



APARTMENT NEWS

July-September 2013

Volume 53, Number 3

Attention: AALNO Members



Don't forget to sign up for the AAL Annual Fall Conference and Maintenance Mania



Cheer on fellow members at the Associate/Vendor Sponsorship & Tradeshow

Congratulations!

AAL WILL SWEAR IN A NEW PRESIDENT

Margaret Farmer

Shreveport Bossier Association



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Annual Fall Education Conference - September 26, 2013

Make plans to join your peers, old friends and meet new ones at the 2013 AAL Annual Education Conference & Luncheon and Awards. The conference will take place at the Renaissance Luxury Hotel, located next to the Mall of Louisiana. The hotel was converted from a 12 story unfinished residential high rise to a AAA Four Diamond Hotel.

Education Speaker Tiffany Yelverton, CAM, CAPS

Tiffany is the President of Creative Apartment Marketing, a consulting firm specializing in training, marketing and strategic planning. Tiffany received an Emeritus status from NAA in 2007. She is a feature speaker at NAA Conferences and events, Multi-Housing World and Multifamily Pro's Brainstorming Sessions.

Full Registration – Includes all functions: \$95
Education Session & Trade Show: \$60
Luncheon – Awards & Installation: \$45

Hotel Reservation

Old French Opera House (Inn on Bourbon Hotel)
541 Bourbon St. New Orleans, LA 70130 - Phone: 504-524-7611
All reservations must be made by September 1, 2012
Guest Rooms: \$147.00 price includes overnight parking
Hotel Block under Apartment Association of Louisiana

Refunds will be given if cancellations are received by September 5, 2012. All cancellations and no show after September 5, 2012 will be invoiced in full.

Education 9:00 am – 12:30 am
2 CEC if you attend the classes only or 3 CEC for full registration which includes all events.

Property Management Dictionary:

"Terms from A to Z"

Leasing & Marketing

Resident Retention

Maintenance Team

Tax Credit

Learn the what, why and how each term is important for apartment communities and how these words and phrases help you to build your property management career

Vendor Trade Show 11:30 am – 12:30 pm

Luncheon..... 12:30 pm – 2:30 pm

Board Installation & 2013 Awards

Awards presented to 2013 winners

Installation of Board Members

Please make checks payable to: Apartment Association of LA.
3017 Harvard Ave., Suite 201 Metairie, LA 70006
Fax Registration form to AAL office at 504-888-2601
or email: tammysponge@aagno.com

Associate/Vendor Sponsorship & Tradeshow

Apartment Association of Louisiana 2012 Annual Education Conference and Awards

The 2013 AAL Education and Awards will take place September 26, 2013, in Baton Rouge LA. at the Renaissance Hotel. The annual conference is the largest fundraiser for AAL. There will be an education session, a vendor tradeshow and luncheon which includes, the 2012 awards ceremony and installation of the 2012/2013 Board of Directors. AAL would like for you and your company to participate in this great event. Listed below are all the opportunities to do so:

Sponsorship:

Platinum – Full Conference Sponsor \$900.00

- Company name will be at the top of the sponsor board and displayed throughout the conference.
- Admission for 4 to attend the conference, includes Education Session & Luncheon.
- Attend the Board of Directors reception on Tuesday evening at 5:30 pm
- Display in the Table Top Vendor Show.

Gold - Board of Director Meeting Sponsor \$550.00

- Company name will be on the sponsor board.
- Admission for 2 to the luncheon.
- Attend the Board of Directors Reception on Tuesday evening at 5:30 pm.
- Display in the Table Top Vendor Show.

Diamond - Table Top Vendor Luncheon \$350.00

- Following the morning Education Session, prior to the luncheon associate/vendors will host a table top show. You may display company items on the table and decorate to your preference. A representative from each company will have an opportunity to speak during the luncheon and promote their products.
- Admission for 1 to the luncheon.

In order to guarantee that attendees visit your table, AAL will have a cash drawing at the end of the show for attendees to participate in. To qualify for the drawing, attendees will have to visit each vendor table and each vendor initial their sheet before it goes into the drawing. ▲

If you and your company are interested in participating in this great event, please fax or email your company name, contact person, and phone number to AAL at 504-888-2601 or tammysponge@aagno.com an invoice will be mailed.

Call for Nominations:

2012 APARTMENT ASSOCIATION of LOUISIANA INDUSTRY AWARDS

The AAL Industry Awards are designed to honor outstanding members who by their participation had a positive effect on the apartment industry.

Nominees eligible must have a minimum of three years experience in the apartment industry. A sponsor (employer or supervisor) will nominate the individual in property management or individuals for Associate of the Year, stating why they feel the person deserves the award.

The nominee's local apartment association must submit a brief endorsement for each nominee. No one may be nominated for more than one category.

Nominees must be members in good standing of their local, state and national apartment associations.

QUALIFICATIONS:

You may nominate: Service Technician of The Year, CAM, CAPS, PLP/NALP and Associate of the Year. All nominees for designate awards must have a current designation.

A letter of nomination from the employer\sponsor, supervisor etc. In the letter DO NOT include the name of the management company or the property name, this information will be filled in on the nomination form. This will prevent any preference on the judge's selection for winners.

JUDGING & AWARD PRESENTATION:

All nominations will be sent to a National Representative with the National Apartment Association for judging. The winners will be presented an acrylic award during the luncheon on September 26, 2013 at Renaissance Hotel in Baton Rouge.

DEADLINE:

All nomination must be received no later than Friday, August 16, 2012. AAL-Award Nominations, 3017 Harvard Ave., Suite 201, Metairie, LA 70006 ▲

Nomination Form

Nominee's Name & Title: _____

CAM: ___ CAPS:___ PLP/NALP:___ Maintenance Tech:___ Associate Member:___

Number of years in the apartment industry:_____

Nominee's Company Name, Address & Phone Number: _____

Local Association Name: _____

Sponsors Name, Title & Employer: _____

Phone Number: _____ Relation to Nominee: _____

Please attach this nomination form to the letter of nomination. REMEMBER IN THE LETTER DO NOT USE THE NAME OF THE COMPANY OR PROPERTY.

MAIL TO: 3017 Harvard Ave., Suite 201, Metarie, LA 70006

Calendar of Events

JULY

Plumbing 101 for Managers

Thursday, July 18, 2013

Instructor: Michael McCloskey with Roto Rooter

Location: Roto Rooter Warehouse

550 Elmwood Park Blvd., Suite F,
Harahan, LA

Cost: \$23.00 per person

2 CEC for all NAA Designations

Management & Maintenance – Time Management

Thursday, July 25, 2013

Instructor: Katie Rigsby with Apartment Homes
by Tonti

Location: Ramada Inn Causeway, Metairie, LA

Cost: \$23.00 per person

2 CEC for all NAA Designations

AUGUST

Maintenance Workshop – Safety

Thursday, August 15, 2013

Instructor: Tim Talley with HRI Properties

Location: TBA

Cost: \$23.00 per person

Personal Awareness

Thursday, August 22, 2013

Instructor: Jefferson Parish Sheriff's Office

Location: TBA

Cost: \$23.00 per person

2 CEC for all NAA Designations

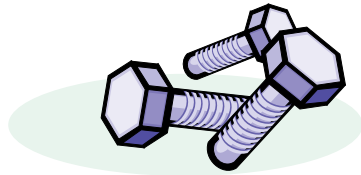
SEPTEMBER

AAL Annual Fall Conference and Maintenance Mania

September 26, 2013

Hosted by: The Apartment Association of
Greater New Orleans

See pages 2-3 in the newsletter or
email tammyesponge@aagno.com



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What's Behind America's *Most Surprising Real Estate Boom*?

Digested From "Downtowns: What's Behind America's Most Surprising Real Estate Boom" Forbes (03/25/13) Brennan, Morgan

The U.S. Census Bureau reports that downtown areas in major U.S. cities welcomed double-digit population growth in the decade ended in 2010, more than twice the rate of growth for their overall metro areas. As more Americans, especially college-educated young adults between the ages of 25 and 34, opt for the urban lifestyle, cities are scrambling to revitalize their central business districts. Denver is a prime example. The city is in the midst of a 20-year plan to expand downtown revitalization efforts. In Birmingham, Ala., meanwhile, the number of residents downtown has surged 32 percent since 2000. Currently, there are 737 planned housing units in the construction pipeline. Other cities are getting creative with their efforts. Over the last 10 years, Louisville has converted much of its subsidized housing downtown to market-rate real estate. Now city officials are adding a twist: a public-private initiative to restore downtown's Whiskey Row. Buildings were rescued from scheduled demolition and are now being renovated. The structures are expected to house bourbon-themed eateries and nightlife spots, adding to the success of nearby projects like the mixed-use Whiskey Row Lofts. "We are seeing a combination of the economics of infrastructure and the change in demographics give downtown housing markets more of a leg up," noted Jeff Soule, a fellow at the American Institute of Certified Planners and a director at the American Planning Association. ▲

U.S. Rent Hikes *Slow*, New Report Shows

Digested From "Rent Rises Showing Signs of Cooling Off" Wall Street Journal (04/03/13) P. A7 Wotapka, Dawn

Reis Inc. reports a drop in the national apartment vacancy rate from 4.5 percent in the fourth quarter of 2012 to 4.3 percent in the first quarter of 2013. Meanwhile, the national average monthly rent was \$1,054, rising 0.5 percent from the fourth quarter and 3.4 percent year-over-year but amounting to the slowest growth rate since late 2011. Nationwide, there are concerns about overbuilding. Luis Mejia, director of multifamily research for the CoStar Group, notes that 150,000 new rental units will be built in 2013 and another 300,000 combined in 2014 and 2015 in the 54 biggest metropolitan markets. Last year in Chicago,

a dearth of apartments enabled some owners and managers to hike monthly rents by as much as 20 percent from the previous year. But with hundreds of new apartments being delivered each month, Luxury Living Chicago Realty owner Aaron Galvin says he hasn't seen a rent rise above 5 percent this year. He remarks "We're seeing a shift in Chicago because we're finally getting some supply." Meanwhile, the District of Columbia was the only one of the 79 markets Reis tracks to see rents decline in the fourth quarter. Long Island, N.Y., came in flat from the previous three months, while its vacancy rate ticked up. Vacancies increased the most -- 0.4 percent -- in Little Rock, Ark. ▲



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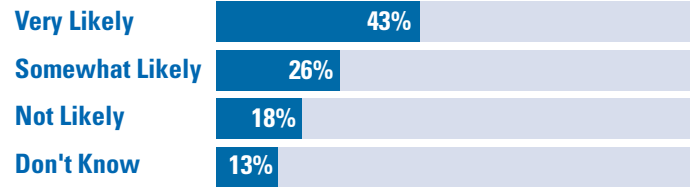


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Will Your Resident Be A...



The SatisFacts Index shows that when asked, “How likely are you to renew your lease?” the breakdown is this:



In today’s market, most residents expect that another year at your community will include a rent increase, so if you are encountering major objections it may be time to examine the issue more closely. Is your resident claiming a major life change, such as a job change or buying a home, or is it something else? No one ever feels good about paying more for indifferent or poor service. If residents are insisting that they “just need a change” or need a different floor plan or more or less bedrooms, or any number of other manageable objections, offer solutions and then dig a little deeper. Ask what is most important to them about the community they live in. Ask if there is anything in their home that needs attention. Discover if, in their experience, life at your community is worry-free or worrisome, as Lia Nichole Smith, our VP of Education and Consulting, likes to say. If 1 out of 4 residents can only say they are “Somewhat Likely” to renew their lease and 1 in 7 say they “Don’t Know,” there’s a great opportunity to connect with your residents, let them know they are a VIP so they won’t end up MIA! ▲

By Jen Piccotti, Monday, June 17, 2013 (From NAAHQ.org's Aptly Spoken Blog)

In this world of mediocre service or automated do-it-yourself options, there are a special few service providers that have my unwavering loyalty. On the short list:

My dentist – The staff is friendly, welcoming and reassuring, the office is immaculately clean, the receptionist always asks about my spouse and kids by name, and they give me a little lavender-scented towelette at the end of my dental cleaning to ensure there is no toothpaste on my face when I leave.

My hair stylist – She always greets me like a long-lost friend and asks about my spouse and kids by name, offers me a variety of beverages (even vino if an evening appointment), and gives the best scalp massage as she’s rinsing my hair.

Kanpai Sushi – Though I only get to go every couple of months, the entire staff stops what they are doing to greet me when I come in, the wait staff knows my beverage of choice and that I always order a crunchy roll, and they always ask me about my kids and comment on how they can’t believe how old they are already and that I must bring them in for dinner one of these days.

The common theme here is that they do the basics very well: they make sure that I know that they know exactly who I am (by addressing me by name and asking specifically about the people who are important to me) and they are always happy to see me. They also find small, thoughtful ways of making me – and their other patrons – feel special. The lavender-scented towelette, a 2-minute scalp massage, remembering my “usual” order. When I visit any of these places of business, I feel like a VIP.

They also find small, thoughtful ways of making me – and their other patrons – feel special.

These special extras don’t cost a whole lot. They might cost a little time, some focused attention,

less than \$1 in materials. But they sure make a difference in my level of loyalty. Even when rates have gone up, it’s an easy decision for me to stay. My new insurance doesn’t cover 100% of my dental costs, but it’s worth the co-pay for me to stay. My hair cut and my “usual” lunch costs have inched up over the years, but, again, it’s an easy decision to stay because I can’t imagine any other service provider treating me so well or caring about my preferences in the same way.



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Move 'Em In, Move 'Em Out:

the guide to successfully turning units

By Lauren Ginder, Monday, July 1, 2013 from NAAHQ.org's Aptly Spoken Blog

While researching unique perspectives on move-ins and move-outs in the property management world, I kept attempting to resort to a metaphor. Then I came across the origin of the word “metaphor” itself, which means “to carry” in Greek. In the context of a typical metaphor, the “carrying” is referring to the sense of one word to a different word, but I figured there were other ways to manipulate the idiom. I started thinking of all the ways that “carrying” is associated with moving. Not only for the obvious reasons of moving boxes in and out, but in the mindset of a owner/manager, transferring and carrying out promises, papers and the term of the lease.

When a resident gives notice, utilize the amount of notice that is currently required in the market. Twenty days is plenty of time to coordinate with them a pre-move-out inspection which will not only benefit them, but also benefit you in the long run. Come prepared with a “make ready checklist.” Schedule the necessary vendors (a carpet cleaner is almost always required). You don't like having to clean more than you anticipated and do so in too short of an amount of time, just as much as past residents despise receiving deposits back which are half of what they were expecting.

Conduct the move-out inspection WITH the resident present. Close respective utility accounts. **CHANGE THE LOCKS!** This is an important turnover task because no matter how friendly and moral driven a resident may seem, they could have given a key to a friend over the past nine years of their tenancy, so who knows who could have access to that given unit! Ensure that the

smoke detectors are working and have battery life. Lastly, spruce up the unit to prepare for walkthroughs.

After you have conducted walkthroughs and found the resident of your dreams with a check in their hand and a thumbs up on their application, you are ready to perform the correct steps for moving in a resident. Schedule the move-in with them so that you accommodate their needs and show that you are available to welcome them into their new home. Ensure that they have signed the lease in all the necessary areas. During their move-in walkthrough, require that they complete their move-in inspection form, so that you are not held liable for anything that they hadn't caught after they have already moved in.

Ultimately, moving is a metaphor in and of itself. An owner is transferring and carrying out their promise to each resident as they come and go. The relationships that you build with your residents begin with their experience upon move-in and are “carried out” when it comes time for them to leave. To quote a current relevant movie and book, as a manager/owner you might occasionally feel discouraged as Gatsby did at the end of his novel: “So we beat on, boats against the current, borne back ceaselessly into the past.” Follow these steps on moving residents in and out of your units and turnovers will become as smooth as if you are floating with the current rather than against it. ▲



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Do you have something that is visibly better than your competitor? Show it to your buyers with side-by-side comparisons. Be truthful and don't exaggerate!

- 1. Sell your USP (Unique Sales Point) visibly and dramatically.** Think of your best selling feature, then showcase it! Make sure your USP is different than your competitors'. If your competitors can say the same thing, it's not a unique selling point.

- 2. Let the prospect know what you can do for them.** Next, describe in detail how their lives will look. Finally, provide proof of what you are saying. Now you are ready to reveal the price since you let the prospect know how their lives will be better, you painted the picture of how their lives will be better, and you've given them proof on how their lives will be better. You'll feel comfortable saying the price since the prospect is now aware of the true value of your community and will be ready to take action.
- 3. Say: I can confidently say know who my future residents are, where to find them, and the benefits and features my apartment community have that meet their needs.** If I don't know this, I'll find out!
- 4. If a resident is moving out, ask if they have a friend or coworker who may want the apartment.** This very effective referral network saves money in ads and rent loss.
- 5. A clever idea is a gumball machine** – Give a quarter to prospects after a tour. The different colored gumballs are different promotions. For example, a red gumball is a free application fee, a yellow gumball is a reduced security deposit, etc. EVERYONE gets the same chance/offer.
- 6. Tag lines are the last thought you leave with your buyer,** so the more creative and memorable, the better.
- 7. The #1 reason consumers follow a company on Facebook is to receive discounts – a whoppin' 40 percent!** Offering a free cup of coffee works! ▲

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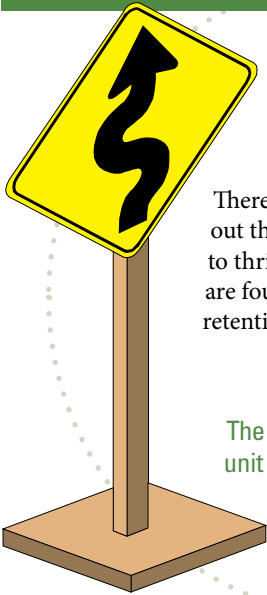
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SWIMMING THROUGH A SEA OF EQUALITY & SAFETY

FINDING GOOD TENANTS *with fair screening methods*



There is an abundance of screening techniques out there these days that enable communities to thrive by locating good strong tenants. There are four steps to follow which will ensure the retention of a good tenant.

The primary factors to acknowledge when a unit becomes available are your advertising techniques and internet presence.

By putting time and effort into advertising your property you will attract good prospects who appreciate your hard work. Put up visually appealing and clear pictures of the amenities that your unit has to offer. Make sure your website content is tailored to your specific property so it's apparent that you didn't just take it from some other advertisement and that this property is unique. The more frequently your property's advertisement appears, the more reason they'll have to go back and click through it.

The next step is to determine your preferred screening method.

These days it is required by law that your screening abides by Fair Housing Guidelines. Make sure you know what you can and cannot base your screening on according to Fair Housing Laws. Be overly thorough in your questioning and make sure that their

response is just as thorough in return. When creating a company rental application and/or choosing a 3rd party screening company, your policies and criteria need to be carefully investigated and tailored according to what your company has to offer. Your screening process should address your requirement for tenancy such as past rental history, ability to pay, criminal history and credit history.

Your screening process should address your requirement for tenancy such as past rental history, ability to pay, criminal history and credit history.

The third step is making the decision.

This is where an analogy of high school dating versus long-term dating can be taken into account. The community manager might feel desperate in the middle of the winter when they get their hopes up on the first prospect that appears. They want to just rent the unit to get it over with and be able to start collecting rent, but do you want to rush into this decision with a prospect who you may spend the rest of their tenant life cycle with? It's worth the wait and there are plenty of fish in the sea. Pleasing owners by providing monthly rent from tenants is definitely important; however as a property management company the number one thing we promise to provide is a secure investment to our owners. What kind of an investment is a long term bad tenant who we're constantly trying to evict?

The last step of the process after move-in is to maintain a professional relationship with your new resident.

A good value to live by is under promising and over delivering. If it's the other way around, you can only expect things to go downhill. If the tenant knows what to expect and is occasionally surprised by good deeds and incentives through your company, their perspective of their landlord can only improve and encourage retention. Ultimately, by utilizing a screening method which incorporates creativity in your ads and encourages equality and safety at your property, you will succeed in finding good tenants. Implement these steps into your screening process and your residents, staff and prospects will benefit greatly in return. ▲



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Welcome to the New Age of Search

Every month, Google gets 25 million searches for apartments from desktop computers. Despite the proliferation of smart phones, that figure is more than double the amount of apartment searches Google gets from mobile. "Every month Google receives approximately 11 million searches using the keyword 'apartments' from mobile devices," says Google Channel Sales partner trainer Ty Schlegel, who presents on Thursday, June 20 at the National Apartment Association Conference & Exposition on the panel The New Age of Search: The Apartment Search Shake-Up. "There are currently about 11 million monthly 'apartment' keyword searches from mobile, but there is no doubt that mobile is beginning to take over the market," Schlegel says. "Projections show that by 2016 there will be more mobile searches than desktop."

Projections show that by 2016 there will be more mobile searches than desktop."

Joining Schlegel for a deep dive into the constantly changing arena of apartment search are The Bozzuto Group Senior Vice President of Marketing, Jamie Gorski and Sequoia Equities Director of Marketing, Lisa Trapp. Moderating the panel is G5 Vice President of Strategic Initiatives, Dan Roehl. In addition to high level look at apartment search from the Google perspective, including a look into the impact of Google+ and ratings and reviews on search results, Gorski and Trapp will apply Schlegel's Google insights to operator best practices for SEO, online reputa-

tion management, search engine marketing, and paid advertising, all with an eye toward how apartment owners and managers can best adjust their marketing budget dollars for maximum success.

"Most owners and apartment marketers are still looking for solid information on how people are searching," explains Trapp. "You can't be afraid to take some risks and evaluate your marketing spend based on the effectiveness of your leads and reallocate that money into some of the opportunities that we'll lose today. The worst that could happen is that you'll get better information to share with your owners about budget dollars and where they are best spent."

The New Age of Search: The Apartment Search Shake-Up will also look at creating compelling, successful, media-rich web platforms for optimum prospect conversion, and address the impacts of SEO and search engine marketing to traditional multifamily marketing channels. "The vast majority of apartment searchers are beginning on-line, and an even higher percentage of those searchers are ranking search engines as one of their primary sources, so building high quality web site traffic is becoming more critical than ever," says Roehl. "Google has made major changes in the way that search results are organized and served up to apartment seekers and it's only the most search-savvy and progressive apartment marketers who won't be left behind." ▲



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Move.com – 800-978-7368
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Rent.com – 866-441-7368

Advertising – Rental Guide

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– 504-836-5222

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Cosmopolitan Carpet Cleaning – 225-667-2155

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Contractors/Construction

Grant & Associates – 504-733-2999

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Madderra & Cazalot – 504-835-6900

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Risher Fitness Equipment – 985-809-6623

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Garbage Waste Service

Fast Trash Service – 504-654-7709
Progressive Waste Solutions – 504-349-2668
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River Parish Disposal – 504-738-7700

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Thrive of Louisiana – 504-453-3633

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 & Cleanup Services

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

Multifamily Housing Software

On-Site.com – 214-577-2932

On Site Security Service

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

Pool Furniture:

Crimson Casual Furniture – 205-486-5102

Pool Chemical\Cleaning

Poolsure – 985-413-9949

Property Management Software

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

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

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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

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

Security Alarms:

Pratt and Associates – 504-821-9725

Solar Energy

South Coast Solar – 504-529-7869

Storage

Elmwood Self Storage – 504-737-7676

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

Website/Internet/Marketing Apartments

365 Connect – 504-299-3444

Utility Management

Submeter One – 888-768-7577



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The Apartment Association of Greater New Orleans, Inc.

3017 Harvard Avenue
Suite 201
Metairie, LA 70006

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MDU Team

Judy Anderson Cosetta Bradford
MDU Account Manager MDU Analyst
(504) 304-8096 (504) 304-1870
judy.anderson@cox.com cosetta.bradford@cox.com

2121 Airline Dr., 4 West • Metairie, LA 70001
Fax: (504) 304-1819

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