



2013

AWARDS OF EXCELLENCE

Banquet & Products & Service Showcase

CAM Candidates will receive their CAM Certificates & Pins

★ JOIN US ★

Thursday, November 14, 2013

Landmark Hotel • 2601 Severn Ave., Metairie, LA

5:30-7:00PM • Products & Service Showcase • Cost: \$0

THIS YEAR THERE WILL BE MORE SPACE TO MOVE AROUND AT THE SHOWCASE & HORS D'OEUVERS WILL BE SERVED!

7:00-9:00PM • Awards Banquet • Cost: \$40 per person

YOU DO NOT WANT TO MISS OUT! THERE WILL BE A NEW FORMAT FOR THE PRESENTATION OF AWARDS, DINNER & MUCH MORE!

• Doors to the banquet open at 6:45PM •

A CASH BAR WILL BE AVAILABLE FOR THE SHOWCASE & BANQUET. THE BAR WILL ACCOMMODATE CREDIT & DEBIT CARDS THIS YEAR!



In this Issue:

CAMnesty... a Way to Get Back in the Game...1

Carol Brady Had The Right Idea.....2

Marketing in Property Management.....3

Tracking State & Local Policy Priorities.....4

Dealing With "Whats Next" for Student Housing...6

Like a Kid in a Candy Store.....7

Can You Price Apartments Better than a Machine?...9

Calendar of Events.....10

Support Your Associate Members.....12



**AAL
STATE
CONFERENCE**



CAMNESTY PROGRAM OFFERS A WAY TO GET BACK IN THE GAME

By Maureen Lambe From NAA's blog APTly Spoken

NAAEI has been listening to feedback from our members, our students, our course instructors and our local associations and are in the process of updating our professional designation programs to make them more comprehensive as well as efficient so that they continue to meet the needs of today's learners. First up was our Certified Apartment Manager (CAM) course. We launched the updated course last spring and now want to provide those people who started but did not complete their CAM the opportunity to go back and earn their designation.

Our CAMnesty program gives people that opportunity. People who since 2006 have completed all of the CAM requirements but the community analysis or the exam can now pay a fee, complete a new course module and take the exam to complete their professional designation.



Earning the CAM designation is one of the best ways for someone to build their industry credibility and demonstrate to others that they have the skills and the knowledge to serve as leaders—and effective property managers—in the industry. That designation also can give you a competitive edge when planning your next career move. Many hiring managers look for professional designations such as the CAM when deciding among job applicants.



If you're still on the fence about whether professional designations like the CAM are worth the time and effort, I encourage you to take a look at this video on the Value of Professional Designations that we've put together. Still undecided? Watch Stephanie Anderson, CAM, describe how having her CAM gave her the extra edge she needed to move from a position as assistant property manager to property manager. Stephanie is our 2013 Certified Apartment Manager of the Year.

You can learn more about the CAMnesty program online, or you can contact your local affiliate. An article in the August 2013 issue of UNITS Magazine also highlights the program.

I encourage you to act now to take advantage of the CAMnesty program because it will only be available for a limited time. ▲



BED BUG SOLUTIONS FROM LOUISIANA'S BUG EXPERTS

Visit Our Website
www.salvant.com
Or call us today to speak to one of our
Bed Bug experts. (225)383-BUGS (2847)

LET SALVANT BE PART OF YOUR BED BUG PLAN!

- ◆ All services are performed with the latest techniques for getting rid of bedbugs
- ◆ We also provide visual and K-9 bedbug inspection with Louisiana's 1st Certified Bed Bug K9s, which cuts treatment cost in 1/2.
- ◆ All of our certified bedbug technicians are updated on the latest techniques which solves any pest problems faster.



- ◆ Salvant Environmental is a local, family owned and operated business. We are proud to offer our customers over 20 years of experience.



Specializing in
Corporate and
Commercial Accounts

225- 383-Bugs
(2847)

SERVING LOUISIANA SINCE 1999. LICENSED, BONDED & INSURED, FOR YOUR PROTECTION.

CAROL BRADY HAD THE RIGHT IDEA



By Lauren Boston From NAA's blog *APTly Spoken*

The best part about having a large family is that you suddenly have an abundance of free labor.

Hold on—I'm now getting word that this has not been the case since "The Grapes of Wrath."

Regardless, I think most people would agree that it's nice to have people (a young child, your ailing grandmother, etc.) work for you—especially when it's voluntary. This is certainly the case in the apartment industry.

During August 21st's Webinar Wednesday, "How To Make Residents Work For You—Resident Referral Ideas That Work," Webinar moderator Stephanie Graves explained why getting resident referrals is key.

With more than 20 years' experience in building, managing and operating apartments, Graves, Senior Vice President of Multifamily Operations for Asset Plus Companies, says she has reduced advertising costs by 22 percent on average by effectively managing referrals.

In order to do so, the first step is to build a "referral culture." First and foremost, you must provide a product of which your residents can be proud, because they have to be able to remain friends with the people they refer. It's super awkward to invite Bridget out for drinks when she's dealing with a bad case of asbestos. Thanks for the referral!

Graves says your referral program should be mentioned on every piece of advertising you have—whether it's a section on your website, a sticker on every flyer or a stamp on the back of a business card. "According to one study, people must see a message eight times before they act on it, so you have to be everywhere," Graves says.

You hear that, ladies? Asking for the trash to be taken out seven times ain't gonna cut it.

Although a rewards program may seem costly, it's worth it on the back end. You're not only getting a new lease, but the resident who made the referral is now likely to stay longer now that they have a friend who lives in the same community. We can all blame "Friends" for this.

While the majority of Webinar participants said they offer free rent (or some sort of rent discount) for a resident referral, Graves encourages everyone to move away from this practice.

"When you give away free rent, it is a silent appreciation that is only experienced by the resident," she says. "It's an internal credit that goes on their ledger but it's not tangible."

Additionally, Graves warns that in many states, if you give a resident more than \$50, it must be accompanied by an I-9 form for tax purposes.

Instead, Graves suggests offering incentives such as reserved parking, a housecleaning service, a free garage/carport (for a period of time), a gift card or a "fix-it" coupon for two hours of work by an onsite maintenance technician (a great option, Graves says, because the burden of redeeming the coupon is on the resident). Apartment upgrades, such as a new faucet or ceiling fan, are a great way to reward residents while also improving the value of the asset.

No matter the incentive, Graves says a clear resident-referral program outline should be in place, and a resident referral form should always be signed by both the referring and referred resident.

And last, but not least, always show your gratitude.

Thank you, Grandma, for working your fingers to the bone to knit me that scarf. 🧡



MARKETING IN PROPERTY MANAGEMENT: GET CONNECTED, STAY CONNECTED, BE RESPONSIVE!

By Lauren Ginder From NAA's blog APTly Spoken



Marketing is commonly defined as the process of communicating the value of a product or service to customers, for the purpose of selling the product or service. It is utilized universally as a critical business function for attracting customers. In property management it is important to acknowledge the connection between living requirements and financially viable results. What we strive for with owners and residents in this industry are long term relationships.

Emphasize the value of your properties and services and then position yourself so that you have a prevalent internet presence and take precedence over other companies. Utilize marketing techniques in order to effectively create, deliver and communicate your services and mission altogether. You're aiming to achieve success as a company as well as prove the benefit to your shareholders that they initially signed up to receive.

The first step of successfully marketing is getting connected. Identify your target markets by asking yourself, who is your target customer? In property management with accordance to Fair Housing laws, you must find the balance between Generation Y, professionals and retirees. Distinguish which apartment communities attract which demographics whether it's students, families, singles or mature adults. A marketing plan with integrity is one which addresses marketing in terms of relationships, internal functions, integrated systems and socially responsive dynamics. Create a strong mobile presence since that is currently the number one source used to search 'on the go'. Emphasize online payment capabilities and the simple benefit your customer basis can receive from that option.

The next step is to remain connected. It's easy to drop off the deep end in this day and age when smaller, greener and better options are constantly becoming available. Continuously capture marketing insights, connect

with customers, build strong brands and adapt your company so it tailors to market demands. Consistently deliver and communicate not only the immediate value of your company's offering but pave the way for long-term growth. Developing marketing strategies and plans will only solidify the compassionate corporate culture you aim to achieve. Take advantage of property management marketing tools. There are a plethora of marketplace exposure options through individual platforms which make a consistent presence easier to manage and control. Maintain a stream of multiple communication styles. The younger generations will expect more email or social media forms of communication while you definitely can't neglect the phone calls from other generations.

Lastly, be responsive. The problem with 9-5 hours is that the majority of people work those 9-5 hours. So communicating regarding living situations may not be feasible for a handful of people when they're at the office focused on work-related issues. Maintain your website and hold a presence on social media sites. Keep your community up-to-date on relevant issues through company newsletters or consistent blogging. Ultimately manipulate social media, and find a balance so that all generations feel acknowledged. Since real estate involves housing for all ages, it is very important to not neglect a certain age group. Adhere to Fair Housing by promoting housing for all and aspire for definitive equality. Increase presence both on the internet and physically on-site and you will achieve a residential community who is content with your efforts at the very least.

Marketing is utilized in every form of business and day-to-day interaction. Within the property management world it is simply a way to stay on top and orchestrate the many different economic factors which constantly threaten the living situations of society. Initiate a connection with your community, remain connected and be responsive; this will make the most of your marketing experience and aid in achieving the ultimate prosperity you strive for with each and every property you invest in. ▲



furniture flexibility for your life

Tens of thousands of people every year make CORT the most trusted source for their temporary furniture solutions. Moving for a new job? Heading off to school? Landing a temporary assignment? Making a fresh start?

CORT makes living smart easy...

Furniture • Housewares • Home Accessories • Electronics

Contact **Debbie Borrello** at debbie.borrello@cort.com or **Debbie Younger** at debbie.younger@cort.com for additional information.

Rental Showroom & Clearance Center
5035 Bloomfield Street | Jefferson, LA 70121 | 504.733.8381

CORT[®]

Wherever you're heading,
we'll be there.

A Berkshire Hathaway Company

CORT.com

TRACKING STATE AND LOCAL POLICY PRIORITIES FINDS NEW TRENDS EMERGING

By Greg Brown From NAA's blog *APTly Spoken*



Apartment Industry Colleagues,

This month, I'm going to step outside of the Capitol beltway for a few paragraphs. As you know, tracking, analyzing and reporting on state and local policy trends are some of the central functions within NAA Government Affairs. Though this column predominantly focuses on federal updates, periodically it's important to change the focus to something a little closer to home for many of you.

In 2013, NAA Government Affairs took a different track with one of our central periodicals – the State and Local Policy Outlook. Traditionally this report provided a snapshot of the top trending issues impacting apartments and rental housing. This year we reshaped it into a tracking tool which follows the progression of policy priorities for our affiliates throughout the year via a detailed survey. We check in with the affiliates three times to see what are their priorities (both on offense and defense) and if and how they change over the course of the year.

The second edition of the State and Local Policy Outlook was released last month. We checked in with affiliates to see if their policy priorities had changed in any significant way or roughly remained the same. While many priorities remain the same, a few new ones have come into focus.

For example, as budget concerns persist, state and local governments continue either to increase existing taxes and fees or create new ones to generate revenue. Further, issues of access and affordability are at the forefront in many states whose recovery from the housing bubble slowly advances. Finally, the form in which the 2012 I-codes from the International Code Council (ICC) are adopted by local municipalities remains a top priority, especially as it relates to compliance and retrofit issues.

While not a new issue, affiliates are encountering an increase in proposals to legalize marijuana for recreational and medical use. In light of recent statutory developments, affiliates are challenged with crafting guidance that balances the federal prohibition with state or local legalization laws. Local smoking ordinances and apartment community smoking policies and possible fair housing discrimination implications must also be considered.

Staying with state and local work for a moment, NAA's work with the Uniform Law Commission's (ULC) drafting committee to revise the Uniform Residential Landlord Tenant Act (URLTA) has begun. As you know, the URLTA, codified in 21 states, has not been updated since 1972. The drafting committee is working to incorporate many statutory developments that have arisen since its inception, including areas such as domestic violence, security deposits and disposition of abandoned property. NAA assembled a working group of members and other experts in the field of landlord/tenant law to vet the current proposal and craft a consensus document that addresses the issues in the draft affecting the multifamily rental housing industry. This document will be sent to the ULC in November.



The advertisement features a background image of a modern interior with a patterned carpet and a dark wood cabinet. Overlaid on the image is the Integrity Carpet Inc. logo, which consists of a red circle containing a white stylized 'I' with a triangle above it, followed by the word 'Integrity' in a red, bold, sans-serif font and 'carpet inc.' in a smaller, red, lowercase font below it. To the right of the image is a red vertical sidebar containing white text. At the bottom of the image, the website address 'www.integritycarpetsales.com' is written in white.

Professional Installation

Ceramic Tile
Wood • Carpet
Stone • Rugs

Commercial & Residential

Multifamily & Assisted Living

2835 Virginia St.
Kenner, LA 70062
504.712.5485

www.integritycarpetsales.com

Meanwhile, back in the nation's Capital, members of Congress, staff, lobbyists and the media are shaking off the delicious drowsiness that is the August recess and revving up their engines for the fall. The dominant topics of conversation are U.S. involvement in the Syrian conflict, the next increase in the nation's debt limit and the strategy of de-funding the Affordable Care Act by threatening a government shutdown. Also on the docket are potential forward progress on immigration reform, changes to the nation's tax system and the deletion and replacement of Fannie Mae and Freddie Mac.

Out of the latter three issues I mentioned above, the best odds for meaningful action are in my view those related to Fannie and Freddie. While we may have concerns over the approach taken by the House Financial Services Committee in this regard, they at least moved the ball forward. The same cannot be said for either tax reform and immigration is uncertain. The Senate appears poised to soon lay down its own marker for changes to the housing finance system. Based on the Warner-Corker bill and conversations with other members of the Senate Banking Committee, it would seem that the Senate marker will be more to our liking than its House counterpart, though to what degree we cannot know at this point. Stay tuned for updates there.

I want to close with a big thanks for affiliates and members around the country who held meetings with their members of Congress over the August recess. As you know, the topic was immigration

reform and we received numerous reports from affiliates who carried the message of the apartment industry on this important issue. We also had members who provided tours of their properties (affordable as well as conventional) for members of Congress. I consider this an especially important activity since many from Capitol Hill need an education on what our communities look like, how they function, who lives there and who works there. This knowledge can mean the difference when important legislative issues come before Senators and Representatives.

As always, hit me with an email if you (a) love what I said in this column and would like a signed copy, (b) despise what I said and me along with it or (c) have another perspective or opinion on any of the topics I raised.

Talk to you next month.

Regards,

Greg 

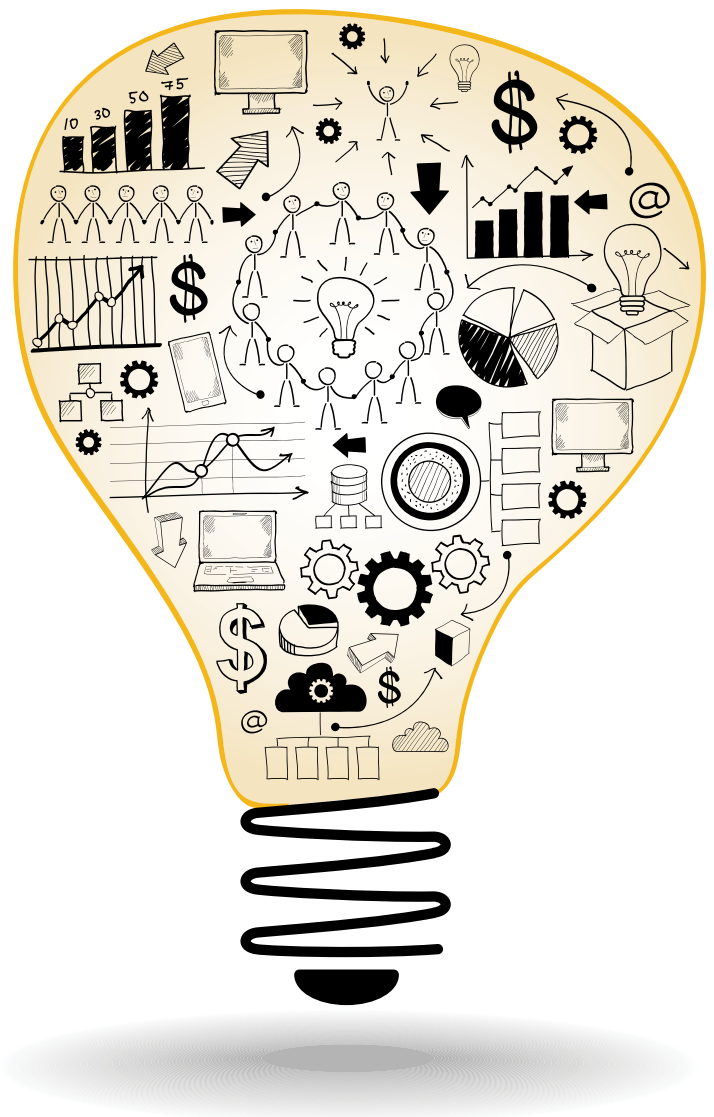
Contact Your Sherwin-Williams Property Management Team

Josh Pelous
Flooring Representative
504-495-4501
swrep6044@sherwin.com

Steve Catalano
Paint Representative
504-915-1053
swrep4945@sherwin.com



SHERWIN WILLIAMS®



BEING PROACTIVE IN DEALING WITH 'WHAT'S NEXT' FOR STUDENT HOUSING

By Kim Cory From NAA's blog *APTly Spoken*



It's no surprise to those who own, operate, and manage off-campus housing communities that today's college student, their parents, and the university all expect more out of the residential living-learning experience. It begins with the experience of living on campus where today's residence halls have gone through complete makeovers and renovations with regards to technology, finishes, and the continued focus on resident life development. When the time comes to make the decision to live off-the demands of campus, students and their parents are extremely high going well beyond location and amenities.

There has been a huge focus on growth and an influx of luxury living for college students in the development sector, while the education institutions are aggressively focusing on international student recruitment. Just as students are highly attracted to the type of "wow factor" in student housing communities with extravagant amenities and lifestyle, international students are highly attracted to the academic excellence across major universities. But at the end of the day, they are all college students living in a digital world where their daily life is accessible on a mobile or tablet device. What does this mean for the student housing sector? Realizing that some of these so-called trends being discussed are no longer lurking around, they are closing in on becoming reality. It's time to become proactive by taking the next steps to accommodate the "what's next theories."

There will always be discussions in our niche sector regarding trends as they relate to luxury living in product and development; modern furnishings; technology like the Internet; and, of course, adapting to the next generations demands. However, there are a few demographic trends that have been circulating over the past year.

To begin with technology in leasing and resident services is going well beyond the ability to just apply or submit a service request online. Adapting to the increasing growth of international students living in our communities means speaking another language, from marketing to resident services and resources. Renovations for today's new Millennial are more than luxury amenities and furnishings, but your brand's personality.

While these rising trends will, of course, bring challenges, they will also impact the overall living-learning experience, bottom line, and continued growth of our off-campus communities. It's time to not only understand what's next, but how to prepare and establish a strategic approach -- all while focusing on attracting, retaining, and building brand loyalty.


Over the next few issues of Campus Connections, I will be focusing on the rising trends and challenges facing student housing today. You will uncover in more depth a strategy for how you can face these challenges in planning, execution, and

getting your teams on board with embracing the ever-growing demands and expectations from today's student and parent renters. Here are the segments we will be addressing in the upcoming issues:

- ✓ Technology in leasing and resident services
- ✓ Adaption to influx of international students
- ✓ Renovations for the new Millennials

Recruitment never ends for universities, and forward-thinking strategies are always in the forefront when adapting to the needs and expectations of the college student demographic.

Student housing is no different, and here on Campus Connections you will discover a whole new set of possibilities, as well as strategies to get your communities in front of more students and parents!

Kim Cory is Director of Student Media at For Rent Media Solutions™ 



WiFi The Easy Way

Data Shark Technologies

Offer your tenants the best available WIFI and hey; MAKE MONEY with it as well!!

Call today for 10% OFF ALL network and WIFI equipment.

Plus if you mention this ad you will get FREE installation* ask for details

We offer the BEST WIFI and networking technologies available.

All of Your Technical Needs—DONE!

Call—985-373-7452

Expiration Date: 08/31/13



Like a Kid In a Candy Store

By Lauren Boston From NAA's blog APTly Spoken



Sometimes I blackout when I eat.

I mean, not actually blackout—but it feels very similar. I go into a sort of food coma when presented with a table full of free goodies, eating one after the other in assembly line fashion: move hand to candy, un-wrap candy, put in mouth, repeat.

I would have made a stellar Lucy Ricardo.

I would also be 800 pounds if I lived in one of Mark Tarses' Berkeley, Calif. Apartments.

Tarses, an independent rental owner, happily gives away 2,000 pounds of chocolate and cookies every year to his residents, vendors and industry friends, and has never accepted payment in return.

Tarses started his home-based company, the Berkeley Nut Company, in the mid 1980s as a way of creating goodwill with his residents. He began by making chocolate turtles for his residents during the holidays, but started using his chocolate to build positive relationships with them when he noticed his residents loved the treats and were coming back for more.

I like to picture them begging for just one more pecan cluster at 3 a.m., hands coated in chocolate, but I'm told it was far more civilized than that.

Today, Tarses' residents knock on his door to "shop" his free chocolate store right out of his home, and they can take as much as they want. (This would be disastrous for me.) He also gives chocolate to contractors. Some even refused payment after taking a bagful of chocolate treats.

The display cases in his living room are filled with tubs of chocolate that he made himself, from chocolate-covered Oreos to chocolate bars filled with breakfast cereals. On the top shelf sits a chocolate bar shaped like the Eiffel Tower, and his walls are covered with vintage posters featuring ads from Hershey's, Nestle and Cadbury.

Although Tarses' chocolate store—which is open by invitation only, due to people like me—features traditional dark and milk chocolate bars, he likes to experiment and make treats that are unique to the Berkeley Nut Company, which he says is the best free chocolate store in the area.

Currently, several of his residents are German, so he is making Schweineohren—also known as "pig's ears"—a German puff pastry dipped in chocolate.

All of his chocolates are made in his kitchen using simple tools. The most expensive item in the kitchen is a \$1,200 vibration table that removes air bubbles from melted chocolate and levels it out.

He may, however, need to invest in a crane to lift some of his more regular customers out of their apartments.

During the holidays, Tarses also sets up a table on which he gathers gifts such as vacuum cleaners, blenders, and other household appliances for his residents to choose from and take home as gifts.

Because of the goodwill he extends to his residents, Tarses says he has never needed to serve a three-day notice to pay rent or evict a resident.

You'd have to be nuts to leave. 🍪



WE TREAT EVERY BUSINESS LIKE
BIG BUSINESS.

Call me today for help with your
business insurance needs:
auto, property & liability.

(504) 831-1778

ROSS D. SHALES
3117 22ND ST., SUITE 1
METAIRIE
rossshales@allstate.com



Insurance subject to availability and qualifications. Allstate Insurance Company and Allstate Indemnity Company, Northbrook, Illinois © 2009 Allstate Insurance Company.

Your prospects and residents are everywhere.



Where Are You?

If you were here...

Our platforms market your community across the Internet on high traffic sites, feature desktop and mobile platforms for prospects to transact business, automatically push content to Social Media sites and deliver online services and communication tools to your residents to enhance retention rates. 365 Connect has created an array of award-winning technology platforms that work in unison with each other to market, lease and retain residents in multifamily communities. Our platforms are proven to reduce your marketing expenses, produce revenue by renewing leases, and save management staff valuable time.

Let our award-winning platforms connect you everywhere you need to be!

Visit us at www.365connect.com or
call us directly at **504.299.3444** for a free demo.



MEET THE OLDEST PROPERTY MANAGER IN THE WORLD

By Steve Hirsch From NAA's blog *APTly Spoken*

The apartment industry has changed a lot over the past three years, let alone 300 years. While we'll never quite know what it was like back then, I had a little fun imagining a conversation with a property management executive from the 1700s...

Me: I'm delighted that you, Leopold Hawthorne, the oldest property management executive in the world, agreed to this interview. Before discussing property management, I need to ask—to what do you attribute your long life?

Leopold: Red wine.

Me: Ahh, you drink red wine for your health.

Leopold: No. Most of my tenants are great, but the bad ones drove me to the grape.

Me: You must have run into some doozies. Can you share some interesting stories?

Leopold: I had a tenant in the 1870s. He was an inventive man but he didn't like the color of the walls so I had I had repaint them. The outhouse was too far away from the back door and he tripped over a possum. We had to give a month of free rent.

Me: Demanding fellow.

Leopold: When he complained about the lighting, I drew the line—move out or take care of it yourself!

Me: Did he move?

Leopold: No, he created a contraption that brightened the apartment.

Me: What was his name?

Leopold: Thomas Edison. What a complainer.

Me: Well, you are an American pioneer. I understand you were one of NAA's founding members.

Leopold: Actually, before NAA, I helped found the precursor organization. In the old days, apartments hadn't caught on yet. Tenants mostly rented small bungalows. Some of us visionaries got together and created The Wooden Hovel Posse.

We commissioned a couple gentlemen to find ideal locations for rentals west of the Mississippi River.

Me: Good idea!

Leopold: Not good. We paid the two gentlemen quite a large sum. Not only that, I lent them my best canoe. But once they left, we never saw hide nor hair from them again.

Me: Terrible. What were their names?

Leopold: Clark and Lewis. Poor guys couldn't follow a map.

Me: Meriwether Lewis and William Clark?

Leopold: You know where they went? If you find them, they checked out some books from the library that are quite past due.

Me: Umm. You are a legend. You must have earned a lot over the years.

Leopold: In 1732, my average rent was \$10 per month plus utilities. But electricity hadn't been invented and water came from the river, so...it was just \$10.

Me: What was your NOI?

Leopold: \$6 per month per unit. ▲



TOTAL ACCESS

Priority Placement on Web, Mobile & Social



Apartment Finder™

Search smarter. Live better.

Contact Rebecca Besse,
Senior Account Executive
at 985-807-2083 or
rbesse@apartmentfinder.com

CALENDAR OF EVENTS

October

Awards of Excellence Nominee Interviews
Wednesday, October 16, 2013 • 9am-3pm

Fall Mixer for Members
Wednesday, October 16, 2013 • 6-8:30pm
Rock n Bowl Lanes \$33.00 per person
Price includes: Bowling and shoe rental, food and open bar

Education Committee Meeting
Tuesday, October 22, 2013 • 1:30-3pm
Anyone interested in participating Contact Tammy

Management Workshop – Communications
Thursday, October 24, 2013 • 1-3pm
Ramada Inn Causeway, Metairie, LA
Instructor: Katie Rigsby
Earn 2 CEC for all NAA Designations
We are working on getting the class approved for Real Estate Credits
Cost: \$23.00 per person

November

Products & Service Showcase
Thursday, November 14, 2013 • 5:30-7pm
Awards Banquet & CAM Certificates
7-9pm • *Cost: \$40 per person*
(see front cover for details)

Fair Housing
Tuesday, November 19, 2013 • 10am-12pm
Location: TBA
Instructor: Tammy Esponge
Cost: \$23 per person

December

Holiday luncheon and Toy Collection
Date and Location TBA

PUT YOUR AD HERE!

By advertising here, your ad will be seen by hundreds of Apartment Association Members that receive the newsletter, just like you, and by even more on the world wide web at www.AAGNO.com.

Call 888-2492 for details



A SNEAK PEAK INTO 2014...

2014 Seafood Extravaganza
Thursday, April 10, 2014

NALP – National Apartment Leasing Professional
Tuesday, April 22, 2014 - Friday, April 25, 2014 • 1:30-4:30pm

Take advantage of National Apartment Leasing Professional (NALP) training that improves these critical skills:

- DEVELOPING AND EXECUTING AN EFFECTIVE MARKETING STRATEGY
- QUALIFYING PROSPECTIVE RESIDENTS ACCORDING TO RENTAL POLICY
- OVERCOMING OBJECTIONS AND CLOSING SALES
- PREPARING AND EXECUTING LEASE AGREEMENTS THAT COMPLY WITH ESTABLISHED POLICIES AND PROCEDURES
- REPORTING SERVICE REQUESTS ACCURATELY WITH APPROPRIATE FOLLOW UP
- RESPONDING TO ISSUES THAT IMPACT RESIDENT SATISFACTION
- CREATING AN ONGOING SENSE OF COMMUNITY
- UNDERSTANDING THE LEASE RENEWAL PROCESS AND EFFECTIVELY COMMUNICATING LEASE RENEWALS WITH RESIDENTS

Fair Housing with Jackie Ramstedt
Friday, April 25, 2014 • 9am-12pm

Apartment Association of Louisiana
Annual Education Conference
September 2014

- THE APARTMENT ALL STARS WILL BE THE PRESENTERS
-

Support Your Associate Members

[Advertising – Newspaper](#)

Times Picayune – 504-826-3509

[Advertising – Online](#)

Apartments.com – (888) 658-RENT
Apartment Guide.com – 225-273-7714
ForRent Media Solutions – 972-207-8395
Move.com – 800-978-7368
Real Page Inc – 972-820-3015
Rent.com – 866-441-7368

[Advertising – Rental Guide](#)

New Orleans Renters Guide
– 504-710-7230
Apartment Finder – 985-807-2083

[Air Conditioning](#)

A&R Air Conditioning & Appliance
– 504-887-1416

[Broker](#)

Larry Schedler & Associates
– 504-836-5222

[Carpet Cleaning](#)

Cosmopolitan Carpet Cleaning
– 225-667-2155

[Clean Up Service](#)

Servpro of Kenner – 504-275-7309

[Contractors/Construction](#)

Grant & Associates – 504-733-2999

[Financial](#)

Madderra & Cazalot – 504-835-6900
Lake Insurance & Financial, Inc
– 504-831-1778

[Flooring](#)

Flooring Depot/Commercial Floors
– 504-733-8188
Integrity Carpet – 504-712-5485
Sherwin Williams Flooring
– 504-734-0070

[Furniture Rental](#)

Weiner Cort Furniture Rental
– 504-733-8381

[Garbage Waste Service](#)

Allied Waste Service – 504-837-8950
Fast Trash Service – 504-654-7709
Richards Disposal – 504-241-2142
Waste Pro of Louisiana – 504-392-4619

[Insurance/Renters Insurance](#)

Allstate: Cambias Agency – 504-888-8207
Allstate: Kelly Buckwalter – 504-469-4800

Allstate: Eddie Corcoran – 504-469-6400
Carbo Insurance – 504-488-0070
Chumney-Powell Agency – 504-455-1234
Fontenelle & Goodreau – 504-454-8939
Lake Insurance and Financial, Inc
– 504-831-1778
Liberty Mutual – 504-837-7000

[Janitorial Supply](#)

Guillot Sanitary Supply – 504-835-1687

[Landscaping](#)

Garden of Eden – 504-391-1167
Lifestyle Landscape – 985-643-4008
Louisiana Landscape – 504-391-1800
Rotolo Consultants – 800-641-2427
Thrive of Louisiana – 504-453-3633

[Laundry Service](#)

Coinmach – 800-535-7327
Commercial Coin & Laundry –
850-932-8348
Mac-Gray – 504-813-8789
Pierce Commercial Maytag
– 985-626-7852

[Website/Internet/Marketing Apartments](#)

365 Connect – 504-299-3444

[Maintenance Product & Service](#)

HD Supply – 504-884-2460
Ideal Appliance – 504-888-4232
Johnstone Supply – 504-733-1495

[Multifamily Housing Software](#)

On-Site.com – 214-577-2932

[Online Education](#)

CallSource – 818-596-3833

[On Site Security Service](#)

Vinson Guard Service – 504-529-2260

[Painting Companies & Painters](#)

BLP Mobile Paint – 504-834-5455
Helm Paint & Supply – 504-419-4029
Sherwin Williams Paint – 504-461-0728

[Pest Control & Bug Specialist](#)

Colonial Exterminating – 504-443-1016
DA Exterminating – 504-888-4941
Fischer Environmental – 985-626-7378
J&J Exterminating – 504-833-6305
Orkin – 504-464-0073
Salvant Environmental – 225-383-2847

[Plumbing](#)

Dr. Pipe Plumbing – 504-833-7072
Roto Rooter – 504-329-9772

[Plumbing Parts](#)

The Plumbing Warehouse – 504-378-8300

[Property Savings Program \(Orleans Only\)](#)

Clearesult – 504-523-9788

[Real Estate Auction](#)

Gilmore Auction Realty – 504-468-6800

[Recycling Services](#)

Phoenix Recycling – 504-322-7551

[Resident Screening](#)

Core Logic / SafeRent – 615-595-7337
Landlord Shield – 618-283-7055
Tracepoint – 504-482-2223
Trak 1 Technology – 866-998-7251

[Resurfacing](#)

Surface Restoration – 504-231-1871
Quality Resurfacing – 504-432-9495

[Roofing](#)

Independent Roofing Systems
– 601-922-4301

[Solar Energy](#)

South Coast Solar – 504-529-7869

[Storage](#)

Elmwood Self Storage – 504-737-7676

[Telecommunications &](#)

[Cable Service](#)

AT&T – 504-830-1993
Cox Communications Multi Dwelling
Units – 504-358-6870

[Website Marketing](#)

G5 – 541-693-4904

[Wireless Internet](#)

Data Shark – 985-373-7452

[Utility Management – Submetering](#)

NWP Services – 402-421-1668



Sperry Van Ness
AUCTION
SERVICES

Q4 NATIONAL
ONLINE EVENT

\$100+ MILLION REAL ESTATE AND LOAN
AUCTION

Including Quality Income Producing Assets
Ranging from \$50,000 to \$26 Million

48 Unit Multi-Family

Item # 130

22% CAP on Starting Bid



6780 Bundy Rd.
New Orleans LA

Starting Bid: \$1,300,000

Type: 48 Unit Apartment Complex

- 32 - 3BD/2BA Units
- 14 - 2BD/1BA Units
- 1 Manager's Unit
- 1 Laundry Unit
- 2011 NOI \$295,000

Sperry Van Ness
Commercial Real Estate Advisors®

Francis Braud, Jr or David Gilmore
504.468.6800 LA Lic. #447

October 23rd - 25th

www.SVNAUCTIONEVENT.com

Only 2.5% Buyer's Premium • 50% Buy Side Broker Cooperation



Estimate and Title Closing
Services Provided by
First American

RW KLINE
companies

Sperry Van Ness
Commercial Real Estate Advisors®

auctionpoint

LoopNet

All Sperry Van Ness® Offices Independently Owned / Operated



The Apartment Association of Greater New Orleans, Inc.

3017 Harvard Avenue
Suite 201
Metairie, LA 70006

www.aagno.com



This digital community
powered by



MDU Team

ACCOUNT EXECUTIVES ACCOUNT MANAGERS

Ann Boegel-Lemaitre 504.358.6739 ann.boegel-lemaitre@cox.com	Eric Messa 504.358.6625 eric.messa@cox.com
Judy Anderson-Strickland 504.358.6096 judy.anderson-strickland@cox.com	Nathalie Brignac 504.358.6870 nathalie.brignac@cox.com

2121 Airline Drive • Metairie, LA 70001
Fax: 504.304.1819

APARTMENT NEWS is the Official publication of the Apartment Association of Greater New Orleans. The articles herein do not necessarily represent the views of the majority of its numbers, but is published in the interest of managers, owners, and suppliers of the multifamily housing industry. We thank our members who advertise in this publication; they make it possible for you to receive this at no cost.

OFFICERS

President Katie Riggsby
 President Elect Michael Kraft
 Secretary/Treasurer Christina Pascal
 Immediate Past President Mark Madderra

DIRECTORS

Associate Director Brian Litoff
 Asst. Associate Director Rebecca Beese
 Education Marilyn Trosclair
 Directors . David Abbenante, Chris Riggs, Emily Etland,
 Michele Shane L'Hoste, Charlie Fontenelle, Steve Catalano,
 Melissa O'Neal, Connie Bowers, Donna Wallace,
 Stacey Shane-Schott, Joe LeBlanc, Debbie Taullie,
 Jacob Kansas, Benny Montalbano and Tony Barattini

PUBLICATION

Editor Tammy Sponge
 Photographer Joe LeBlanc
 Design & Layout Design the Planet
 Printer Print All

STAFF

ADVERTISING RATES (per year [4 issues])
 Business Card (2" x 3.5") \$155.00
 1/4 Page (3-5/8" x 5") \$235.00
 1/2 Page (7-1/2" x 5") \$375.00
 Full Page (7-1/2" x 10") \$635.00

Please submit artwork as pdf, eps, or tiff with fonts converted to paths and images embedded to p@designthepoint.com.

3017 Harvard Avenue • Suite 201 • Metairie, LA
(504) 888-2492 • fax (504) 888-2601