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5:30 - 6:45PM Products & Service Showcase Cost: \$0

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

Cash bar will be available for the showcase and banquet. A sit down dinner will be served.

Special Guest, to swear in the Board of Directors, Apartment Association of Louisiana Lobbyist Jennifer Ansardi and Attorney Jim Rather

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New Orleans, LA



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# All the “Do’s” You Need

*to Perfect Your Model Home*

*Digested from NAA Marketing-Buzz*

Current trends in marketing might lean toward the digital side of things, but the basics never go out of style—unless, of course, your model home needs modernizing.

“For some time now, the trend in marketing has been focused on technology and other impersonal subjects that broadcast our message. But when someone comes to a community, how are those messages translated to touch points for the customer? What are we doing to make those personal touches help sell and position our communities and assist in closing the lease?” says Eric Clark, Director of Marketing, for Altman Companies.

While not all communities use model apartment homes, they are essential for lease-ups or newly renovated and repositioned communities, says Heather Blume, of Behind the Leasing Desk.

“When you’re looking at an empty unit it looks temporary, but a model looks like a home and a home is permanent,” she says.

Despite the potential ROI of a good model home, Clark, Blume and Dana Pate, Marketing Director, of Matrix Residential, have seen their fair share of poorly executed models over the course of their careers.

To help save yours, here are some of their biggest “do’s” to optimize this part of the marketing process and help close the sale.

## Remember That Your Model is a Sales Opportunity

“One of the things I’ve seen many communities do is install a model in their best floor plan. But, if something is the best, it’s probably going to sell pretty well anyway. What about creating a model in the most challenging floor plan, or the one you have the most of?” says Clark.

Likewise, Blume suggests taking that a step further within specific floor plans. If there’s a particular corner or area of the floor plan that tends to turn-off prospective residents, try putting some care and attention into that area.

“Whatever you do in a hated spot in a floor plan should really bring the attention back to what’s awesome about it,” Blume says.

## Remember Your Target Demographic

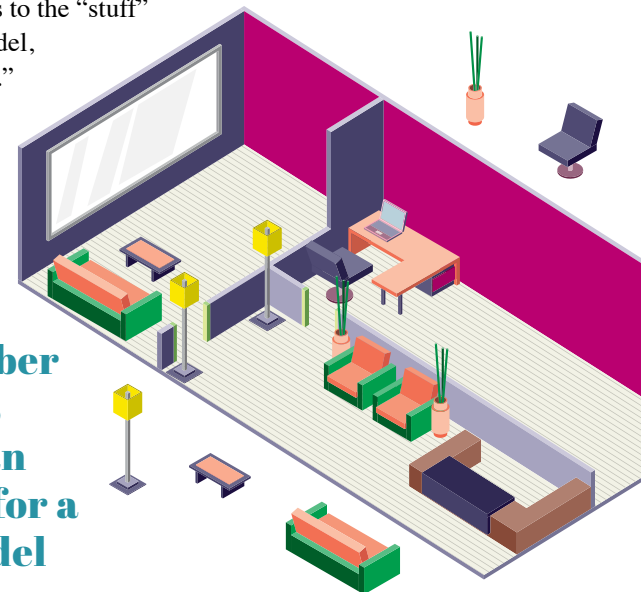
One of the most important things to remember while decorating your model home is your target demographic, says Pate.

“Your model home should directly correlate to your audience. If your community is targeting students, make a trip to the local bookstore and promote the university. Family oriented? Stage a play area in a secondary bedroom,” says Pate.

Blume says once that target audience has been determined, take it a step further and make sure you’re staging a potential lifestyle for that group.

“People think that if they go to the store and get a bunch of stuff to put in a unit that it makes it a model unit,” Blume says. “That’s not it. It shouldn’t look like someone is living in it, but that someone could live in it.”

Clark advises owners and managers to remember that when it comes to the “stuff” that fills a model, “Less is more.”



## Remember Budgets Aren’t an Excuse for a Bad Model

Just because you’re on a small budget doesn’t mean you have to forego a model unit completely.

Clark suggests creating what he calls a “mini-unit.”

“What’s the most unique selling point of the apartment?” Clark says. “At my company, we spend a lot of time developing great kitchens and great bathrooms. So, you might not be able to do the whole apartment but you can get some great accessories in the kitchen and people will be more responsive to that cue.”

Pate says that another strategy in catering to a more cost sensitive budget is to mix high-end pieces with affordable finds. Or, consider finding a décor partner in your neighborhood that is willing to trade furnishings for the advertisement opportunity, she suggests.

# The Phrase that Pays

Paul Rhodes

Digested from NAA Aptly Spoken Blog

Turn on almost any radio station morning show and quite frequently the morning talk host will be asking for v“The Phrase that Pays”. This is generally a tag line that summarizes a marketing jingle that the audience is supposed to remember. When completing Service Requests, do you have a phrase that pays or a statement that should remain at the forefront of every customer interaction? This can help a tech remember to go that little extra.

Here is a couple to consider:

Perception is a reality; whether it’s true or not. For example, if two maintenance technicians are standing right next to each other and a resident has a plumbing issue. One maintenance technician has been in the industry for a week, with no knowledge of plumbing repairs but looks clean, neat and is standing with a pleasant expression on their face. The other technician has been on the job for years. He appears to be disheveled, his pants are low, shirt ripped and untucked, and his hands and forearms are purple from all of the primers he was just using. Also, he is mad, upset, and giving off an overall unpleasant vibe.

Just based upon the description, which one will a resident be more comfortable letting in their home? Which one has a better chance of fixing the plumbing issue the first time? Outward appearance doesn’t necessarily match skill or knowledge... How much more effective would either be if those items matched?

An ounce of prevention is worth a pound of cure. This one comes from Ben Franklin and is frequently quoted in regards to preventative maintenance tasks. What about everyday tasks? For instance:

- ✦ **When replacing that seat, put plumbers grease or Teflon tape on the threads to ensure it will be easier to remove next time.**
- ✦ **If you are replacing one fluorescent lamp in a fixture that contains two of them, replace the other one. You are already there, and the second lamp is the same age as the first, so it will fail soon anyway... save the trip!**
- ✦ **When caulking a tub, fill the tub with water, or at the very least stand in the tub while applying the caulking. By doing this, the tub will move as it does when in use and the caulking will seal better between the tub and the surround preventing a future leak.**
- ✦ **When replacing the air filter, go the extra step and blow out the condensation drain pan. At the very least, use a condensation tablet to help prevent clogs.**
- ✦ **Performing the small suggestions listed above while performing related tasks can cut down on a second trip to the same area. These small items can add up to huge savings in time.**

What phrase should be kept at the forefront while Service requests are completed at your community?



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# Solar Energy Consumption on the Rise

From Apartment-TECH



Renewable-energy consumption is at its highest in almost a century, and apartment communities are increasingly looking to adopt solar energy for their buildings.

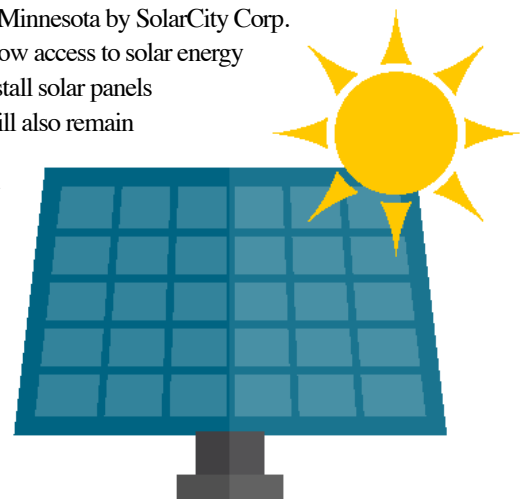
Renewable-energy consumption in the United States saw year-to-year growth of 5 percent from 2001–2014 and equaled 9.8 percent of total consumption in 2014 — its highest level since the 1930s. Solar-energy

consumption alone rose from 64 trillion British thermal units (Btu) in 2001 to 427 trillion Btu in 2014. And apartment communities are looking to expand solar-energy use with new construction and pilot programs.

Renewable energy has also been a focus of President Barack Obama’s administration. Tax credits helped incentivize consumer interest in energy-saving technology, and now the administration is calling for increased solar-energy use in federally subsidized housing, with a goal of 300 megawatts to be installed by 2020. The increased goal — up from an original target of 100 megawatts — supports the administration’s overall goals to increase renewable-energy use while also providing some access of such technology to low-income individuals.

And some apartment communities are already doing this voluntarily. Solar power will provide 50 to 70 percent of residents’ heating, cooling and hot water utilities at SummerBridge at RockLedge, a 32-acre apartment community under construction in South Middleton Township, Pennsylvania. Forty-eight apartment homes are expected to come online in November, with a total of 298 units in the complex upon completion. This will make it the largest development in the Northeast to run on solar energy.

Residents who don’t live in a solar-powered building may also be able to gain access to solar energy through “solar garden” programs such as the one piloted in Minnesota by SolarCity Corp. The program will allow access to solar energy without having to install solar panels on a residence but will also remain attached to the grid for additional energy use. Users will pay a monthly bill, similar to other utilities, at a rate of about 13 cents a kilowatt-hour.



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# CBDs: The New Low-Barrier-to-Entry Multifamily Markets

Apr 28, 2015 Bendix Anderson  
Digested from National Real Estate Investor (4/28/15)

Developers have broken the barriers to downtown development. “About a quarter of what’s being built is being built downtown,” says Francis Yuen, senior real estate economist at CoStar.

Downtown areas can be difficult places to build apartments simply because there is limited land for new construction projects. But in recent years, developers have been highly motivated to overcome the barriers to build downtown, where their new communities can be within walking distance of jobs, shopping and transportation. City governments have also seized the opportunity to bring new economic activity downtown and have added incentives to build.

Of the apartments now under construction, more are rising in city centers than in any other decade going back to the 1940s, when roughly one-fifth of apartments were built in central business districts. The new downtown construction is a giant change from the era of urban decline. In the 1980s and 1990s, only about 6 percent of new apartments were built in central business districts, according to MPF Research.

Competition between new apartment communities for renters has already cut into the rate of rent growth downtown. Early in the recovery, downtown apartments were more likely to be occupied and had stronger rent growth than apartments overall. “Central business districts were strong out-performers,” says Jay Parsons,

director of analytics and forecasts for MPF Research at RealPage. “We’ve really seen that premium erode.”

“There has been a mindset that going downtown involves higher barriers to entry,” says Parsons, “though a lot of cities are heavily incentivizing downtown development.”

Downtown development is not just for gateway cities like New York City and Boston. The city of St. Louis has been losing population since the 1960s, though its metropolitan area has continued to grow. That trend may be beginning to change. Developers now have 911 units of multifamily housing under construction in the St. Louis metro area – three quarters of these new apartments are under construction in the central business district.

“Places that haven’t seen a lot of apartment construction are getting a lot of new apartments,” says Parsons. This new construction is meant to create new neighborhoods that attract new employers, which in turn attract more residents.

“For a lot of these areas, in the longer term, a lot of this development is a good thing,” says Yuen. However, as these new, luxury, high-rise apartments open, they may struggle to find enough high-income tenants to fill up. “The trouble is ... absorbing all those units will be a challenge,” says Parsons.



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# Multifamily Driving Housing Recovery

Brena Swanson, *HousingWire* (3/23/15)

*Digested from "Fannie Mae: Multifamily gains boost housing"*

In the first quarter of 2015, multifamily housing has continued to drive the overall housing recovery, according to the most recent Fannie Mae "Economic and Housing Outlook" report.

Starts, completions and permits for privately owned housing have been flat or falling in the first quarter. Privately owned housing starts fell by 17 percent in February compared to January. And in March, the National Association of Home Builders/Wells Fargo Housing Market Index fell two points, to 53, which indicates that builders of single-family homes have less confidence in the market.

In comparison, this quarter, multifamily starts and permits have been increasing. The multifamily sector "has been driving the housing recovery, performing in the current expansion at a level consistent with activity witnessed prior to the recession," the Fannie Mae report finds.

Fannie Mae had forecast that real residential investment growth would drop this quarter compared to the fourth quarter of 2014.

## Why Renters Are Still Satisfied With Expensive Markets

Josh Boak, *Associated Press* (5/25/15)

Cost of living may be high in cities such as San Francisco and Washington, D.C., but so is the value of living in a safe, culturally and recreationally active, and economically sound city. That is why about a third of renters in major markets are willing to spend more than half their income on rent.

Renters indicated in a recent survey by Apartment List that, despite an average monthly rent of \$4,250 for a two-bedroom apartment, San Francisco was a great place to live, thanks to a quality job market, outdoor spaces and general lifestyle. By contrast, renters were much less satisfied with Albuquerque, N.M., and Milwaukee, even with average monthly rents of \$750 and \$960, respectively, for two-bedroom apartments.

To help cover higher costs of living, renters are utilizing credit cards for rents, despite higher fees, to ensure they can pay their rent on time, according to RadPad, a rental payment company.



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# Let's get VISUAL

By Lauren Boston  
Digested from NAA Aptly Spoken Blog

I'm pretty sure my ex-boyfriend never read a single blog I wrote—work-related or otherwise. He could forward me Internet memes for days, though.

Like it or not, we're a society that ignores the written word in favor of visuals. (I liked it not, hence the whole "ex" thing.)

According to Lisa Trosien, presenter of the August 19 webinar, "Eye Candy—Online Visuals That Lead to Leases," marketers must follow suit if they're going to keep up with today's prospective residents.

Skeptical? Consider the following: Visuals get 94 percent more views on social media than text-based information. Photos are liked 2x more than text updates, and videos are shared 12x more than links and text posts combined. Furthermore, infographics increase Web traffic by an average of 12 percent.

With photos, pictures and videos getting over 100 percent more engagement, the choice is clear. Or rather, you don't have much of a choice. While 80 percent of online visitors will watch a video, only 20 percent will read content.

If you are communicating the good ol' fashioned way—you know, through email—Trosien suggests sticking to mostly bullet points. She also says the most read item in an email is a P.S., so consider that when signing off.

But if you can't fight them, join them. For those wise and brave enough to market their communities on Instagram, Trosien says it should be a mix of things people like, rather than a hard marketing push 24/7. From stock photography, to fun posts and local pictures, there's room—and a need—for everything.

And speaking of less direct marketing: Consider the emergence of "nudge marketing." As described during the webinar, "nudge marketing is compelling consumers to behave in a desired manner by nudging them with a marketing message that straddles the delicate balance of not being too soft and subtle nor being too heavy handed and forceful."

Trosien also suggests handing out selfie sticks for prospective residents to use during community tours (brilliant) and hiring a Google-certified photographer—who knew there was such a thing?!—to take community pictures that will appear during a Google search.

It's kind of like online dating. Everything could be great on paper, but let's be real—sometimes what's on the outside counts, too.



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## BATTLE READY, INTEGRATED APARTMENT TECHNOLOGIES

*Jason Whittington*

*Digested from NAA Aptly Spoken Blog*

Let's face it: technology integrations in multifamily are never easy. As an industry, we've been historically slow to adopt new systems and solutions. Whether we've felt tied to all-in-one platforms or simply groaned at the thought of all the change management for onsite teams, implementation of operational technologies has been more chore than champion for the majority of apartment companies.

As a former tank commander in the U.S. Army, I've seen firsthand how great teams can reach incredible results by collaborating in fast-moving, high-tech environments, and I would argue that successful systems integration in multifamily isn't as elusive as it once was, particularly when it comes to gaining incremental occupancy and revenue that drives the bottom line.

At Gene B. Glick Company, we've recently seen notable opportunities for improved performance by leveraging point-solution technologies together. Systems that once seemed disparate—screening, rent payment, revenue management—are innovating in ways that not only make them simpler to use, but make them more effective when used in tandem.

Take rent from payroll, for example. This was a concept that our Glick operations team brainstormed several years ago as an incredible payment assurance and prospect conversion tool, and one where we quickly found (to our relief) a great multifamily

technology provider already in the space. The stand-alone benefits have been awesome: conditionally approved residents who opt-in don't have to pay a higher security deposit that forces them to stretch beyond their means, and rent is automatically deposited by the employer.

Our conversion rates increase as more applicants can afford lease offers without extra security costs, monthly rent roll is more stable, and back-end bad debt due to skips and evictions for non-payment among conditional approvals drops significantly. Since rent deposits are received every time a resident is paid, we also gain valuable forward-looking information about the status of our residents throughout the life of a lease. What's more important to technologists, though, is how our rent from payroll system is being integrated into screening solutions—providing automated results to make it easier for leasing staff to present offers and close more leases.

The operational results—more move-ins, longer lengths of stay, more dependable rental income—have a corresponding impact to revenue management. Anytime our technologies can collaborate together to reduce days lost to vacancy, to create lease demand where none existed, to smooth booking and expiration curves, and to optimize marketing spend is going to result in superior revenue gains.

All this comes by integrated technologies making it easier—and less expensive—for larger portions of our prospect traffic to move-in. Multifamily systems indeed might be a little further along than we give them credit for. At Glick, we're beginning to look forward to systems evolution, particularly as solutions embrace a tag-team mentality to innovating some of our more archaic practices. A nearly automated approach to approving and converting more residents who stay longer and pay rent more consistently is easier on our teams, easier on our residents' wallets, and most importantly accretive to the bottom line. That's something you don't have to be a former tank commander to appreciate.



## October

Awards of Excellence Nominee Interviews  
Wednesday, October 7  
*Location: AAGNO Office*

Education Committee Meeting  
Tuesday, October 13th, 3:00 PM  
*Location: AAGNO Office*  
*Learn: 2016 Event & Education Schedule to be planned*  
*Open to all members that would like to serve on the Committee*

Power Hour on Team Building  
Thursday, October 15, 2015, 10–11:00 AM  
*Location: Cort Furniture Meeting Room*  
*Instructor: National Speaker Leah Nichole Smith with Satis Facts*  
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Fall Fair Housing  
Thursday, October 29, 2015, 10–12:00 PM  
*Location: TBA*  
*Instructor: National Speaker Leah Nichole Smith with Satis Facts*  
*2 CEC's for all NAA designations*  
*Cost: \$25/person*

## November

Products and Service Showcase  
Awards, Installation Banquet & CAM & BATT Graduations  
Thursday, November 5, 5:30 – 6:45PM  
Awards begin at 7:00PM  
*Location: Best Western Landmark Hotel - Metairie, LA*  
*Cost: \$40/person for the banquet*

## December

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*Date and Location: TBA*

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## Advertising – Newspaper

NOLA.com Times Picayune  
– 504-826-3509

## Advertising – Online

Apartments.com – (888) 658-RENT  
Apartment Finder- 985-807-2083  
Apartment Guide.com – 225-273-7714  
ForRent Media Solutions – 972-207-8395  
Move.com – 800-978-7368  
On-Site - 408-795-4220  
Real Page Inc – 972-820-3015  
Rent.com – 866-441-7368

## Advertising – Magazine

Apartment Finder – 985-807-2083

## Air Conditioning

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

## Broker

Larry Schedler & Associates  
– 504-836-5222

## Carpet Cleaning

Southern Carpet Cleaning  
– 504-939-6445

## Clean Up Service/Maids

All Dry - 504-952-3030  
Belfor - 225753-8820  
Servpro of Kenner  
– 504-275-7309

## Collections

Telerecovery & Stanley Koffemann Jr. &  
Associates – 504-888-8300

## Contractors/Construction/ Disaster Clean Up

Grant & Associates – 504-733-2999  
Belfor – 225-753-8820

## Construction&Disaster Clean Up

All Dry - 504-952-3030  
Belfor - 225-753-8820  
Grant & Associates  
– 504-733-2999  
Universal Restoration  
– 504-407-0750

## Environmental (mold testing)

Mother Ducts Environmental  
– 504-312-1635

## Financial

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

## Fitness Equipment

Fitness First – 337-258-3077

## Flooring

Cornerstone Commercial Flooring  
– 225-270-0749

Priority 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

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

## Insurance/Renters Insurance

Bryan Schexnayder – State Farm  
– 504-835-2944  
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

A&L Sales - 504- 473-3978  
Guillot Sanitary Supply  
– 504-835-1687

## Landscaping

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

## Laundry Service

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

## Legal

Houghtaling Law Firm – 504-264-5600

## Make Ready Service

Cruz make Ready Service – 504-473-9233

## Maintenance Product & Service

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

## Multifamily Housing Software

On-Site.com – 832-341-8490

## Online Education

CallSource – 818-596-3833

## On Site Security Service & Security Alarms

Signal 88 – 504-655-5887  
South Louisiana Security Patrol  
– 504-915-5586  
Vinson Guard Service – 504-529-2260

## Painting Companies & Painters

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

## Resident Screening

Core Logic / SafeRent – 615-595-7337  
Landlord Shield – 618-283-7055  
On-Site – 408-795-4220  
Trak 1 Technology – 866-998-7251

## Resurfacing

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

## Roofing & Supplies

ABC Supply Company – 504-831-8781  
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

## Multifamily Housing Software

On-Site.com – 408-795-4220

## Utility Management – Submetering

Econserve, LLC713 – 662-3220  
Submeter One – 888-768-7577



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*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.*

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Photographer . . . . . Joe LeBlanc  
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**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  
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