



UPDATE

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

Volume 32, Issue 11 — November 2015

Always available at www.wa3hq.org



The Apartment Doctor is coming April 21, 2016 SAVE THE DATE!



Douglas D. Chasick, The Apartment Doctor™

Doug has over 39 years of hands-on property management experience, gained from on-site, supervisory, consulting and executive positions with such industry giants as Johnstown Properties, R & B Realty Group (Oakwood), The Related Companies and First Capital Companies. He began his career as a Resident Manager for a 524-unit apartment property, and has since been responsible for portfolios of over 28,000 apartments, and more than 8 million square feet of commercial, retail and industrial properties.

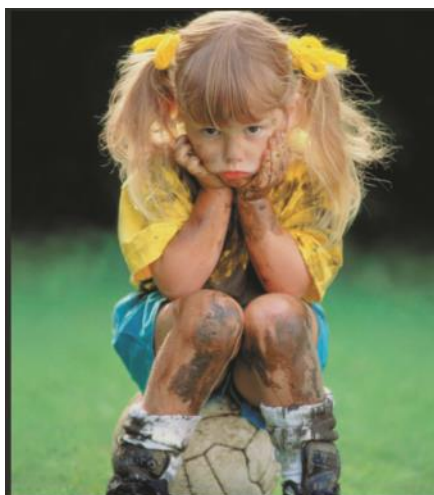
Doug is an accomplished speaker and author, with numerous articles published in the *Journal of Property Management*, *UNITS Magazine*, *The Apartment Professional*, *Sales & Marketing Magic for Apartment Managers™* and many regional and local property management publications. He was the Editor of *NOI News™*, a web-based subscription newsletter for multifamily professionals, and is co-author of the textbook "How To Excel in Leasing", published by the National Association of Homebuilders. Doug has spoken many times at the annual NAA, IREM and NAHB educational conferences; The Annual Brainstorming Sessions; Multi-Housing World; at many apartment association events and annual conferences, and for many private company conferences.

Doug is the 2010 recipient of the Apartment Career and Education (ACE) Award for Professional Educators from The National Apartment Association Education Institute (NAAEI) and the 2010 "Legends of the Industry" award from Multifamily Pro and the Annual Brainstorming Sessions. He was the 2003 & 2004 President of the Space Coast Apartment Association and has served on the Board of Directors of the National Apartment Association as the Region III Vice President and on the Board of Directors of the NAAEI. He was the 1998 & 1999 Chairman of the Editorial Advisory Board of *UNITS Magazine*. A past Chairman of the RAM Board of Governors, a RAM Life Governor and a past Trustee of NAHB's Multifamily Council, Doug served on the Grace Hill Board of Educators, and serves on the Board of Advisors for *APARTMENT BUILDING MANAGEMENT INSIDER* and *FAIR HOUSING COACH*.

Doug earned his Certified Property Manager (CPM®) designation in 1978 from the Institute of Real Estate Management. He served as a member of the National Faculty of IREM for eight years, teaching Course 101, "Successful On-Site Management", Course 301, "The Marketing and Management of Residential Property" and Course 400, "Managing Real Estate As An Investment". A member of the National Apartment Association Education Institute National Faculty, Doug is a Senior Instructor for the NAAEI Advanced Instructor Training Course and also teaches the

NALP, CAM, CAS and CAPS courses for NAAEI and many NAA affiliates. Doug is licensed as a Real Estate Broker in Florida and Georgia, certified as an Expert Fair Housing Instructor by the Commonwealth of Virginia, and is an NAA/HUD certified Lead Hazard Awareness Training course Instructor. A member of ASTD and SHRM, he received his Synchronous Learning Expert (SLE) certification in 2006 and Certified Distance Learning Educator (CDEI) certification from ARELLO/IDECC in 2009.

Doug Chasick, CPM®, CAPS, CAS, Adv. RAM, CLP, SLE, CDEI
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Certified Distance Education Instructor
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President's Message: by Amy Khan

I heard this story recently and I thought I would share it with all of you.

Once upon a time there was a greyhound race dog named Cash. Cash was the fastest dog in the land and won all the races. Then one day, suddenly, Cash decided he did not want to race any longer. Cash's owner came to him and said: "Cash, why do you not want to race anymore?.... Do we not win all the races?.. Do we not get all the trophies?... Do we not receive all the money?"

Cash responded, "Yes, that is all true."

The owner asked, "Then why don't you want to race anymore?"

Cash answered, "Because after all these years of chasing that rabbit around the track, I found out it is not real"

This little tale reminds us all to chase our own real rabbits, whatever they may be. No one's last words are "I wish I would have spent



more time at the office" or "I should have put more in that 401K."

The regrets are "I should have spent more time with family and friends"... "I should have kept more promises to myself"... "I should have dedicated more time to religion or what gave me peace and contentment in my heart."

So, as we come into the holiday season and the end of another year quickly approaches, take pause to enjoy those relationships that bring happiness and cheer into your life. After all, life is a journey, not a destination. You will enjoy the trip much better if you are chasing real rabbits along the way.

For me, being an active member in WA3 has been a great opportunity to chase real rabbits. Our association is here to give us all an opportunity to work together towards common goals and share our experience and knowledge with real people, who share our interest and desire to be good at what we spend so much of our time doing everyday.

Have a great November and I hope to see everyone at the General Membership Meeting on the 12th.

Office Message: By Alice Ehn and Melinda Kaus

Community...What does community mean to you?

The dictionary defines it as....

1. a group of people living in the same place or having a particular characteristic in common
2. a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

All of you have the community of being involved in the WA3 membership and 420 of you have liked the Washtenaw Area Apartment Association's facebook community and LinkedIn. However, building a community is not about how many followers we have on social media. It is about building a brand that will benefit all those involved. Starting now, WA3 will be promoting all our members with a "RENT FROM A MEMBER" campaign that will promote our online search engine of member properties (www.midigs.com) with every advertising dollar we can spare. Make sure that all your property listings are up to date and if you are not on the Rentlinx.com network, get there now and ask to be added to our midigs page.

It is the belief of the WA3 board of directors that our members are part of our community so they can have access to the resources to "RENT RIGHT". Use this community we have established to continually improve your rental policies and practices, come to events



and education to improve your network and learn from your colleagues how to make your business and yourself the best it can be. With the line up that the association is putting in place for next year, there is no excuse not to participate.

That being said, there is also no excuse to NOT honor those that are in your midst. **SEND IN YOUR NOVA ENTRIES NOW!!!!**. Nominate those that have gotten you to where you are. It is easy....Fill out the nomination page, answer a couple of questions, send the entry to [no-vaawards@gmail.com](mailto:vaawards@gmail.com) and

done. (Deadline extended to Monday, November 2). You have just honored a valued employee or business partner for **FREE**. Come to the Holiday Award Event to see who won. It is that easy. Why should you recognize people? Forbes Magazine recently published an article that highlighted a survey done by Jessica Pryce-Jones, CEO of iOpener. This recently [conducted survey](#) looked at the correlation between happiness and productivity at work. It showed that workers reported spending 40% of their week doing what they're supposed to do, whereas those that are happy in their jobs reported 80% of their time was work related. Make your people happy and give them a feeling of being valued. Nominate them...they are worth it.



Time to Nominate Vital Employees

Categories:

- . Best Leasing
- . Best Maintenance
- . Best Manager
- . Best Business Partner

Fill out the [nomination form](#) and send in NOW

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

2015 Directors:

- Amy Khan, *President*, Corner House Apartments, 734-216-5370
- Kristine Siemieniak, *VP and Program Chair*, Wilson White Company, 734-995-0600
- Michelle Foley, *Secretary*, Mill Creek Town Houses, 734-971-1730
- Leslie Lemerand, *Treasurer*, Oxford Property Management, 734-995-9200
- Michelle Milliken, *Membership Chair*, Paul Davis Restoration, 734-930-0303

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- Bennett Borsuk, *Legislative Chair*, Cabrio Properties, 734-994-7374
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- Terri Neely, *Newsletter and Philanthropy*, Cabrio Properties, 734-994-7374

PMAM REPRESENTATIVES: Melissa Seitz, Wilson White Company and Robert Carson, Continental Management

Property Mgmt. Assoc. of Michigan - Association Guidance, Denise McGinn, denise@pmamhq.com

National Apartment Association - 4300 Wilson Blvd, Suite 400, Arlington, VA, 22203 - 703/518-6141, FAX 703/248-9440 - www.naahq.org

Vendor Advertising Packages 2016

Advertising Opportunity	5 Star Marketing		3 Star Marketing		1 Star Mar-	
	Package	Value	Package	Value	keting Package	Value
Attendance to 4 GMM	*	\$ 100	*	\$ 100	*	\$ 100
Trade Show Booth	*	\$ 265	*	\$ 265	*	\$ 265
Logo on Badges at Trade Show	*	\$ 30	*	\$ 30		
Enhanced Listing on the Website	*	\$ 50	*	\$ 50	*	\$ 50
Website banner ad	Banner ad for 12 consecutive	\$ 1,800	Banner ad for 6 consecutive	\$ 900		
Newsletter ad	12-1/4 page ads in newsletter	\$ 1,380	12 - 1/8 page ads	\$ 720	*(6-1/8 page ads)	\$ 450
Additional Ad once per year	Full page	\$ 330	1/2 page	\$ 185		
Directory Ad	Full page	\$ 275	1/2 page	\$ 220	1/3 page	\$ 170
Golf Outing includes 4 passes, 1 hole sponsorship and company logo on all flyers	*	\$ 600	*	\$ 600		
Holiday Party Sponsorship	Drink Sponsor	\$ 350	Food Sponsor	\$ 250	Game Sponsor	\$ 150
Sponsorship Choice: Choose any number of events to sponsor including Pub Crawl, Mixers, Wine and Euchre Night or Education Classes	*	\$ 300	*	\$ 200	*	\$ 100
Total Value		\$ 5,480		\$ 3,520		\$ 1,285
Cost per package	\$3,000		\$2,000		\$850	
Quarterly installments	750		500			

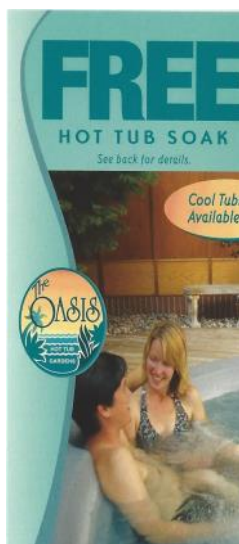
20 Coupons Available at the Association Office — OASIS HOT TUBS

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HOUSING ROUND TABLE

YOUR OPINION MATTERS

We want to hear about your experiences housing people exiting homelessness and working with the agencies that serve them.



JOIN US

When: Thursday, November 12th
Time: 8:30am- 10:00am
Where: LRC, 4135 Washtenaw, Ann Arbor

Register here: <http://goo.gl/forms/4tDQVkeLAe>

This event is hosted by The Washtenaw Housing Alliance's Housing Coordinators Network. If you have any questions, please contact Amanda Carlisle: carlislea@ewashtenaw.org or 734/ 222-3575

Doug Chasick - April 2016 - Education Keynote

Education Trade Expo and MM 2016

April 21, 2016 — Weber's Inn
11:30 to 5:30

Keynote: Doug Chasick Topic: The Care and Feeding of an Attitude of Gratitude

You are what you think." "Attitude is contagious"
"Life is short – eat dessert first" All familiar sayings,
right? Sometimes it seems like only yesterday that
the Christmas lights were twinkling and everyone
was full of holiday cheer, concerned about their fel-
low men and women and gracious and just happy to
be here, right? So what the heck happened? Seems
like the further we get into the year, the further we
get into ourselves. Let's pause for a few minutes to
remember who and what we have in our lives and
how fortunate we are and then remember how good
it feels to let people know how grateful we are to
have them in our lives, OK?

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HUD Discriminatory Effects Standard - Part 2

By Paul Prudente, Vice President & General Manager
Moco Inc | MyScreeningReport.com®

Confirming the identity of (or authenticating) prospective residents is perhaps the most important step in the tenant screening process, since nothing else you do matters unless the applicant is who they say they are. The content of the tenant screening report – the credit profile, public records (criminal and eviction) search results and rental and employment verifications – depends on it. Authenticating prospective residents is so important that it warrants redundancy. That said, steps taken will vary based on the tenant screening model and process employed.

Traditional Tenant Screening Model – Paper Application

Under this model, the process starts with the rental application and looks like this:

- Applicant completes application.
- Landlord reviews application – ensuring that it is complete (no unexplained blanks).
- Landlord compares personal information supplied by the applicant to the applicable government issued picture identification.
- Landlord submits application to tenant screening company.
- Tenant screening company compares credit header information (name, address, alias and SSN – for example) to information provided by applicant in the application – conducting an SSN trace if the comparison is inconclusive.
- Landlord explores and documents reasons for address

mismatch alerts if any – as required by the Dodd-Frank Wall Street Reform and Consumer Protection Act.

Traditional Tenant Screening Model – Online Application
Under this model the process is largely reversed and looks like this:

- Applicant completes application online.
- Tenant screening company compares credit header information (name, address, alias and SSN – for example) to information provided by applicant in the application – conducting an SSN trace if the comparison is inconclusive.
- Landlord reviews application – ensuring that it is complete (no unexplained blanks).
- Landlord compares personal information supplied by the applicant to the applicable government issued picture identification.
- Landlord explores and documents reasons for address mismatch alerts if any – as required by the Dodd-Frank Wall Street Reform and Consumer Protection Act.

Non-traditional (Consumer Initiated) Tenant Screening Model

Under the consumer-initiated tenant screening model, the authentication process is partially automated and looks like this:

- Landlord refers applicant to applicable tenant screening web site.
- Applicant is vigorously authenticated using (for example) Experian's Precise IDSM and Knowledge IQSM authentication technology similar (if not identical)

(Continued on page 6)

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Discriminatory Effects (con't)

(Continued from page 5)

to that used by AnnualCreditReport.com – similar to that employed by AnnualCreditReport.com.

- Landlord compares personal information supplied by the applicant to the applicable government issued picture identification.
- Landlord explores and documents reasons for address mismatch alerts if any – as required by the Dodd-Frank Wall Street Reform and Consumer Protection Act.

Landlords will often make copies of government issued photo identification for their files. It pays to keep in mind that federal law prohibits copying or reproducing...

18 U.S.C.

United States Code, 2011 Edition

Title 18 – CRIMES AND CRIMINAL PROCEDURE

PART I – CRIMES

CHAPTER 33 – EMBLEMS, INSIGNIA, AND NAMES

§ 701. Official badges, identification cards, other insignia
Whoever manufactures, sells, or possesses any badge, identification card, or other insignia, of the design prescribed by the head of any department or agency of the United States for use by any officer or employee thereof, or any colorable imitation thereof, or photographs, prints, or in any other manner makes or executes any engraving, photograph, print, or impression in the likeness of any such badge, identification card, or other insignia, or any colorable imitation thereof, except as authorized under regulations made pursuant to law, shall be fined under this title or imprisoned not more than six months, or both.

Military ID is perhaps the best example of ID covered by this statute. There is, however, an exception to the restriction regarding military ID.

According to Department of Homeland Security and the U.S. Citizens and Immigration Services (USCIS), "You may make a photocopy of the military ID card for Form I-9 [employment] purposes. Under the Immigration and Nationality Act governing the Form I-9 process, the copying of documentation is permitted."

Screening prospective residents is more important (and more complicated) than ever. Application of equal measures of common sense and a few "best practices", however, makes it possible to thoroughly vet prospective residents without making ourselves targets of trial lawyers and regulators.

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Property Tour with Representative Walberg and PMAMM



Pictured Left to Right:

- Colin Khan, CCIM;
- Terri Neely, Director of Business Development, Cabrio Properties;
- Joyce Brighton, Regional Property Manager, First Housing Corporation;
- David Gerchak, Executive Vice President, First Housing Corporation;
- Representative Tim Walberg;
- Alice Ehn, Executive Officer, Washtenaw Area Apartment Association;
- Amy Khan, CEO CMB Property Management, LLC.

Photos compliments of Melissa Fuller, Fuller Creative Services

PRESS RELEASE

Date: October 6, 2015

Representative Tim Walberg visits Affordable Senior and Family Community

Adrian, Michigan - The Washtenaw Area Apartment Association teamed up with the Property Management Association of Mid-Michigan to welcome Congressman Tim Walberg (R-MI-7) on October 2, 2015 for a property tour of Maple Village Apartments in Adrian, Mich. Maple Village is an affordable senior living and family townhouse housing project managed by First Housing Corporation, 4275 Five Oaks Dr., Lansing, Mich. It consists of 119 senior homes and 82 family homes.

Congressman Walberg talked with residents of the senior community and visited two apartments. Residents informed the congressman of their love for apartment living and the community feeling they have living there. At age 95, one of the residents indicated that she moved into the community the day after it opened in 1982. The residents were in the community room getting ready for card night on the day Rep. Walberg visited.

The Washtenaw Area Apartment Association and the Property Management Association of Mid-Michigan are local affiliates of the Property Management Association of Michigan and the National Apartment Association. All organizations work together to promote the rental housing industry in

all levels of government. The mission of all the associations is to assist, foster and promote

the growth, development and general welfare of the apartment housing industry through the association of those involved in ownership, construction, management, maintenance and operation of apartment homes.

According to the weareapartments.org website, Michigan's 7th District supplies homes for 41,400 residents, has 23,900 occupied apartment homes, provides \$729.4 million in economic contribution to the local economy and supports 8,200 local jobs in the apartment housing industry.

The Washtenaw Area Apartment Association was organized in 1985 to advance, assist, foster and promote the growth, development and general welfare of the rental housing industry within Washtenaw, Lenawee, Livingston and Monroe Counties. WA3 serves Ann Arbor, Ypsilanti, Howell, Brighton, Monroe, Adrian and various townships and municipalities in the area with education, networking, legislation and connections. It is affiliated with the Property Management Association of Michigan and the National Apartment Association. You can learn more about the WA3 by going to www.wa3hq.org or call our office at 734-663-1200.



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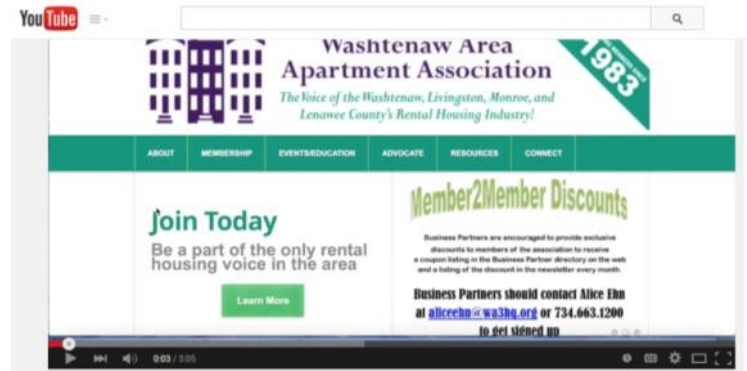
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See all GLAStar photos [HERE](#)

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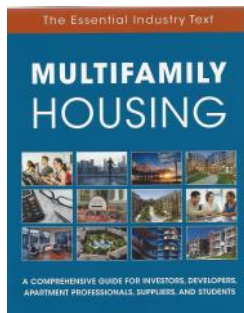
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- Karlene Lehman
- Carrie Danek

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The Essential Industry Text, has been developed as a definitive reference and interactive guide aimed at expanding the knowledge of multifamily professionals and as a complement to "on-the-job" experience for investors, developers, owners, managers, consultants and suppliers. As college students consider the apartment industry as a viable career option or choose to earn degrees in property management or real estate, this text offers a single source with "best practices," uniform guidelines and standardized operational procedures, complete with a comprehensive glossary and industry terminology.



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PMAM Leadership Lyceum

PMAM Leadership Lyceum Overview


The PMAM Leadership Lyceum program is designed to help identify and develop a well-informed and highly motivated group of emerging multifamily housing leaders; people with a broad-based vision for, and strong commitment to the mission and strategic objectives of PMAM and its affiliated associations.



The 2015 class will take place on December 8 and 9 at the Hampton Inn & Suites, 2200 Hampton Place, Okemos, MI 48864. Class times are 8:30 to 5:00 both days.

WA3 has two spots in this class available for our members at a rate of \$299 per person paid by WA3. If you are interested in this course, call the office at 734-663-1200.

November 2015

Monday	Tuesday	Wednesday	Thursday	Friday
2	3	4 Board of Directors	5	6
9	10 Membership Committee Legislative Committee	11 PMAM Leadership Day - FREE	12 Annual General Membership Lunch <u>Come and VOTE</u>	13
16 Program Committee	17	18	19 Education Committee	20
NAA Assembly of Delegates — San Antonio, TX				
23	24	25	26 	27
30	December and BEYOND			

- November 12, 2015 - 11:30 to 1:00
Cost: \$25 member

[Annual General Membership Lunch voting for 2016 Directors](#)

Speaker: Frank Mauck - Senior Manager of Communications for NAA and Social Media Guru



Topic: Let's get Digital, How to win Friends (or clients) and Influence people

[Click for July UNITS Video](#)

Sponsored by:



- December 3, 2015 - [Holiday Awards Evening at Aubree's](#) for pool and shuffleboard
- December 8 and 9, 2015 - PMAM Lyceum Training in Lansing.
- December 16 - Director's Retreat - All committee members, Past Presidents, Current Board of Directors and 2016 Board of Directors are invited to attend this planning session for 2016 and beyond. Join everyone to shape the future of this association
- January 21, General Membership Lunch, Weber's Inn. Proposed Topic: Service Animal TrainingWhat to do???
- February 19th....Winter Evening Mixer at MLive downtown open concept center.
- February 11th - EPA Compliance Class

Sponsorship: available

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- **Automatic Payment** - allow you to have your accounts automatically paid on the due date - using Visa®, MasterCard®, or a checking or savings account - eliminating the need to mail in a check or contact us monthly to pay your accounts. To enroll in Automatic Payment, go to dteenergy.com/bizautopay.
- **Payment Notifications** - you can subscribe to receive an e-mail notification when a payment is applied to your DTE Energy account or you can receive an e-mail reminder 3 days prior to your bill due date. To subscribe to our Payment Notifications, you will need to be a registered user to access your account information. You will need your DTE Energy account number to complete the registration process.
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- **Energy saving incentives program** - provides upgrades to both tenant and common areas for multifamily buildings with five or more units under one contiguous roof. For more information, call **866.796.0512**.