Association, Lexington, Ky., is Association Executives Council President; Jeff Lowry, CAPS, McDougal Companies, Lubbock, Texas, is NAAEI President; and Eric Overhage, HandyTrac Systems, Atlanta, is National Suppliers Council Chair.

New Regional Vice Presidents and Committee, Council and Task Force Chairs also will represent NAA membership in 2010.

### Register for Student Housing Conference Today

Time is running out to register for the 2010 NAA Student Housing Conference & Exposition, Feb. 22-23, at Mandalay Bay Resort & Convention Center in exciting Las Vegas. Featured general sessions include the Student Housing Executive Panel – Perspectives From the Top, One Year Later, on Feb. 22 at 9 a.m.; Ask the Experts: Students on Feb. 22 at 3:30 p.m.; and Keynote Luncheon Tweet and Eat: Delivering Happiness with Zappos.com CEO Tony Hsieh on Feb. 23 at noon.

To register and to secure housing, visit [www.naahq.org/events.shc](http://www.naahq.org/events.shc).

### Apartment Careers Month Fast Approaching

The NAA Education Institute (NAAEI) has declared February 2010 the first-ever National Apartment Careers Month, in an effort to create awareness of and promote attractive and recession-resistant careers in the apartment industry.

For information or to participate, visit [www.naahq.org/education/naaei/campaigns](http://www.naahq.org/education/naaei/campaigns) or contact NAA's Julie Barden at 703/518-6141 Ext. 691 or [juliebarden@naahq.org](mailto:juliebarden@naahq.org).

### Did You Know????

George W. Bush is the featured General Session speaker at the **2010 NAA Education Conference & Exposition,**

June 24-26 in New Orleans.

Visit [www.naahq.org/educonf](http://www.naahq.org/educonf) for details.

### Washtenaw County

**Managers Only**

January 13, 2010

Glencoe Hills Apartments

8:30 to 9:30 am



# Smoke Free con't:

(Continued from page 1)

have adopted smoke-free policies, covering about 56 apartment buildings/developments and over 60 townhouses/scattered site units, with about 4,158 apartment units. That is a 3100% increase in the 48 months since January, 2006.

The increase in smoke-free policies in other "affordable" housing, funded by HUD, other governmental entities or by tax subsidies has been just as dramatic. In Michigan alone, there are now over 20,000 units of affordable housing, in addition to the 4,158 units of public housing. These include apartment buildings owned by for-profit and non-profit entities all across the state. Many other states are seeing the same type of growth.

In July, 2009, HUD issued a notice to public housing authorities in which they explicitly "strongly encouraged" them to adopt smoke-free policies for some or all their housing. The HUD notice put the federal housing agency on record as saying smoke-free policies are good for health of residents, but also save money for housing authorities.

Many of the smoke-free Michigan apartments can be located by going to SFELP's MISmokeFreeApartment.org listing at <http://www.MISmokeFreeApartment.org/listing.html> To access the national listing of smoke-free public housing authorities go to <http://www.tcsg.org/sfelp/SFHousingAuthorities.pdf>

## Smoke-Free Apartments Are Legal & Good Business

While Michigan is one of the pace-setters in the nation in the realm of smoke-free multi-unit housing, this is a national trend, as well. Until the MISmokeFreeApartment initiative began in mid-2004, most apartment owners in Michigan thought it was against the law to make their apartment buildings smoke-free and include no-smoking clauses in their rental leases. Once owners realized it was legal to make their apartments totally smoke-free, they began to transition their buildings to smoke-free status. Initiatives in other states have produced similar results.

"Apartment owners understand the high maintenance costs associated with having smokers in their units, including cigarette burn marks, nicotine and tar-stained walls, and carpets that reek of tobacco smoke. Smoke-free policies dramatically reduce maintenance costs when smokers move out and their apartment units have to be refurbished for new tenants. The cost savings can be \$2,000 to \$8,000 per unit," Bergman said. Owners also know the dangers of cigarette-caused fires. Plus, now that only about 20% of adults smoke, owners see that the market niche for

smoke-free apartments is enormous.

## Smoke-Free Housing is the Norm & Residents Want It

Resident surveys by Michigan apartment owners reflect what surveys in Minnesota, California, Maine and elsewhere have found: a sizeable majority of apartment residents greatly prefer smoke-free apartment buildings. At least 75% to 80% of residents in most apartments surveyed say they want smoke-free housing, and over half say they have moved or would move if secondhand tobacco smoke seeped into their unit from adjoining units.

According to the Michigan Adult Tobacco Survey, in 2005 over 80% of households surveyed said they had a smoke-free policy in their own home; that percentage is increasing yearly. Apartment residents are saying that they don't want their smoke-free home/unit inundated with their neighbor's secondhand smoke. And, many smokers feel the same way and take their smoking outside to protect their families and their furniture.

## 2000 to 2010: A Decade of Exponential Growth in Smoke-Free Multi-Unit Housing

Bergman concluded by saying: "In 2000, virtually no one was even talking about smoke-free multi-unit housing. By the middle of the decade, a few states, including Michigan, were taking the lead in encouraging apartment and condo owners to adopt smoke-free policies. By the beginning of 2010, smoke-free multi-unit housing is everywhere and growing by the week. Few changes in societal norms or business practices have been as rapid or as dramatic as the trend to smoke-free multi-unit housing. This is one of the bright spots in a decade that has seen too much tragedy and economic loss."

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To access the MISmokeFreeApartment web site to learn more, go to <http://www.mismokefreeapartment.org> To access the Michigan smoke-free apartment listing directly, go to <http://www.mismokefreeapartment.org/listing.html> For more on smoke-free apartments, go to the SFELP 'Apartments' site at <http://www.tcsg.org/sfelp/apartment.htm> which also has links to related sites in other states.

The MI Smoke-Free Apartment Initiative is a partnership of local health departments, the Tobacco Section of the Michigan Department of Community Health, and the Smoke-Free Environ-

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# Associate Spotlight: EverGreen Home Services



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For more information, call Nate Munson at 734-358-3909 or go to [EverGreen Home Services.net](http://EverGreen Home Services.net).



*Winner of the Randolph White Memorial Award - Penny Garthwaite*

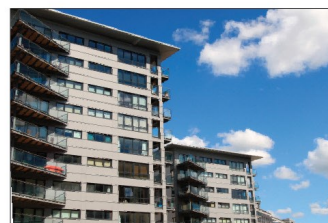
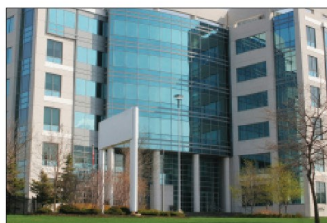


*Winner of the Chapter President's Award at GLAStar - Paula Rote-Tigani*

*Thank you to all our wonderful sponsors of prizes and those that contributed to Toys for Tots*



*All had a great time at the Holiday Awards Evening*



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### ASSOCIATE:

#### B3G Thermal, LLC

Brian Smith

610 Church, Ann Arbor, MI 48104

Phone: 734-260-9118

Email: brian@b3gthermal.com

#### Evergreen Home Services

Nate Munson

7357 Steinbach Rd, Manchester, MI 48158

Phone: 734-358-3909

Email: evergreen.nate@gmail.com

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## Renewing Members: as of 01/01/2010

### ACTIVES:

Allen Creek Apartments  
Arbor Knoll Apartments  
Associated Management  
Bayport Investors  
CareOne Rental  
Copi Properties  
Craig and Laurie Nutt  
Ewing Investment Corp  
Fairway Trails Apartments  
First Martin Corporation  
Fuller Apartments  
Go Blue Rental, LLC  
Graham Miles  
Gruber Management  
Hall Financial Group  
Harbor Cove Apartments and Beach Club  
Homestead Commons  
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Vedder Electric

## Dropped Members:

- Smart Apartment Solutions
- Burton Marcus
- At-A-Moments Notice

*Members Support Members*



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## Awesome Events:

### JANUARY:

**13 - Managers Only at Glencoe Hills**, Cost: Free, 8:30 to 9:30 am. For all Managers and Assistant Managers to get together for discussion.

**19 - General Membership Breakfast at Weber's Inn**, Cost: \$20, Time: 8:00 to 10:00 am. Guest Speaker: Ritchie Coleman of Pittsfield Township with information on safety.

**21 - R410 EPA Safety Training**, Cost: \$129/\$169, Time: 9 to 2, Location TBA

**26 - PMAM Leadership Training at Grandhaven Manor**, 3215 W. Mt. Hope, Lansing..... Free training open to Board of Directors and Committee Members.

**27 - Leading During Challenging Times** — 1/2 day training for Managers and those aspiring to be in leadership positions at Cleary University. National and GLAStar Speaker Sherre Helmer will show you how to increase occupancy while maintaining employee and resident morale. Cost: \$52/\$87...Time: 9 to noon. If you missed Sherre in November, now is your chance to get valuable education close to home.

### FEBRUARY:

**11 - EDUCATION TRADE EXPO AND MAINTENANCE MANIA.....SEE PAGE FOR ALL THE DETAILS OF THIS GREAT DAY.** Make sure you register for the Global Diversity Keynote at 10:30 am prior to the trade expo starting.

**17 - The Lost Art of Sales...explore Constant Contact, Resident Referrals and Social Media.** .....1/2 day leasing seminar with Kathy Banker: Cost: \$52/\$87, Location: Cleary University on Plymouth Rd. Time: 9 to noon

**18 - Power Hour for Leasing and Managers.....First Advantage SafeRent** will teach you how to read a credit report and discussions on criminal services and what data is included in each. Cost: Free Education Series. Location and Time: TBA



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