



UPDATE

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

Volume 33, Issue 7 — July 2016

Always available at www.wa3hq.org

Amazing GLAStar Speaker — Coming in October

10 Quick Ways To Show Residents The Love

AUTHOR: AMY KOSNIKOWSKI DILISIO
National Speaker / Vice President of Business Development & Education with Sprout Marketing

Residents are important to both the physical and financial success of our community and it's our job to make them feel valued and appreciated. The way we act when they visit the leasing office, our response when they have a maintenance issue and our attitude when we see them around the property can go a long way to make them feel at home. As the multifamily housing market heats up, the focus is back on retaining residents and exceeding their expectations.

The great news is that achieving and maintaining resident satisfaction is fairly simple. The little things that we do for residents everyday don't take a lot of time, effort or money. They do, however, have a BIG impact on renewal decisions, referrals and overall happiness with the community. The following tips and tricks are sure to show our residents the love and express how much we care:

1. A quick wave and greeting, using their names, makes residents feel special.
2. Swiftly responding to residents' calls and emails within 24 hours shows them that they are important.
3. Your community pride, and goal to offer residents the best everyday, can be shown with a high level of care for the grounds, amenities and common areas.
4. A friendly and warm smile paired with a "can-do" attitude is always a winning combination.
5. Show the love from day one with a smooth move-in experience. Reserve a parking spot in front of a new resident's home to make their day easy, positive and memo-

orable.

6. Give residents the VIP treatment by dropping off a package that they were expecting or offer to assist with heavy grocery bags.
7. At events, introduce residents to one another by offering mutual common interests to spark a conversation or even a future friendship.
8. A rapid and quality turnaround on a resident's service requests will show the value of living in an apartment community every time. Go the extra mile by looking for additional repairs that may need attention to create a stellar service "wow" moment.
9. Give all your attention, whether on the telephone or in person, to determine the best way to assist the resident. Then offer knowledgeable answers and smart solutions to their questions and concerns.
10. Call each resident quarterly to "check-in." Verify that all is satisfactory in their apartment home and ask if you can assist them in any way. This is guaranteed to knock their socks off!



Amy Kosnikowski Dilisio, is a national speaker, industry educator and VP of Business Development and Education with Sprout Marketing, a multifamily marketing boutique. Sign up for the free Sprout New Letter at WatchYourBusinessSprout.com

DIGITAL MARKETERS THAT WEREN'T BORN LAST NIGHT.



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President's Message: by Kristine Siemieniak

I would like to encourage everyone to get involved in our association. You will get out of your association what you put into it. If you put nothing in....you will get nothing. The WA3 association is a great group of people with lots of experience in multifamily housing. I encourage you to attend one of the upcoming events.



On July 13th, we have an after-hours mixer at [Brewery Becker](#) in Brighton, located at 500 W. Main St. (see page 6) This event is being sponsored by [Smart Apartment Solutions](#). Please also mark your calendars for October 20th & 21st, the [GLAStar Education & Awards](#) in East Lansing. The deadline for entries for the awards is 8/31/16 @ 8:31 pm.

I would like to wish everyone a Happy and Safe 4th of July!!!

Office Message: By Alice Ehn

This June, the City of Ann Arbor invited WA3 to a meeting with the planning department to look at increasing the storm water run off fees starting in July of 2017. I attended the first stakeholders meeting on behalf of the WA3.



The focus of the meeting is to determine the level of service residents and stakeholders in Ann Arbor wish for, set priorities to the wish list and then decide the recommended increases to the storm water fees to achieve the priority list. A recommendation will go to city council by December of this year so that a new fee schedule can be established before the fiscal year 2017 starting on July 1.

If anyone is interested in serving on this committee on behalf of the WA3, please let me know. At the very least please give me some input on how the fee increases would impact your businesses, what level of service you all need, and what creative incentives you would like to see that might help you all reduce the fees for rental housing. It really would be better for someone other than me to attend these meeting (or come along with), however they have set the next meeting for August 26th. Let me know if you would like to volunteer to represent your peers and benefit the entire rental housing industry in Ann Arbor. After all, if you are not at the table you are on the menu. Protect your interests by getting involved.

Did you know!!!!

ADMINISTRATIVE ASSISTANT POSITION AT THE WA3 OFFICE

POSITION OVERVIEW:

The Administrative Assistant position directly reports to the Executive Officer and performs administrative and office support activities. Duties may include reporting, fielding telephone calls, receiving and directing customers, word processing, and filing. Extensive software knowledge is required as well as internet research abilities, analytical and strong communication skills.

ESSENTIAL JOB FUNCTIONS:

- Answer and direct phone calls
- Organize and schedule meetings and appointments
- Maintain contact lists
- Produce and distribute correspondence memos, letters, faxes and forms
- Assist in the preparation of regularly scheduled reports
- Develop and maintain a filing system
- Order office supplies
- Book travel arrangements
- Provide general support to visitors
- Proven admin or assistant experience
- Takes part in some meetings with committees
- Assures discreet handling of all business
- Ensures reports and publications are thoroughly analyzed for accuracy

REQUIREMENTS:

- Must enjoy public contact and demonstrate a friendly, outgoing, service oriented nature
- Must be flexible with a strong ability to multi-task
- Must be able to work with a volunteer committee structure
- Possess a desire to learn new skills
- Knowledge of office management systems and procedures
- Excellent time management skills and ability to multi-task and prioritize work
- Attention to detail and problem solving skills
- Excellent written and verbal communication skills
- Strong organizational and planning skills
- Proficiency in MS Office

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

2016 Directors:

- **Kristine Siemieniak**, *President*, Wilson White Company, 734-995-0600
- **Terri Neely**, *VP and Education Co-chair*, Cabrio Properties, 734-994-7374
- **Michelle Foley**, *Treasurer*, Mill Creek Town Houses, 734-971-1730
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- **Michelle Milliken**, *Membership Chair*, Paul Davis Restoration, 734-930-0303
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- **Open Position**, *Education Co-Chair*,
- **Amy Khan**, *Program Chair*, Corner House Apartments, 734-216-5370

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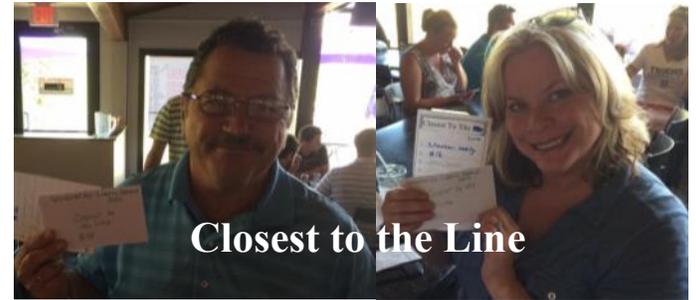
National Apartment Association - 4300 Wilson Blvd, Suite 400, Arlington, VA, 22203 - 703/518-6141, FAX 703/248-9440 - www.naahq.org

And the Golf Outing Winners ARE????? Dynamic Drain Guys

An Amazing time was had by everyone among the hills at The Golf Club at Mt. Brighton for the Golf Outing this year. The program committee is planning next years outing at the same place on the first Friday in June. Mark your calendars now for a great day out of the office networking with property professionals and business partners.

Thank you to all our sponsors

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Gregory Brown, Senior Vice President of Government Affairs, and his staff, track and report on state and local government trends across the country.

Visit <http://www.naahq.org/learn/government-affairs/federal-state-local-issues> for more information.

Apartment Industry Advocates,

One of the episodes on the old children's TV program, Schoolhouse Rock, tells us that our nation's laws are made through the rough-and-tumble legislative process within the U.S. Congress where ideas are posed, debated and if all goes well, a bill emerges that goes to the President. If all goes really, really well, the President signs it. Or, as has been the case a

lot in the past seven years, he vetoes the legislation and Congress goes back to the drawing board. What you do not hear in "I'm Just a Bill" is that other process by which rules are made that govern our lives – federal regulations from Executive Branch agencies. Last month we were once again reminded of the immense power of a President in affecting policy without the influence of Congress.

The Department of Labor (DOL) released in May its final rule regarding workers who are eligible for overtime pay. The rule lifts the threshold under which an employee must be paid overtime from \$23,660 to \$47,476 – impacting an estimated 4.2 million workers nationwide. The wage threshold is tied to the 40th percentile for salaried workers in the lowest-wage region of the Labor Department's five established wage regions: North-east, Southeast, Midwest, Southwest and West. This threshold will be updated every three years at the 40th percentile for salaried workers in the lowest-wage region, which is currently the Southeast and is likely to remain so in the future.

Rules like these which make significant changes to existing laws feel like they should be addressed via Congressional action. However, what the DOL did is an extension of the Fair Labor Standards Act (FLSA) which

establishes wage and hour rules for workers, including overtime pay. The FLSA says nothing about the degree to which the Department can change wage and hour rules so more than doubling the overtime pay threshold while aggressive is not outside of DOL's authority. What is frustrating for us – and for anyone who lobbies on federal issues – is that the options to influence regulatory proposals do not favor advocates who want to limit their impact.

Going back to Schoolhouse Rock for a moment, the legislative process has a number of points of entry for advocacy – working with the original bill sponsor, testifying at a hearing on the bill, whipping votes in a committee markup or during floor consideration and even making small changes in House/Senate conference committees. The regulatory process has far fewer access points. There is a specific, mandatory comment period where federal agencies must listen to the concerns of the public. These can be extended for more difficult issues but ultimately the clock ticks down to zero. At some time, comments stop and the regulatory body moves forward with its rule with no requirement to accept any of the suggested changes.

Sometimes, federal agencies take comments to heart and alter their proposal. This actually happened with the DOL overtime rule where the final salary threshold was actually lower than originally stated. Many times, however, agencies move ahead with their proposal despite comments. Case in point is the Waters of the United States rule from the Environmental Protection Agency (EPA) where there were literally hundreds of thousands of comments submitted, but EPA made few substantive changes to its final rule.

Congress also faces limitations of its own in responding to regulations. There is the Congressional Review Act (CRA) which grants an expedited process for Congress to review and invalidate a federal regulation. However, like standard legislation, this requires either the support of the President or a veto-proof Congressional majority in support of the resolution. Neither are easy to come by in this Congress.

These hurdles to advocacy certainly did not stop NAA, our partners at the National Multifamily Housing Council (NMHC) or the legion of other advocacy organizations from working to stop the change when it was first proposed by DOL in 2015. NAA and NMHC joined with the Partnership to Protect Workplace Opportunity (PPOW) coalition to fight the proposal from DOL. We were part of the original submission of detailed comments on the impacts of the proposal to workers and employers in September 2015.

In 2016, we have supported legislative efforts to stop the rule via the ["Protecting Workplace Advancement and Opportunity Act,"](#) introduced in the Senate and House by Senator Tim Scott (R-S.C.) and Representative Tim Walberg (R-Mich.), respectively. We will roll out a grassroots alert later this month to build support for the legislation and increase pressure on the Administration to respond to our concerns about the rule. As with a CRA resolution, these bills will need a veto-proof majority to get past an almost certain Presidential veto if they make it to the President's desk. To get that we will need the voice of every NAA member.

Regulations have always been a difficult challenge for advocates; however, this Administration has proven especially challenging because of the sheer volume of them. Looking to the future, the experience of the past seven years will either empower future administrations to advance their policy agenda in this way or chasten the Congress and Executive Branch to focus on the legislative process for dealing with the most significant issues. Time will tell.

Thanks for reading. Talk with you next month.

Regards, *Greg*



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Stop City Increasing Taxes



Key Reasons Ypsilanti Should Vote "No" on August 2nd

- Ypsilanti taxpayers will see a 2.3-mill tax cut when the road millage expires this year.
- Ypsilanti's roads again need repair, so an additional millage can be expected soon.
- The proposed new 2.3 Water Street millage will not be used repair roads or improve services, but will go toward paying down \$10 million in remaining debt from the City of Ypsilanti's failed real-estate speculation on the Water Street brownfield 20 years ago.
- Ypsilanti property values are finally on the rise. Additional taxes will reverse this progress.
- If the Water Street millage and the other 2016 tax proposals pass, it will be 5.6 mills in new taxes in just 9 months. This does not include the nearly 8-mill increase in recent years to cover pension costs. That would be about 23% higher taxes just since 2012.
- Voters rejected proposed Water Street millages 2-to-1 in 2007 and 2012, and the City found ways to both maintain services and pay down the originally \$30-million Water Street debt.
- Ypsilanti City leaders promised to create a thriving retail area on the Water Street brownfield; instead, we have a single Family Dollar store sitting on the otherwise-vacant lot. The City promised a regional recreation center; instead, we got a \$1.2 million bridge that leads to a \$600,000 walking trail -- that was immediately closed due to hazardous soil contamination. Desperate, City Council recently approved up to \$750,000 in tax breaks to a developer.
- The same Ypsilanti City leaders are talking about plans for high-speed rail and a new railway stop in Ypsilanti; these plans also seem stalled.
- The leadership of the City of Ypsilanti made mistakes in the past, and its leadership today continues the pattern: namely, unwise investment of tax dollars in overly ambitious and unnecessary projects. If taxpayers cannot trust the City of Ypsilanti to make good use of current funds, why should we provide them more?



• **Don't throw good money after bad!**
Vote "NO" on August 2nd!

<http://stopcityincreasingtaxes.com/>

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Higher taxes drive down property values and erode the tax base.

What are they thinking?!



Property taxes are regressive, driving up living costs for low- and moderate-income families who rent and pay non-homestead property tax rates.

Higher taxes discourage investment in the city.

The millage increase is unnecessary: property-tax revenues are climbing, and City Council continues to spend millions on non-essential projects.

This proposal is not about ensuring sound city finances; it is about freeing up money for hobbyhorse projects and tax breaks for developers.

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Name: **Megan Orser, NALP**
Company: **Smart Apartment Solutions**
Job Title: **Director of Professional Development**
Years in the industry: **16+**



What is the most recent designation that you have completed? **NALP**

What advantages do you have now that you have the designation? **After completing my designation I wear my NALP pin proudly and have had people stop and ask me about my journey. Obtaining my NALP has given me the opportunity to meet new friends in our industry as well keeping me focused on continuing education to maintain the designation.**

Why was it important to you to complete this designation? **I grew up in this industry and a lot of the practices are second nature to me; I still found myself searching for more ways to better my career and ensure that I was exposed to the best practices from industry leaders.**

What advice could you give to those who are considering obtaining a designation? **Go for it, and be open-minded. In the past, I thought that the NALP was only for newbies entering the market looking for basic exposure to the industry. What I found was that my class peers were also 10 + year veterans of the industry who had also come to a point in their career that they were desirous in obtaining a professional designation. I was able to gleam a lot of valuable practices and techniques that I'm using today out in the field today.**

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BILLS THAT PMAM IS WORKING ON

LICENSING. Summary: This bill, if introduced, would remove the required licensing of leasing agents and remove the 50-mi radius requirement for real estate brokers.

SERVICE OF PROCESS. Summary: This bill, if introduced, would provide that service of process to recover money could be done by tacking to the property, rather than by personal service. Additionally, it provides that money judgment rent should not be prorated and that all summary proceedings from the same property should be heard on the same day at the same time in the same court. Because of the opposition in the Legislature, this bill has not been re-introduced this session.

BEDBUGS. [SB 294](#), HB 4520. Summary: This bill provides the responsibilities of the landlord and the tenant in a bedbug situation. We are working with the House sponsor and the Pest Management Association to finalize the language in this bill.

MEDICAL MARIJUANA. [Senate Bill 72](#) Summary: This bill provides for the prohibition of growing and smoking in a rental premises as long as disclosed in the lease. This bill passed the Senate and is awaiting action in the House while the Senate is considering the House's edible and ingestible marijuana bills.

LATE FEES. Summary: This bill would allow for late fees incurred as a result of late payment of rent to be counted as "rent" for the purposes of landlord-tenant proceedings, as well as creating a baseline under which a late fee is construed not to be a penalty and enforceable. We have received a draft bill which should be introduced when the legislature returns from its break.

BILLS OF INTEREST ALREADY INTRODUCED OR BEING CONSIDERED

WAIVE JURY TRIAL IN RESIDENTIAL LEASES. [HB 4035](#) Summary: This bill provides a provision in the lease that would allow a tenant's waiver of a jury trial. PMAM supports.

LICENSURE FOR RE BROKERS AND SALESPERSONS. [SB 26](#). Summary: This bill amends licensure requirements for the real estate salesperson's license.

LLC ACTING AS OWN REPRESENTATION. Summary: This would allow LLCs to represent themselves in small claims court and not require a lawyer. PMAM supports.

LEAD PAINT LEGISLATION. (HB [4062](#) and [4063](#)) Summary: This bill would re-

quire abatement for properties where children have been found to have high levels of lead. PMAM opposed.

MODIFICATION OF DRUG FORFEITURE. (HB [4361](#)) Summary: This bill would allow for seizure of property for a drug offense, but would prohibit forfeiture of the property unless a person is convicted of the alleged drug crime or if the person does not claim any interest in the property.

DOMESTIC VIOLENCE. (SB [255](#)/HB [4411](#)) Summary: The bill would add domestic violence victims as a protected class. PMAM is opposed.

SHUTOFFS. (HB [4393](#)) Summary: This bill would provide notice to the landlord in cases of shutoff due to non-payment by the tenant. PMAM Supports.

RENT CONTROL. This bill has not been introduced at this point, but we were approached by Rep. Banks about this proposed idea. The information was sent to legislative members last month, but is also attached. Currently, there is no action on this bill. I did share with Rep. Banks that we were opposed to this legislation. PMAM is opposed.

VOTER REGISTRATION. (HB [4815](#)). Summary: This would require a landlord to provide voter registration information upon move-in for a tenant. PMAM is Opposed.

EVICITION OF SQUATTERS. (HB [4673](#)). Summary: This bill would require the presence of a law enforcement officer and proof of ownership before a squatter could be evicted. PMAM has not taken a position.

LEAD PAINT TESTING FOR RENTALS. Summary: This bill would require testing of walls within rental units prior to rental in areas that have been noted by the local health department as high lead areas. PMAM is opposed without proposed changes.

DRUG EVICTION AMENDMENT. (HB [5217](#)). This bill would amend the drug eviction legislation we passed last session to require a conviction. PMAM is Opposed.

HOUSING INSPECTION. (HB [5561](#)). This the companion bill to the recently signed inspection bill. PMAM has not taken a position on the bill.

*By Mia McNeil, Kelley Cawthorne, PMAM Lobbyist and
I. Matthew Miller, Swistak & Levine, P.C., Chair, PMAM Legislative
Committee*

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est rate reduction, with up to a 36-month loan term.

- **Multi-Measure:** Projects that implement at least 5 measures are eligible for up to a 1% interest rate reduction, with up to a 36-month loan term. If audit report recommended air sealing and attic insulation, these measures must be included in the project (counting as two separate measures) in order to qualify for this discount.
- **Landlord Investment:** Property owners that provide at least a 50% match to the total financed amount are eligible for a 1% interest rate reduction, with up to a 36-month loan term.

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11	12 Membership Committee Legislative Committee	13 Office Closed <i>Livingston County Mixer - Brewery Becker, Brighton</i> Sponsored by: Smart Apartment Solutions		14 Office Closed Education Committee
18	19 Program Committee	20	21	22
25	26 PMAM Legisla- tive — PMAM Board of Directors - These two meetings have been moved to August 2nd.	27	28 <i>Government Affairs Roundtable - The Graduate</i> Sponsored by: NAA, NMHC, Kelley Cawthorne and CORT	
				29

Moving Forward 2016

- *August 11 - After Hours Mixer, Bill's Beer Garden, Sponsored by: [Full House Marketing](#)*
- *September 16 - Pub Crawl Downtown Ann Arbor*
- *September 22 - Appliance Repair Class with Wilmar*
- *October 11 - Ann Arbor Student Housing Fair*
- *October 12 - Reverse Trade Show and Euchre Night*
- *October 20 and 21 - GLAStar Education and Awards Gala*
- *October 27 - Real Estate Continuing Education for Property Management*
- *November 16 - PMAM Leadership Day*
- *November 17 - Annual General Membership Meeting*
- *[THE DECEMBER HOLIDAY EVENT IS MOVING TO JANUARY 13TH AND BECOMING A NEW YEAR EVENT](#)*



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Introducing the Washtenaw County ID

The Washtenaw ID is a county-wide photo identification card created with the purpose of addressing a pressing human rights issue in our community - the lack of secure and reliable identification of approximately 42,000 residents of Washtenaw County. Equating to approximately 11% of the general public, these U.S. Citizens, which disproportionately represent stigmatized populations, run into a variety of consistent and significant daily barriers. These barriers generate exclusion from necessary services and resources that they and their families need to survive and live a quality and civically-involved life.

By lacking birth certificates, identity verification, or access to identity credentials that contain consistent information, individuals are ultimately prevented from being able to access state identification. Documentation may have been lost in transfers, floods, or fires; countless older generation African Americans births were not deemed worthy of record; transgendered people do not have an ID that accurately reflects their gender; and homeless residents lack access to the identity credentials necessary for a State ID.

The Washtenaw ID is an official government-issued photo ID that is available to all residents regardless of immigration status, homeless status or any other personal identifiers. The County ID is a product of a collaborative effort of community representatives, advocates, law enforcement, county government staff and county elected officials. Beginning in 2012, these groups formed a public/private partnership, the Washtenaw ID Task Force, which aimed to assist marginalized populations in gaining meaningful access to identification. In 2014, the ID Project was successfully voted upon by the County Board of Commissioners to verify the identification of County residents and issue ID Cards through the Office of the County Clerk. Here, applicants are able to receive their County ID's upon proving both their identity and residency in Washtenaw County. In order to qualify for an ID, one must provide enough documentation to fulfill the 300-point eligibility system, fill out an application and pay the \$25 fee. The Office of the County Clerk is located at 200 N. Main St, Ann Arbor, 48104 in the Vital Records Office. Language and technical assistance, as well as financial aid for eligible applicants is available to individuals through the ID Support Clinic. The ID Project organizes outreach campaigns to businesses, schools, marginalized communities, while also working to defeat stigma. To do so, the ID Project has recruited a strong system of allies in the community. Many of these allies already possessed a state ID or driver's license, but still chose to stand in solidarity with the ID Project and reduce the re-stigmatization of affected populations.

Since June of 2015, over 1,200 residents have obtained a County ID. The ID's serve cardholders in fulfilling many funda-



mental aspects of civic life. These include the ability to: provide identity to law enforcement, attain a library card, access park and recreation programs, open a bank account or cash a check, participate in a child's school events or day, even pick up their children from daycare, prove age at stores or venues, travel by Greyhound, Amtrak, access health care and certain prescription medications, and purchase needed items with a credit card.

In an evaluation designed and implemented by a team of University of

Michigan PhD candidates, housing was a notable top "planned use" for Washtenaw ID Card applicants. Approximately 56% of residents surveyed, stated they were planning on using their ID's to procure housing. By accepting the Washtenaw County ID as a legitimate form of identification for all potential and applying tenants, rental housing providers would be joining us in our mission to bring forth a community where exclusion and marginalization become socially, politically, and spiritually unacceptable. Our hope is to make Washtenaw County a more just and livable community where every resident feels that he or she is accepted as a full and equal member.

For more information on the Washtenaw ID Project visit <http://www.washtenawid.com/home>.

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