



APARTMENT

News

THE APARTMENT ASSOCIATION OF LOUISIANA *Annual Fall Education Conference*

FEATURING THE APARTMENT ALL STARS
THE RAMADA LAFAYETTE CONFERENCE CENTER

Wednesday, September 24, 2014 Legislative & Board Meeting & Reception
Thursday September 25, 2014 Education, Tradeshow & Luncheon

Thursday Education Session Speakers:

The Apartment All Stars - An experience like no other event you will attend this year. A unique blend of national speakers on stage at one time creates an energy force that will be most exciting.

Wednesday, **2:00 - 3:15** - Legislative Meeting - Recap of 2014 and upcoming for 2015
Wednesday, **3:30 - 5:30** - Apartment Association of Louisiana Board of Directors Meeting
Wednesday, **5:30 - 7:00** - Board Reception
Thursday, **9:00 - 11:30** - Education Session Featuring The Apartment All Stars

Associate Vendor Trade Show

Thursday - **11:30 am - 12:30 pm**
Stop by and network with you associate vendors!!
Cash Prize to be Given Away to one lucky Winner!

Awards & Installation Luncheon

Thursday - **12:30 pm - 2:30 pm**
2014 Awards Presentation & Installation of the AAL Board Members.
Margaret Farmer with the Shreveport Bossier Association will give her final fare well after serving 2 years as AAL President.
Brittany Labbie with Wampold Companies - Acadiana & Baton Rouge Apartment Association will be sworn in as the new AAL President.

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DON'T MISS THE EDUCATION SESSION ON THURSDAY MORNING WITH THE APARTMENT ALL STARS.

Here is what you will miss if you don't attend!

- How to Create an Unforgettable First Impression
- Ways to Raise the Standard for Those Around You
- How to Deliver Your Message in a Way Others Can Receive it
- Five Strategies to Connect with People at Every Level and Lease More Apartments
- How to Ask the Tough Questions and Get the Answers You Need In All Business Situations
- The Five Essential Elements of Powerful Leasing Presentations
- How to Communicate and Market with Confidence and Clarity
- Keys to Create Marketing Tactics that Beat the Competition
- Maximize your Team's Performance to Guarantee Success
- Tips to Create a Winning Social Media Marketing Plan
- Top Reasons Social Media Does NOT Work and How to Avoid Mistakes
- How to Make Social Media Work For You - Now
- Essential Strategies You Must Know to Build a Loyal Base of Residents
- Ways to Massively Improve Traffic and Lead Generation
- Win Coveted Door Prizes



**APARTMENT
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PRODUCTIONS**



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How to Attract Residents Online and Offline

National Apartment Association (04/30/14)
Halek, Katherine



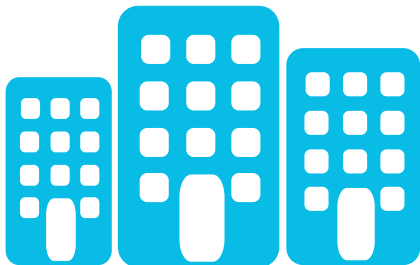
As a property manager or leasing agent, you're often looking for ways to keep your community fully leased. It's important to find the right mix of channels and mediums to get your message across. While much has been said about the increasing prominence of online marketing, traditional offline promotion is still relevant as well. To be successful in the leasing industry, you have to unite your online and offline efforts.

Online Marketing: *Create The First Impression. Most residents will first hear about your property online. Here are some of the must-haves to get noticed.*

1. Updated website. Your community's website is a digital brochure. It should provide useful information, including your floor plans, up-to-date pricing, and resident portals for rent payment and maintenance requests. A vast selection of high-quality photography is essential, and not just the front of your property or leasing office. Photograph model units and onsite amenities to show prospective residents what it's like to live at your community.

2. Reviews / finders. Your community's online reputation is its reputation. From Rent.com to ApartmentRatings.com, there is no shortage of opinion sites through which residents can leave feedback. Monitor these sites and be as transparent as possible. Respond to negative feedback, but don't turn away prospective residents with a hostile attitude. Don't overlook the value of positive feedback, either. Thank those who sing your praises online, even if it's just with a quick posted response.

3. Social media. Social networking can increase your property's exposure. Encourage residents to spread the word online with an incentive, such as a discount off the next month's rent. Your pages should contribute value, not just pitches of your current specials. Think like a new resident—what would they want to know? From easy ways to decorate your home to tips for saving money on utilities, there's a wealth of information to share.



Offline Marketing: *Take Your Message to the Streets. Leasing an apartment requires face-to-face interaction at some point, so don't ignore opportunities that arise away from the computer.*

1. Onsite advertising. Your location and the surrounding area are great places to find new residents. Attract passersby by hanging a banner in front of your office or displaying a billboard on a nearby highway. Content should be bold, brief and current. According to the United States Sign Council, your message should be readable within less than 10 seconds.

2. Event marketing. Get involved with events and important causes in the area. Ask residents if they are involved in any local charities or organizations. Participating in your community builds goodwill among your residents and helps spread the word about your property. When you give back to the community, odds are it will give back to you.

3. Word-of-mouth. What better way to reach new residents than by starting with those who already support you? Referral incentives work well, with 92 percent of people trusting referrals from people they know, according to one study. The key is to ask for help and to make it easy. Print referral cards for your residents to give to their friends/family/etc. You'll know exactly who to thank when a card is turned in to your office with a new lease.

With a solid Web presence and targeted promotional campaigns, staying at full capacity won't be a problem. While this certainly isn't an exhaustive list of the best ways to attract residents, it's a good place to start. Over time, you'll find what works best and craft the perfect strategy for your community. ▲



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COULD YOU BENEFIT FROM PROPERTY MANAGEMENT DESIGNATION?

*National Apartment Association (04/22/14)
Garrow, Craig*



To earn a professional designation, or not? This is a question I have been struggling with in my own business for quite some time. Some are more costly than others, and will take years to earn. Some designation programs fit your business better than others. It can be difficult to weigh the potential return

on your investment, but the upside is tremendous! In some markets, especially metro regions or markets where the competition is more dense, a Property Management designation makes a lot of sense. First and foremost, it is a key point of competitive differentiation. A designation shows your potential client that you have undergone rigorous courses of study and experience (on your own time) to become recognized as an expert in your field. This also helps you prove your track record of managing portfolios successfully and making your owners more money!

Most states require a Real Estate Broker's license, and some states require an additional Property Management license. But if you choose to pursue a professional designation as well, there are several to consider. The National Apartment Association (NAA) offers a

wide variety of designations and certifications to fit any facet of your business. Let's take a look at a few:

- Certified Apartment Manager (CAM).

The CAM designation is widely regarded as one of the very best designations in the business, and lends instant credibility. After 56.5 hours of coursework and 12 months of experience, you will be proficient in fair housing, marketing, residential issues and more. This is absolutely THE designation to get as an onsite manager.

- National Apartment Leasing Professional (NALP).

The NALP designation is perfect for those individuals who focus solely on leasing. The classes total about 25 hours, and will give you all the tools you need to create better sales presentations, telephone interviews, give you step-by-step rental procedures, and teach you how to do a market survey presentation. This is a must for any leasing agent!

- Certified Apartment Portfolio Supervisor (CAPS).

The CAPS designation is geared more for a multi-site manager. You must have 24 months of experience and complete 40 hours of courses in the study of property performance, financial management, and property evaluation and doing your due diligence.

As you can see, there is no shortage of opportunities to further your property management education. However, if you're in a smaller real estate market with less competition like me, this may not be the avenue you want to invest your time and resources into right away. While I advocate these great designations and what they stand for, smaller companies or individual managers should think about investing in their selling and relationship-building skills. I have found

great success in networking with other real estate agents, and local investors. Birds of a feather flock together!

Putting hands in hands will always be one of the best ways to grow your business. It takes contacts to get contracts! While key relationships will likely become the core of your business, there is no substitute for being able to sell, market and promote your service. Like one of my mentors, Grant Cardone, always says, "If you can sell and close, you will never be without work, or without money!" We are salespeople, after all.

Earning a professional certification, or designation, will undoubtedly further your career. It opens the door for more branding possibilities, and will likely earn you more business in the long run as long as you can sell it. It may not be a fit for you right now, but I would certainly

consider it down the road. By combining a quality education with great selling skills and massive amounts of action, you will put yourself in a position to ensure the long-term success of your company, and dominate your marketplace and who doesn't want that? ▲



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AT FORE, MOBILE APPLICATIONS FOSTER COMMUNITY, CUT MARKETING COSTS

Digested From "At Fore, Mobile Applications Foster Community, Cut Marketing Costs" National Apartment Association (04/04/14) Ammons, Amber

The mobile revolution continues to be a trend driver in the multifamily industry. From the use of tablets and smartphones to paperless systems on managing documents, signature capture, and even creating a sense of community at our communities, we are searching for the best way to reach our customers.

At Fore Property Company, about 40 percent of all leads were generated by mobile sources—apps and mobile sites—in 2013. As such, I am continually looking for mobile products that provide the best opportunities to maximize our exposure and remain on the cutting-edge of innovation in reaching the most qualified residents for our five lease-up properties, as well as keep our current residents satisfied.

This innovation includes how we help create "community" at our properties. People want to feel connected. If they aren't attending social events, they at least want to know what's going on around them. At 1000 South Broadway in Denver, we have a "1000 Club" of residents who are linked to an array of community benefits such as free yoga and restaurant or pub discounts through our mobile application. Our internal communication with residents occurs with e-blasts via a messaging application.

Two years ago we spent an average of \$4,000 a month on various advertising campaigns. Now, thanks in part to our mobile strategy, the trend is to focus on one or two primary sources that guide traffic through our doors. We are now focusing our efforts on ILS and Lead Management in new ways. For example, instead of spending the average \$4,000, why not spend about \$1,000 a month to maximize mobile apps that will drive the targeted demographic through the door?

In order to execute an effective mobile campaign, you have to start by creating ease of use for prospects who are trying to access information—via email, phone and website. It's also important to review macro and niche markets for result-oriented statistics of mobile app success in those areas, have the ability to easily refine, sort or do advanced searches, and make sure that floor plans, pricing, images and special promotions are viable and clear. Most importantly, make sure that your content and keywords will draw as much attention as possible.

Mobile apps have come a long way in the past few years in the multifamily housing industry.

As apartment professionals, it is our most essential mission to understand how prospects are finding us and how to keep them happy while residing at our properties. To do this, we have to reach them through the platforms they use. ▲



CAPITOL UPDATE: FINISH LINE POSSIBLY IN SIGHT FOR ONE TOP INDUSTRY ISSUE

Digested From "Capitol Update: Finish Line Possibly In Sight For One Top Industry Issue" National Apartment Association (04/02/14) Brown, Greg

Apartment Industry Colleagues,

March was a big month for two of the top federal legislative issues that could impact the apartment industry's future – housing finance reform and tax reform. In each case, a long-anticipated legislative proposal was released by a committee chairman. Neither one has universal support at the moment and both have their critics. The outlook for one is much, much brighter than the other but still faces significant hurdles. Regardless of the ultimate outcome for either one, they will both shape certain parts of the debate going forward this Congress or even into the next.

The Senate Shows Its Cards on housing Finance Reform

At long last, Senate Banking Committee Chairman Tim Johnson (D-S.D.) in concert with the Committee's Ranking Member Mike Crapo (R-Idaho) (pronounced "cray-poe") introduced their version of housing finance reform legislation. Drawing heavily from advanced spadework by Sens. Mark Warner (D-Va.) and Bob Corker (R-Tenn.), this bipartisan legislation balances the universally held goal of ending Fannie Mae and Freddie Mac as we know them with maintaining the federal government's appropriate role to ensure sufficient capital exists

to finance multifamily (and single-family) housing. While there are still details to be worked out, we like the bill. It explicitly acknowledges the importance of a separate solution for multifamily versus single family and lays out a plan accordingly.

There are challenges ahead for this bill. First, it has drawn the ire of civil rights groups like the National Council of La Raza, the National Fair Housing Alliance and the National Urban League for not providing enough access to credit for people of color and families with moderate to low incomes. Second, to have any chance of passing on the Senate floor, the bill needs a strong vote out of the Banking Committee – not an easy lift when both progressives and conservatives on the committee have concerns with the bill. Finally, many of the conceptual underpinnings of the Johnson-Crapo legislation – eliminate Fannie and Freddie but maintain a federal backstop, implement a separate multifamily solution – are completely opposite from the approach that House Financial Services Committee Chairman Jeb Hensarling (R-Texas) took in his bill, the Protecting America's Taxpayers and Homeowners (PATH) Act. That could complicate House-Senate negotiations significantly.

Aside from the policy hurdles above, there are political speed bumps as well. With the GOP very close to taking control of the Senate, the incentives to try and pass the bill this year are weak when they could get a bill more to their liking with one of their own at the helm of the Banking Committee. By the same token, wouldn't the House GOP prefer to negotiate with a Senate also controlled by Republicans? And, finally, while the housing market recovers, Fannie and Freddie continue to write billions in checks back to the taxpayer, paying off what they borrowed beginning in 2008. A steady stream of cash could weaken the resolve to do-away with these entities any time soon. Watch the tenor and pace of the debate in the coming months for signs that political winds are slowing down the process of reform.



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Profiles in Tax Reform Courage

Last month House Ways and Means Chairman Dave Camp (R-Mich.) released his long-awaited proposal on comprehensive tax reform. As you know, Camp worked for the past two years on a bicameral and bipartisan basis with Sen. Max Baucus (D-Mont.), chairman of the Senate Finance Committee, to come up with a proposal. Unfortunately, Baucus resigned just a few months ago to become the next U.S. Ambassador to China, so Camp lost his Democratic partner in the Senate. Undeterred, he moved forward anyway and introduced his bill.

House GOP leadership and many members of the Republican caucus were not excited about Camp putting out his bill. Depending on its content, it could (a) expose Republicans to negative press and (b) take voters' focus away from the many problems with the implementation of the Affordable Care Act, a topic that was doing wonders for GOP campaigning. In short, most everyone wanted politics to trump policy. Again, showing a lot of courage, Camp released his "discussion draft" and while it may not have had the impact on the voters that worried Republicans, it definitely got the attention of the business community.

Oil and gas interests, manufacturers and business overall thanked the chairman for starting the discussion while expressing great concerns with the approach in the bill – not surprisingly with specific aspects that negatively impact their industries. Single-family housing groups had strong reactions to proposals that simplify the tax code, but in their view dramatically undermine the utility of the mortgage interest deduction. Perhaps the strongest reaction came from the financial services sector who weren't pleased with the inclusion in the discussion draft of a small tax on big lending institutions. In fact, they were so unhappy that they

reportedly threatened to cancel GOP fundraisers.

For multifamily, the legislation is a mixed bag. On the plus side the taxation of a carried interest is resolved to our favor with only non-real estate transactions subject to ordinary income as opposed to capital gains tax rates. Further, the Low Income Housing Tax Credit survives albeit with some haircuts. This is despite having been reportedly eliminated in previous versions of the bill. On the negative side, future depreciation recapture is taxed at ordinary income rates, depreciation schedules are extended for multifamily and 1031 exchanges are eliminated on a prospective basis, respectively.

It is generally conceded the Camp discussion draft will not see any vote on the floor of the House this year. Further, the new Senate Finance Committee Chairman, Ron Wyden (D-Ore.), is less interested in starting with a comprehensive reform bill and more focused on dealing with tax "extenders," the annually expiring tax provisions in the code. Reform writ large is off the table for this year. Setting aside the apartment industry's concerns with this legislation, Camp gets a lot of credit for spending literally years taking input, talking with the other side of the aisle and putting together an honest proposal to reduce the corporate tax rate (one of his chief objectives) and simplify the tax code, regardless of the reaction from the taxed.

Compared side-by-side, I give housing finance reform a better chance by far than tax reform of seeing the President's desk this year. That advantage is more about the low odds for tax reform than high odds for housing finance reform. Even if neither legislative proposal sees the finish line, they have made their marks on the debate, for good or bad, and the apartment industry will have to consider them if and when the debate resumes on these issues. ▲



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Dress The Part:

Jump Start Your Uniform Program In 7 Easy Steps

Digested From "Dress The Part: Jump Start Your Uniform Program In 7 Easy Steps" National Apartment Association (05/13/14) Sklar, Valerie

Nearly one-third of Americans choose to rent their homes, according to the National Apartment Association (NAA). That's a lot of choices, and attracting the best residents to your property isn't easy.

Residents select their homes on a number of criteria—from location and price to amenities and customer service. Your leasing staff and maintenance crew play a vital role in recruiting residents and subsequently keeping them happy and satisfied after they move in. A professional appearance goes a long way in forming the initial impressions potential residents have of your property, and having a uniform program can ensure staffers present themselves in a consistent, competent manner.

There's a misconception that creating a uniform program can be difficult, time consuming and expensive. Not the case—if you're working with the right promotional consultant. In fact, it can be done in seven easy steps:

① Climate

Begin by looking at the climate where the property is located. Communities in Arizona have much different needs from those in Minnesota, so you'll need to plan for any seasonality changes.

② Style

Next, determine what basic styles of apparel align not only with the property's climate but also with your corporate culture. If the property is more formal, button-down shirts with jackets or sweaters would be appropriate. If more casual, golf shirts may be the choice for you. And if budget allows, consider including skirts, pants or shorts for even more uniformity.

③ Functionality

Also think about the needs of leasing staff versus maintenance staff. Leasing agents need to look neat and fresh throughout the day, so garments that are wrinkle resistant make sense. Those maintaining the property need highly durable and stain resistant garments that can easily be laundered.

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④ Quantity

The number of garments each individual receives is also a consideration. You want to make sure employees have enough shirts to make it through the work week without having to launder their uniforms every evening.

⑤ Quantity

Color also play a role in creating a successful uniform program. White looks great, but it's difficult to keep clean and can begin to look dingy over time. Black is a forgiving color, but it is also nondescript. Color adds personality, and you can make selections to align with your corporate colors for consistent branding. Properties that are near college campuses often coordinate with the school's colors. And for properties with a modern aesthetic, fashion-forward garments that are on-trend with what's hot at retail can really make a statement. Whichever way you go, pick a color that works for both leasing and maintenance.

⑥ Decoration

Decorate the apparel with the property's logo. While screen-printing may be used, embroidery has a higher-end feel and looks more professional.



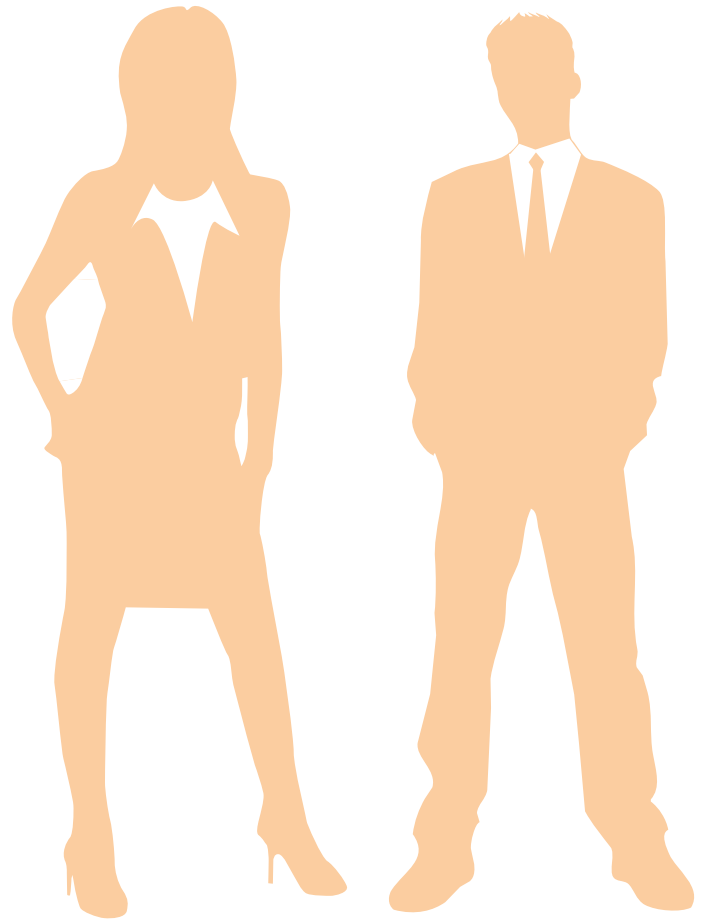
⑦ *Functionality*

Work with your promotional consultant to order quarterly, as it's much easier to plan and budget than larger annual orders that must be warehoused until needed. You may also want to think about setting up an online program that works with the entire property management company to simplify the process while increasing the brand consistency across properties.

Dress The Part

Whether your property is large or small, a uniform program can help build your brand and enhance your professionalism. Additionally, having a uniform program is a great hiring perk for property management companies, as employees appreciate the fact that they don't have to worry about what to wear each morning—and they have more disposable income because a portion of their paycheck isn't going to their work attire.

Just as residents have many choices in where they live, the selection of apparel for uniforms is also vast—which can be a blessing and a curse. Don't go it alone. Work with a professional promotional consultant who understands uniform programs and knows what works—and what doesn't. Not only will it save you time and money, but it will also give you access to a wider variety of garments that can be tailored specifically to your property's needs. Keep in mind that the leasing and maintenance staffers are your property's ambassadors, so make sure they dress the part. ▲



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Conference August 20, 2014
thru August 22, 2014.**

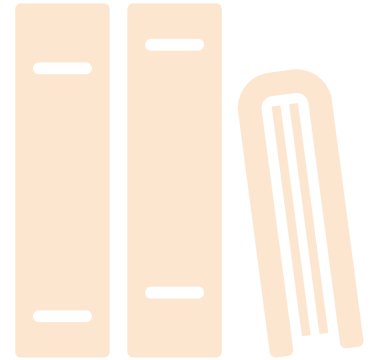
AAGNO has an offer for you and your company to be part of a conference that helps your association better serve you as a member. This conference features to affiliates how to enhance and expand the association education programs, industry best practice, roundtables, networking, industry speaker\trainer negotiations, group events, technology and much more!

2014 NAAEI Affiliate Education Conference

August 20, 2014- August 22, 2014 at the Hotel Monteleone

As host city\affiliate the association will host an evening event on Thursday, August 21, 2014. The event will take place at Pat O'Brien's Briars Suite, 718 St. Peter Street from 6:30-9:30 with food, open bar and Pat O'Brien's Piano Player that will entertain all by taking request and having sing-a-longs. In order for this event to be successful and leave other Association Executives and Education Directors saying New Orleans is one of the best cities and has the best association, we need your help! AAGNO is asking ALL AAGNO members to become a sponsor for this event to help defray the cost. Below is the information

on how you can be part of the conference that helps your association to better serve you and your company in education, networking, industry speaker/trainer negotiations, networking, technology demonstrations and so much more! ▲



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- Two entries to the evening event
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Calendar of Events

JULY

Management Workshop -Reputation Management

Thursday, July 17, 2014 • 10am - 12pm

Cost: \$25.00 per person (\$5.00 discount for NAA Designations or Affordable Tax Credit Certifications)

Instructor: Apartment Guide.com

Location: TBA

Earn 2 CEC for Designations

AUGUST

Management Workshop - Human Resources

Tuesday, August 12, 2014 • 9:30-11:30

Cost: \$25.00 per person (\$5.00 discount for NAA Designations or Affordable Tax Credit Certifications)

Instructor: Paige Winstead, Human Resource Director with 1st Lake Properties

Location: AAGNO Office

Earn 2 CEC for Designations

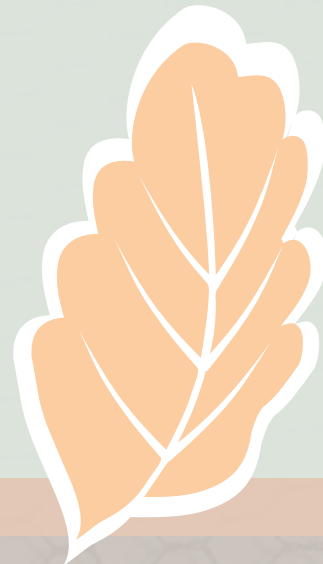
SEPTEMBER

AAGNO Fall Mixer - Additional Information will be sent at a later date

Apartment Association of Louisiana Fall Education Conference

September 25, 2014

See the front cover for details.



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– 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

Fitness Equipment

Risher Fitness Equipment – 985-809-6623

Garbage Waste Service

Richards Disposal – 504-241-2142
Waste Pro of Louisiana – 504-392-4619
Progressive Waste Solutions
– 504-349-2668
River Parish Disposal – 504-738-7700

Insurance/Renters Insurance

Allstate: Cambias Agency – 504-888-8207
Fontenelle & Goodreau – 504-454-8939
Lake Insurance and Financial, Inc
– 504-831-1778
Bianchini – Tully Insurance Allstate
– 504- 828-5578
Bryan Schexnayder – State Farm
– 504-835-2944

Janitorial Supply

A&L Sales - 504- 473-3978

Landscaping

Louisiana Landscape – 504-391-1800
Rotolo Consultants – 800-641-2427
Thrive of Louisiana – 504-453-3633
Mullin Landscape Associates
– 504-275-6617
Pure Green Systems – 504-315-0561

Laundry Service

Coinmach – 800-535-7327
Mac-Gray – 504-813-8789
Pierce Commercial Maytag
– 985-626-7852

Legal

Huber, Slack, Houghtaling, Pandit &
Thomas, LLP – 504-274-2500

Maintenance Product & Service

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

Mold Clean Up Service

Gulf States Mold Guard of LA. LLC
– 504-451-7310
Universal Restoration – 504-407-0750

Multifamily Housing Software

On-Site.com – 832-341-8490

On Site Security Service & Security Alarms

Vinson Guard Service – 504-529-2260
Pratt and Associates – 504-821-9725
Signal 88 – 504-655-5887

Painting Companies & Painters

BLP Mobile Paint – 504-834-5455
Helm Paint & Supply – 504-419-4029
Sherwin Williams Paint – 504-461-0728
Behr Paint – 985-510-0515
PPG Industries – 504-418-5274

Pest Control & Bug Specialist

Colonial Exterminating – 504-443-1016
DA Exterminating – 504-888-4941
Fischer Environmental – 985-626-7378
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

Pool Furniture

Crimson Casual Furniture – 205-486-5102

Pool Cleaning/Chemicals

Poolsure – 985-413-9949

Property Savings Program (Orleans Only)

Clearesult – 504-523-9788

Property Management Software

Property Solutions Inc – 228-285-7003
Real Page Inc – 972-820-3015

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 & Supplies

Independent Roofing Systems
– 601-922-4301
ABC Supply Company – 504-831-8781

Storage

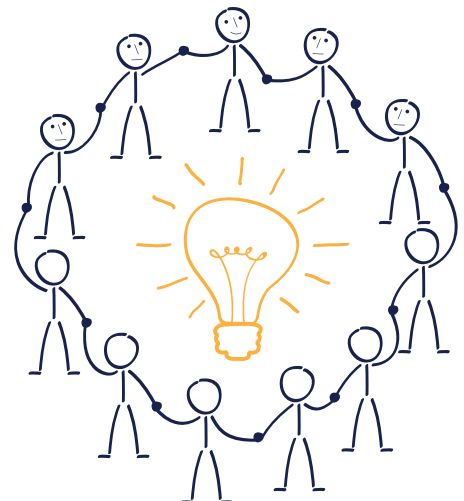
Elmwood Self Storage – 504-737-7676

Telecommunications & Cable Service

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

Utility Management – Submetering

Submeter One – 888-768-7577

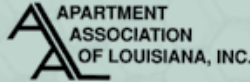




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