



# APARTMENT

Volume 55, Number 3

# News



The Apartment Association of Louisiana Presents

## Annual Fall Education Conference

FEATURING THE APARTMENT ALL STARS

Crowne Plaza Baton Rouge ♦ 4728 Constitution Ave, Baton Rouge, LA ♦ Thursday, September 29, 2016

The Apartment All Stars is 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. Lisa Trosien, Jackie Ramstedt, and Bill Nye.

MORE INFORMATION ON INSIDE COVER



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Thursday, 8:30 am - 11:30 am  
Education Session - The Apartment All Stars

**Lisa Trosien - How to sell to anyone** - How to be Pitch Perfect with demonstration techniques, The Critical first three steps to making the connection, Why Failure is essential and much more!

**Jackie Ramstedt - What Sales Personality are YOU?** - Discover what certain strong sales techniques all great leasing consultants have that "just work" for them, Top 5 tips about personalities that ensure effective engagement with their prospects and ultimately their residents plus much more

**Bill Nye - Stop the Turnover Insanity: Keeping your team engaged and productive** - How to Build Loyalty and use that loyalty as part of your Accountability Strategy, make your team meetings productive and an important part of your leadership philosophy, discipline and today's worker, what to do when you are not getting the right results.

Thursday - 11:30 am - 12:30 pm  
Associate Vendor Trade Show

Stop by and network with you associate vendors!!  
Cash Prize to be Given Away to one lucky Winner!

Thursday - 12:45 pm - 2:30 pm  
Awards & Installation Luncheon

**2016 Awards Presentation & Installation of the AAL Board Members**

AAL will bid farewell to 2014/2016 AAL President Brittany Labbie Melissa Ardoin with the Houma/Thibodaux Apartment Association and HRI Properties will be sworn in as 2016/2017 President

**Full Registration** - Includes all events \$115.00 per person

**Education Session & Trade Show** \$65.00 per person

**Luncheon - Awards & Installation** \$60.00 per person



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# Allow Airbnb? Some Residents Say 'No'

NAA Industry Insider

When the apartment industry was introduced to the idea of working with Airbnb during a November industry conference, attendees voiced strong opinions from both sides about having such a relationship with the short-term housing rental site.

Melanie French, Executive Vice President, Operations at Cortland Partners in Atlanta, was among those who challenged the room of about 150 attendees to consider the possible benefits that such an arrangement could have for both apartment operators and residents.

Speaking on behalf of Airbnb, its Vice President of Landlord Relations JaJa Jackson shared basic concepts about how the arrangement could work during last fall's NMHC OpTech Conference.

An ongoing topic among apartment industry professionals ever since, Cortland Partners decided to ask its residents about how they feel about allowing short term rentals at their communities. In January, Vice President, Resident

Experience, Brian Ericson, sent a six-question online survey to more than 14,000 Cortland Partners residents and received 1,153 responses.

The company, which operates nearly 35,000 units in 95 communities, primarily in the Southeast, Texas, and Ohio, learned that 43 percent of residents surveyed are "strongly" opposed to allowing Airbnb rentals, compared to only 12 percent who "strongly" support Airbnb rentals.

In total, 52 percent are opposed to Airbnb rentals, compared to only 18 percent who are in favor; 30 percent of respondents were measured as neutral. The survey also showed that by allowing its residents to become Airbnb "hosts" it could negatively affect retention rates.

"[In November], my first thought was that this is a popular travel website that some residents at high-end communities are already using," French says. "Airbnb is here to stay, so what can we do to get out ahead of it and set guidelines

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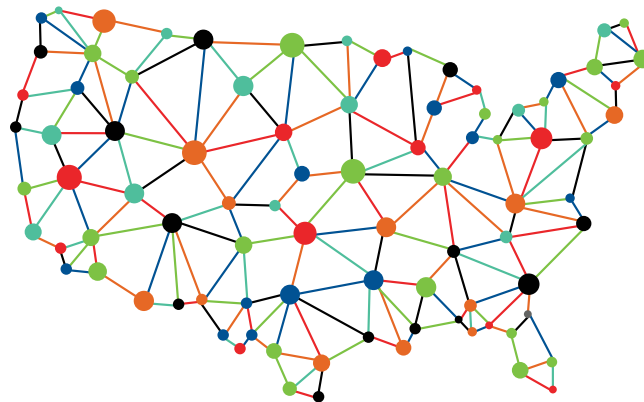
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while also driving revenue? Instead of fighting it, would this be something we should try?

“We thought about experimenting by offering it in a few designated units--much like corporate housing--versus simply opening it up to all residents. But our understanding is that Airbnb’s system doesn’t work like that right now with apartment communities. We were not able to block some units in a community and only allow specific ones we controlled.”

The survey results provided Cortland Partners with a good starting point about what its residents value and what is important to them in their home community. Based on the survey’s results, Cortland Partners will continue to watch and closely monitor multifamily relationships with Airbnb, but has no plans to allow residents to lease their homes or rooms in their homes at this time.

## Airbnb Violates the Lease

French says her company regularly monitors Airbnb to see if residents are advertising their apartments on the site. The standard apartment lease forbids residents from subletting their apartments or from operating a business from within their apartment. Typically, Airbnb hosts sublet their housing unit for one night, a weekend, or a few days which technically violates the lease agreement.

“We’ve terminated the leases of residents who are hosting their apartment on Airbnb,” French says. “While infrequent, we have discovered at least one resident who had rented two apartments in one building, with the sole intention of using these as a business by advertising on the Airbnb site.”

As mentioned by many who attended the November conference and who have commented since, one primary concern about Airbnb “guests” is that they lack background checks or credit checks. Jackson said in November that Airbnb will not and cannot guarantee that 100 percent of guests will be screened per the Fair Credit Reporting Act (FCRA).

Jackson touted Airbnb current process--a five-step algorithm process requiring the input of guests’ or hosts’ name, email address, photo and other forms of identification--as a better alternative. Based on the company’s track record, bad incidents are uniquely rare, he says.


French says that this aspect will continue to be a concern for reputable management companies who run background checks as a part of the screening and approval process for new residents. Survey comments from some Cortland Partners residents confirm that these residents care who their neighbors are and find comfort in knowing that all residents go through a screening process. They do not want to live adjacent to a unit where they never know who is living in the home next door.

## Nearly Half Unfamiliar With Airbnb

French says the survey shed interesting light on the subject of short-term rentals, in general. It indicated that Airbnb is relatively unknown with Cortland Partners’ resident base, despite the media hype—44 percent of residents say they are “not familiar at all” with Airbnb, and 87 percent have never used Airbnb.

The survey revealed that less than 1 percent (seven respondents) have been Airbnb hosts and only 5 percent indicated they would be “very likely” to become an Airbnb host if that was an option in their community compared to 68 percent who said they were “not likely at all.”

The survey showed that more than half of residents (55 percent) reported they would be “less likely” to renew if Airbnb rentals were specifically permitted, including 39 percent who would be “significantly less likely.” By comparison, only 9 percent would be “more likely to renew” as a result. The retention information was most concerning to Ericson.

Similarly and surprisingly, Ericson says, “Even those who have previously used Airbnb as travelers (13 percent; or 146 residents) had largely negative feelings about Airbnb in their communities; 43 percent of this ‘Airbnb User’ group were opposed to Airbnb rentals, and 43 reported that they would be less likely to renew.” 





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# The Apartment Association of Greater New Orleans will offer three National Designation Course this Fall

## CAPS

### Certified Apartment Property Supervisor

September 13th thru September 15th – 9am–5pm

*Instructor: National Speaker and NAA Past Chairman  
- Alex Jackie*

*Cost: \$1,200.00 per person includes books and exam fees.*

Registration and Deposit Deadline August 12, 2016

Deposit \$600.00

## CAS

### Certified Apartment Supplier (Associate Member Certification)

October 11th thru October 14th – 9am–5pm

*Instructor: National Speaker Jackie Ramstedt*

*Cost: 625.00 per person includes books and exam fees*

Registration and Deposit Deadline September 9, 2016

Deposit \$300.00

## NALP

### National Apartment Leasing Professional

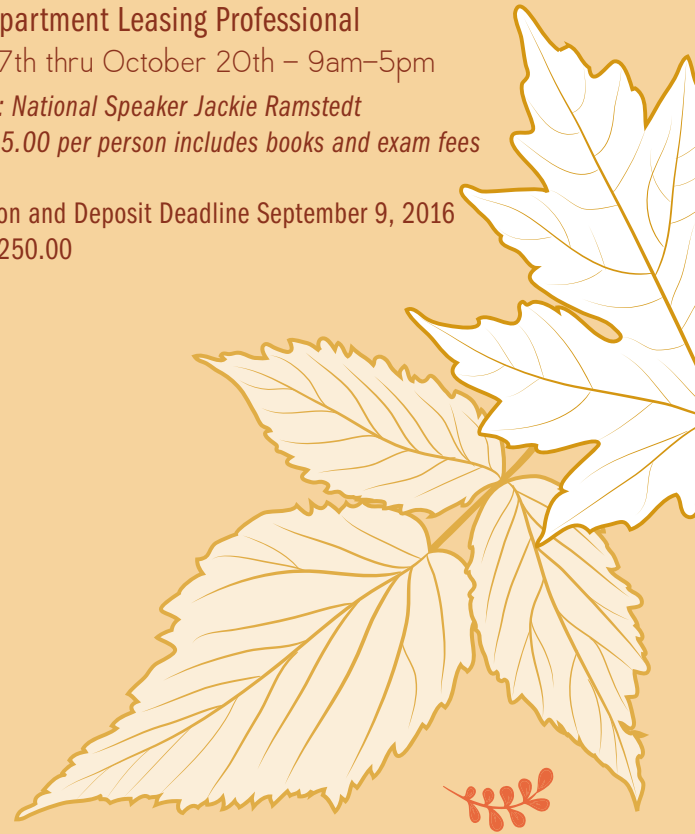
October 17th thru October 20th – 9am–5pm

*Instructor: National Speaker Jackie Ramstedt*

*Cost: \$495.00 per person includes books and exam fees*

Registration and Deposit Deadline September 9, 2016

Deposit \$250.00



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# Getting Residents to Recycle

By Amie Winters

Multifamily recycling is considered a challenge; however, it is possible for communities to establish and maintain successful recycling programs given the right tools and resources.

A successful recycling program can be defined as one that achieves a high diversion rate, state or local goals, collects multiple types of recyclables, and makes recycling accessible to more people. The path to success starts with the following tips:

## Outreach and Education

Since residents rely on property managers to educate them, be sure to distribute move-in fliers/pamphlets in addition to quarterly or annual instructional fliers. If there is a recycling ordinance in your jurisdiction, notify residents that it is required to recycle. If not, promote environmental stewardship by asking residents to conserve natural resources and to take responsibility for protecting their community.

All communal containers should be clearly labeled. Signs with photos of recyclable and non-recyclable items are extremely helpful.

High performing communities educate their employees and maintenance staff on the do's and don'ts of recycling. Their motivation and commitment directly correlates with resident participation.

## Streamlined and Convenient Collection

Communal containers should be placed in busy areas (near the pool, mail room, leasing office, or gym). User friendliness and attractiveness of the containers are also things to consider.

Generally, 90-gallon carts provide enough room to store recyclables and allow for easy collection. The Environmental Protection Agency estimates that at least 3 containers per set-out will allow for adequate sorting while decreasing contamination.

Single-stream or commingled collection is an easy way to increase participation because all recyclables can be mixed



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together. At a minimum, glass, cardboard, plastics #1-7, and aluminum should be collected. The more materials collected means a higher potential recycling rate, but some hauler restrictions may apply.

Doorstep valet recycling programs can also help streamline the process.

## Monitoring Success

According to the EPA, the average net cost per ton of multifamily recyclables is \$177, dropping to \$113 for a high-performing community with diversion rates over 20 percent. Keep track of your program's performance in terms of number of set-outs and containers, how often containers are emptied, quantity of materials collected, why there may be contamination, etc. Communities that keep track of this information are better equipped to correct problems and target educational outreach.

It is important to share and celebrate recycling successes with managers, staff, and tenants via newsletters, your website, or throwing a thank you party.

Implementing some or all of the above recommendations should result in an improvement in overall multifamily recycling participation and subsequently an increase in waste tonnage. ▲





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**In preparation for important changes to your NAA Click & Lease Program effective January 1, 2017, please take a moment to review the following information.**

NAA has established a new unit-based pricing structure that will replace the current click-based pricing. In doing so NAA will be transitioning to our new pricing structure in a similar manner as TAA did last year when they moved to unit-based pricing. We are notifying users as soon as possible in an effort to get this information out prior to 2017 budgeting. At this time, we are still finalizing details of the switchover but will communicate these updates as they become available.

**Benefits of the new units-based pricing model:**

- You and your staff can print an unlimited number of NAA leases and addenda;
- You never have to worry about running out of or reordering clicks;
- There is no additional cost when you have to reprint NAA lease forms or make corrections;
- Your costs will not increase when NAA releases additional forms;
- Includes unlimited access to NAA's Click & Lease e-signature and document management features; and
- It will create a predictable pricing structure for budgeting purposes.

The annual renewal fee for the units-based model is calculated using the following formulas:

**Apartment Package (50+ units per community):**

- NAA Affiliate Membership Dues (based on property location)
- \$300 Blue Moon site license fee
- \$2.99 annual per-unit fee

**Small Owner Package (less than 50 units per community):**

- NAA Affiliate Membership Dues (based on property location)
- \$100 fee for first 20 units
- \$5.00 per-unit for additional units over 20

NAA's new units-based pricing structure will automatically be applied when a property renews its annual Blue Moon site license. NAA is working towards an option which will allow for properties to switch to the new pricing structure before their annual Blue Moon license renewal date. More information on that will be sent out shortly. In the time period between now and when a property's annual site license renews properties will continue to order clicks.

**If you have any questions regarding your renewal fee, please contact me directly or Blue Moon Software at 800/772-1004.**

Scot J. Haislip, Esq  
Vice President National Lease Program and Counsel, NAA **9**



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## SHIFTING DEMOGRAPHICS LOOK *Positive* FOR APARTMENT INDUSTRY

Digested from *Property Management Insider*

By *Tim Blackwell*

As apartment needs and desires change with shifting demographics, apartment owners and developers must be ready to fulfill renters' wishes. But in urban centers like Dallas, those owners and developers will be working under the constraints of limited space and rising construction costs.

Baby Boomers and Millennials may have different tastes, but they're seeking similar spaces. "So far Millennials and empty nesters are mixing fairly well," says Margette Hefner, senior vice president of client services at Lincoln Property Co. "You might think that empty nesters living next door to fraternity kids could cause lease terminations, however that hasn't been the case," she said.

"The other phenomenon we see now, and I think it will continue, is more and more people are working out of their apartment, starting their own business or working for a company that doesn't have an office (here)," says Tom Bakewell, president of development for Street Lights Residential, in Dallas.

One aspect of American life that is changing is that thirtysomethings are renting for longer and need bigger spaces to accommodate growing families. "The renter demographics are shifting; everyone isn't moving into a house at 32. We're seeing them wait until 40 or even older. The shift seems to be having a positive impact on the industry," says Hefner. ▲



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# Criminal Background Checks Under Scrutiny

By Greg Brown

Nearly 50 years ago, President Lyndon Johnson signed into law the Civil Rights Act of 1968. Title VIII of the Act contains what we commonly refer to as the Fair Housing Act. This law, along with amendments passed in 1988 and 1990, protects individuals from housing discrimination based on race, color, religion, sex, national origin, disability or familial status. As a result of this legislation, industry training and education, the federal government's support and housing professionals' hard work, systematic and intentional discrimination in housing has been all but eliminated.

Federal fair housing enforcement today is focused on the much more nuanced area of law involving unintentional discrimination or disparate impact liability. The 2015 Supreme Court decision in *Texas Department of Housing and Community Affairs v. The Inclusive Communities Project, Inc.* confirmed this concept as a legitimate extension of fair housing and paved the way for expanded investigative activity. One of the highest priority areas for these investigations is resident screening, especially criminal background checks. Events this April illustrate exactly how fine a point has been placed on this aspect of the rental housing application process.

The Lawyers Committee for Civil Rights Under Law, according to an April 4 news release, has "...opened a nationwide inquiry into owners who impose blanket bans upon applicants who have had contact with the criminal justice system." Thirteen housing providers across 12 states have been targeted in particular by the Committee in this "phase 1" action for allegedly using screening policies that bar anyone with a criminal history from obtaining housing. The Committee is a nonpartisan, nonprofit entity formed in 1963 at the request of President John F. Kennedy.

The second and perhaps more significant event in April related to fair housing and resident screening is new guidance issued by HUD's Office of General Counsel entitled, *Application of Fair Housing Act Standards to the Use of Criminal Records by Providers of Housing and Real Estate-Related Transactions*. This guidance places specific parameters around how housing providers can utilize criminal histories in their resident screening processes. NAA, along with our partners at the National Multifamily Housing Council, will issue explanatory material in the coming weeks to help owners and operators navigate the guidance.

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In general, the HUD guidance seeks to end blanket exclusions of prospective residents based on criminal history in favor of a more individualized approach. Specifically, it prohibits the use of arrest records alone to deny residency and denials based on convictions must consider the nature and severity of the incident. Evaluation of resident screening policies will follow the "burden-shifting" test HUD created in its 2013 Final Rule on the "Implementation of the Fair Housing Act's Discriminatory Effects Standard."

Not surprisingly, the HUD guidance raises a number of questions about how apartment owners and operators will be able to maintain the critical balance between meeting the goals of fair housing and adequately protecting their residents, employees and property from criminal activity. This is especially complex in light of state and local laws which in some cases create strong disincentives for owners to rent to those with criminal histories. This leaves owners and operators in the position of trying to thread a very fine needle to stay on the right side of fair housing law.

Changes to long-held understanding of how an apartment owner and operator should design their processes to comply with fair housing rules is not isolated to resident screening. Preconceived ideas are being challenged in the areas of familial status, occupancy standards, source of income and many others. NAA, our affiliated associations and our members are all grappling with these changes and trying to draw a clear picture of this new world. I suspect it will be some time before that clarity emerges.

For more information on HUD's most recent guidance as well as resources in other areas of fair housing, go to the NAA website under Government Affairs. ▲



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## How Much Would Classic TV Apartments Actually Cost?

Digested from [New York Post](#)

By *Hana Alberts*

Could Monica from *Friends* really afford that huge West Village apartment? The *New York Post* took a close look at iconic TV apartments and home to determine how much these spaces would cost today.

### *Friends*

Die-hard *Friends* fans know that Monica Geller's spacious two-bedroom in the heart of the West Village was under rent control when she took it over from her grandmother. While that apartment would have been cheaper during the '90s, today that apartment could easily go for \$4,500 a month, mostly likely far out of the price range of Monica's chef salary and Rachel's waitress income.

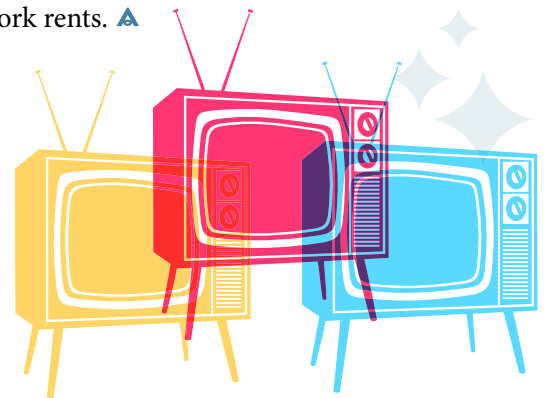
### *How I Met Your Mother*

At some points during the run of *HIMYM*, Ted and his girlfriend, Robin, as well as his best friend Marshall and Marshall's girlfriend, Lily, lived in a two-bedroom apartment

on the Upper West Side. Today, Citi Habitats says the average rent for a two-bedroom apartment in that area is \$2,875. Ted's apartment was probably a bit more spacious than a typical Manhattan apartment, but even with that added cost, the rent should have still been affordable to young professionals splitting it four ways.

### *The Big Bang Theory*

If you watch *The Big Bang Theory*, you're already familiar with Sheldon and Leonard, two of the main characters in this popular CBS sitcom. And in that case, you're familiar with their large two-bedroom apartment. Both men are scientists, so proximity to campus is important to them. Their real-life university is CalTech, in Pasadena, California. The *Post* searched Zillow for apartments in that area and found a three-bedroom house for \$2,400 a month, and a one-bedroom apartment for \$1,250, much more affordable than New York rents. ▲



# Calendar of Events

## August

### Dealing with Irate Residents

Thursday, August 18, 10–12pm

Earn 2 CEC for all NAA Designations

*Location: Cort Furniture Conference Room*

*Instructor: Katie Rigsby with Katie Rigsby Inspires*

*Cost: \$27/person*

## September

### Maintenance Workshop - Plumbing

Thursday, September 8, 10–12pm

*Location: Roto Rooter Training Room*

*Instructor: Michael McCloskey with Roto Rooter*

*Cost: \$25/person*

### Apartment Association of Louisiana Annual Fall Conference

Thursday, September 29

*Location: Crowne Plaza Baton Rouge*

*See front cover for details*

## October

### Awards of Excellence Interviews

Friday, October 7

*Location: AAGNO Office*

## November

### 2016 Annual Products and Service Showcase and Awards Banquet

Thursday, November 3

**Stay tuned for events in 2016 and Beyond!**

Watch for email flyers for each event with full details.

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Tyson Knock Out Cleaning Service

– 504-458-6521

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National Credit System – 713-392-0808

Telerecovery & Stanley Koffemann Jr. &

Associates – 504-888-8300

## [Construction&Disaster Clean Up](#)

All Dry – 504-952-3030

## [Electrical Supply](#)

Graybar Electric – 504-350-5293

## [Environmental \(mold testing\)](#)

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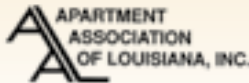
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## The Apartment Association of Greater New Orleans, Inc.

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