



2016

Awards of EXCELLENCE

PRODUCTS & SERVICES

Thursday, November 3, 2016

Mardi Gras Ballroom * Landmark Hotel * 2601 Severn Ave., Metairie, LA

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

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

There is no cost to attend. Even if you are not attending the banquet you may attend the show and participate in the cash drawing. Cash drawing will take place at the beginning of the banquet. Hors d'oeuvres will be passed around.

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.

CAPS Graduates will receive their certificates and pins

NALP Candidates will be introduced

Apartment Association of Louisiana State Winners will be honored

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Tradeshow



President Sworn In

Treasurer Sworn In

Board Sworn In



It's a ZOO OUT THERE



By Nicole Upano

Did you know that a resident is entitled to ask for a reasonable accommodation request for any animal? While the most common requests involve dogs and cats, roosters, ferrets and boa constrictors are a few real-life examples in a growing list of animals that are claimed to provide emotional support.

Per U.S. Department of Housing and Urban Development (HUD) guidelines, a disabled resident should be given the opportunity to request any animal that reasonably affords such person equal opportunity to use and enjoy their dwelling. Owners are required to engage the resident in an interactive process in which the housing provider and the requester discuss the requester's disability-related need for the accommodation and possible alternatives.

In years past, it seemed to be the status quo for apartment housing providers to adopt bright-line rules. These rules allowed for predictability in outcomes and restricted discretion among on-site staff to minimize the risk of fair housing discrimination complaints. While this used to be the case, now managers are expected to make decisions on a case-by-case basis depending on a resident's unique set of needs and circumstances in accordance with the mandated interactive process.

As apartment owners and managers continue to see a significant increase in reasonable accommodation requests for emotional support animals, there is an increased concern of possible abuse. To guard against this, NAA felt it was important to provide members with resources giving practical guidance on this emerging issue.

NAA organized a working group of members, affiliated association staff and attorneys specializing in fair housing to collaborate on resources to help members navigate this complicated issue. Staff compiled these resources into the NAA Toolkit on Emotional Support Animals (ESA).

The toolkit contains resources that give the reader an overview of the basics and provides guidance on the common scenarios above. It also contains sample reasonable accommodation and modification policies and sample documentation forms for residents, including instructions provided by Kirk A. Cullimore, Esq., Past President of the Utah Apartment Association (UAA) and current UAA board member.

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In an effort to continue outreach and education, NAA is hosting a webinar on this issue on Thursday, October 13 at 3 p.m. ET. NAA has enlisted the expertise of Katie Wrenn, Regional Training and Marketing Director at Milestone Management, to share the member perspective and her experiences in dealing with reasonable accommodation requests day-to-day. In addition to Ms. Wrenn's expertise, Kirk Cullimore will discuss the forms that he was instrumental in getting approved by HUD and share lessons learned from his experience in litigating these cases throughout the investigative process.

It really has become a zoo out there. Remember, NAA works for you and has a breadth of resources available on this issue. The Emotional Support Animals webinar will take place on Thursday, October 13 and NAA members can register here. If you have questions, please contact Nicole Upano, NAA's Manager of Government Affairs. ▲



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TAKE ADVANTAGE OF THE SERVICE RECOVERY PARADOX

Digested from NAA Operations Insights

Service calls are a fact of life. Use them to build a loyal customer base by providing excellent service.

No property manager or maintenance staff member enjoys a service failure, but it does present an excellent opportunity to make residents more satisfied with the apartment community and the company.

How is this possible? Through the service recovery paradox, which is the reality that customers can leave a service failure more satisfied and loyal to a company than if no failure had occurred if — and it all hinges on this if — the problem is resolved efficiently and effectively.

“We’re all human, and service failures are going to occur no matter how focused you are on providing excellence service,” says Mark Vanderhoof, corporate maintenance training specialist for CWS Apartment Homes. “Don’t look at it as, ‘Now I have to go talk to an angry person.’ Instead, look at it as an opportunity to strengthen your relationship between your company and your customer. And learn from it.”

HELP RESIDENTS FEEL HEARD

When going to service calls, maintenance professionals are wise to implement a strategy Disney uses when its customers are having a problem with the company — and one that Vanderhoof teaches in his training sessions.

“They use the acronym HEARD,” Vanderhoof says.

H is for hear
E is for empathize
A is for apologize
R is for resolve
D is for diagnose



Vanderhoof points out that it’s important to not just listen to what the resident is saying about a service failure — you’ve got to really hear them and then let them know that you understand the inconvenience of the situation (the empathy part).

He also believes there’s a difference between just saying sorry and truly apologizing — down to using one word over the other. “Most studies suggest that ‘I’m sorry’ is perceived as insincere about 80 to 90 percent of the time, whereas an apology with the phrasing ‘I apologize’ is more likely to be perceived as sincere.”

And, of course, fixing the problem quickly and correctly is key to making the paradox come to life. ▲



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The Apartment Association will hold the 16th Annual Product & Service Showcase on Thursday, November 3, 2016 from 5:30 p.m. to 6:45 p.m. at the LANDMARK HOTEL in METAIRIE, LA. This will be a table - top show held in conjunction with the Awards of Excellence and Installation Banquet. There will be a lottery drawing for table selections the week before the showcase, the order of table selections is as follows: Super Platinum Sponsors will select first, Award Additional Sponsor Second etc. ASSOCIATE VENDORS IN THE SHOWCASE WILL NOT BE ALLOWED TO SERVE OPEN CONTAINER ALCOHOL AT YOUR TABLES, you may purchase drink tickets thru the hotel to give away to your customers. You are not obligated to give away a door prize, cash money will be given out. However, if you would like to give away a door prize, you will be allowed to do so. AAGNO hopes you and your company will participate in this great event. If you are a Super Platinum Sponsor for 2016 this event is included in that sponsorship. You will need to fill out this form and email to AAGNO tammiesponge@aagno.biz

 EXHIBITOR CONTRACT

I\We agree to purchase a table in the AAGNO Product & Service Showcase.

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Exhibitor Signature:-----

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Fastest Growing Apartment Markets in U.S. Aren't Cheap

By Steve Brown, Real Estate Editor
From Dallas News

Not just the Dallas Cowboys are moving to Frisco.

Thousands of apartment renters are making their way to the Dallas suburb, too.

Frisco was ranked as the second busiest apartment market in the country, according to a new report by industry analyst MPF Research.

In the last four years, Frisco's apartment base has almost doubled, the Richardson-based research firm found.

"Frisco/Prosper has received 4,298 new apartments since 2012 and has an additional 4,009 units under construction, all of which should be available by third quarter 2017," MPF analysts say. "Driving apartment demand in Frisco/Prosper is the area's recent emergence as an employment hub. In fact, Frisco boasts the \$5 Billion Mile, with four mixed-use developments funded by over \$5 billion in capital investments within one mile, located at the intersection of Dallas North Tollway and Highway 121."

Renting in Frisco isn't cheap. The average monthly apartment rent in Frisco is \$1,115, MPF reports. That's about \$100 a month more than the Dallas-Fort Worth average.

But creation of thousands of high-paying jobs in Frisco and West Plano is bringing people to the area.

"Tons of companies are flocking to the Frisco/Prosper submarket (or very close to it), and naturally, employees are following," MPF analysts say in the new report. "Despite high levels of multifamily development, the submarket has continued to report strong occupancy figures and steady rent growth.

"Demand drivers do not appear to be slowing down, suggesting that economic conditions should continue to support elevated supply figures."

While Frisco was at the top of MPF's booming apartment market list — second in the nation only to Charlotte's Uptown district — several other North Texas rental markets also ranked high.

Dallas' center city "Intown" market was 14th on the MPF busiest markets list, with 6,971 units under construction.

North Texas is second in the country in overall apartment construction, and more than 50,000 units are on the way. ▲

The Nation's 10 Busiest Submarkets for Apartment Construction

Rank	Submarket	Metro Area
1	Uptown/South End	Charlotte, NC
2	Frisco/Prosper	Dallas, TX
3	Central Nashville	Nashville, TN
4	Downtown/Montrose/River Oaks	Houston, TX
5	Navy Yard/Capitol South	Washington, DC
6	North San Jose/Milpitas	San Jose, CA
7	Downtown/Highlands/Lincoln Park	Denver/Boulder, CO
8	Central Orlando	Orlando, FL
9	Far Northwest San Antonio	San Antonio, TX
10	Cedar Park	Austin, TX

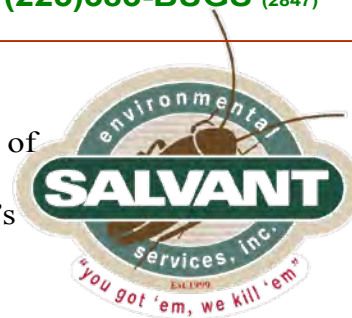


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A DORM-ROOM ATMOSPHERE FOR ADULTS

Digested from *The Washington Post*

By *Matt McFarland*

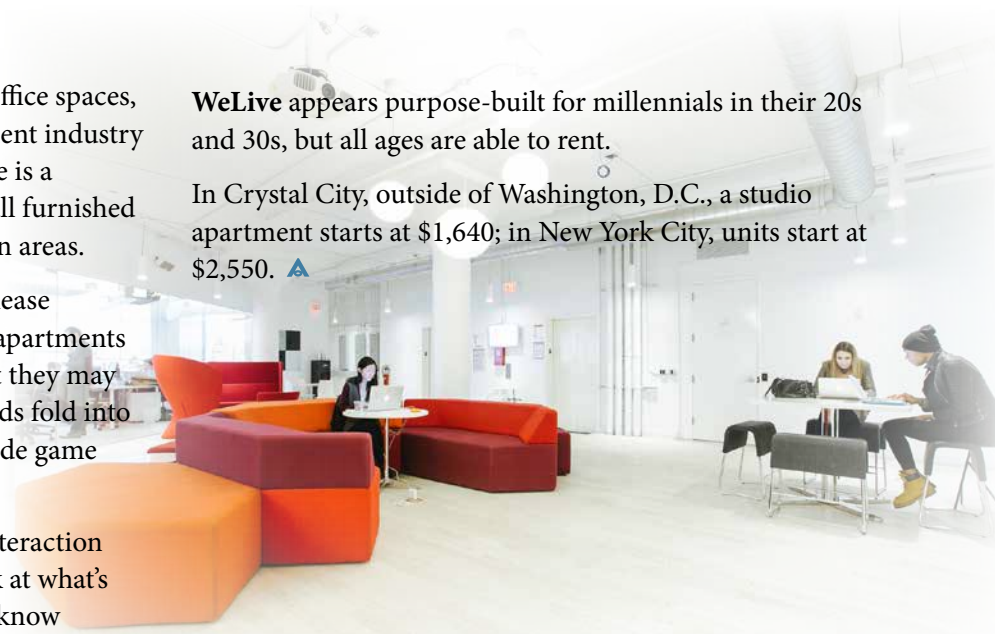
WeWork is known for its stylish collaborative office spaces, but this month they're stepping into the apartment industry in New York City and Washington, D.C. **WeLive** is a communal living space, where tenants rent small furnished apartments — microunits — and share common areas.

WeLive offers amenities and month-to-month lease flexibility that some renters find desirable. The apartments aren't dissimilar to a college dorm room, in that they may not have complete kitchens, and some of the beds fold into a wall. But the apartments' common areas include game rooms, lounge areas and full-size kitchens.

WeLive spaces are set up to encourage social interaction among tenants. "We want you to be able to look at what's going on [in the common areas] and see if you know someone," said Miguel McKelvey, the WeWork co-founder.

WeLive appears purpose-built for millennials in their 20s and 30s, but all ages are able to rent.

In Crystal City, outside of Washington, D.C., a studio apartment starts at \$1,640; in New York City, units start at \$2,550. [A](#)



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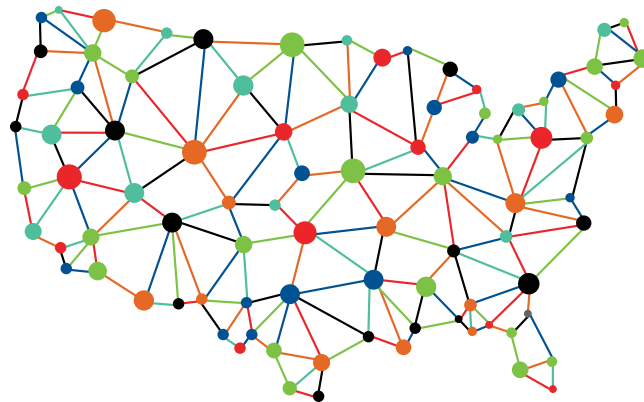
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It's Not Just a Review...

It's Free Market Research Making the most from online resident reviews

Digested from Units Magazine

Today's society represents the most opinionated group of consumers in the history of the planet; where there once was social media and review sites, those two entities are now combined. Reviews are everywhere. You can't hide from them.

Results from a recent national resident survey show 43 percent of respondents felt that a community with a "3" rating on a five-star scale was too low for them to consider it.

The survey reveals that Facebook was the most popular review platform. Instagram shows the greatest disparity between resident comments and property management responses. Because Instagram is not yet accessible via a desktop, apartment professionals are less able to interact on it.

"You don't just respond to reviews, you have to learn from them," says WC Smith's Holli Beckman. "You will get your crazy residents who will write crazy things, but you have to realize that technology (the ability to post a review instantly) will not affect their morality."

Sara Graham of Dolben says it's important to equip and encourage staff to solicit reviews from residents "even if they are good, bad or ugly."

For those not-so-flattering remarks, Graham says that it's best to handle a delicate situation in person, meaning the review response can simply be a customer-friendly invitation to discuss the issue.

"Sometimes it's best to take conversations offline and into the office," she said. "Very seldom are you going to find a solution online, so you want to speak with the resident and uncover the root cause." ▲

Leveraging Big Data in Property Management

NAA Apartment TECHniques

It's an important buzzword in today's business world, yet many companies are overwhelmed by the amount of "big data" that's out there. Apartment property managers trying to make sense of all of the information they've gathered on market data, pricing and amenities may end up staring at a bunch of numbers on a spreadsheet, hoping that some trend or pattern will materialize. All too often, "there may or may not be something there and you can waste a whole lot of time," observes Annie Laurie McCulloh, senior vice president of the Rainmaker Group.

McCulloh is moderating a session at the upcoming NAA Education Conference & Exposition, "Data, Data, Data: What's the Right Data for My Community?" In a Q&A session with Operations Insights, she and her fellow panelists Gina Johnson, vice president of business development with Avenue5 Residential, Kevin Huss, director of revenue management with Harbor Group International, and Bryan Pierce, director of Revenue Management with Gables Residential discussed strategies property managers could employ to capture and use big data to enhance their businesses, and what tools on the horizon might make the process easier and more transparent for the apartment industry.

Do you think the average property manager understands what big data is and how it works?

McCulloh: I think big data may be a bit of a misnomer in our industry as a whole. Typically, when you think big data, we're talking about terabytes of data. Google is a source of big data due to all the billions of web clicks. But within each one of our properties, and with respect to site teams, it's about collecting the data (big/medium/small), and organizing and analyzing that data to uncover trends and patterns to make decisions. I absolutely think our site teams do this without realizing that they're doing big data analytics.

Johnson: Site teams also have a lot of going on. Depending on what type of asset you have or what's going on at your property, at certain times you almost become a task manager, trying to get everything done as fast and efficiently as possible. But I don't know how much time everyone has to read, learn and absorb the data that's really going to help

them grow and figure out the bigger picture and what's going on in the market.

What are some ways in which the apartment industry could specifically leverage big data?

Pierce: There's a ton of ways. You can do some things as simple as expiration management patterns. What does it look like in a geographical area--what does it look like in the South, for instance? You can roll up Atlanta, you can roll up Florida, and other states. Understanding when your traffic actually arrives and start pairing that up with the time they made the actual decision to lease? How far in advance are they actually signing an application versus moving in? And then you can ask: what about the demographics of these folks? What's the average age of people applying within a certain timeframe? Do we see that changing over the course of the year? There's many different ways you can step back and ask questions about what you think might be developing in the market.

McCulloh: If you think about marketing and revenue management it's really about all about demand - where is the demand coming from; how is it being managed; how is demand being forecasted and optimized. Are people answering the phone, and if so, how effective are they in converting the phone traffic into a physical lead? When somebody arrives on site, does that materialize into an actual lease? What advertising sources are driving the most demand, and can that be sliced and diced for various floor plans. What is the most cost-effective way to spend your advertising money? Further down that demand funnel, there's forecasting based on seasonal demand patterns, and then optimizing that demand to best fill our apartment homes.



What technology might help the industry leverage their analysis of big data?

Huss: There's so much data our property management systems are collecting, the question is: what are we doing with it to make good efficient decisions with it. And that's

where I think our industry has made some big strides in the last five years. There are companies developing their own reporting modules and looking at big data. And there's a lot of third party companies that are developing products to help you dig into this data better. So I think there's more transparency with this data than there was years ago.

Johnson: A Rainmaker Group product, SlopeJet, is a tool that's going to be so important for anyone involved in a property. It sees how leasing teams are performing, what the conversion ratios are, what marketing sources are working, and how much money is being spent. It takes data and condenses it down so that you can go to one dashboard and see all of these functions. Teams can use this as a training tool and you can also tie it into the revenue management side. The revenue manager can take a look at the data and ask, "how's it going, how's traffic this week? Wow, we had 32 leads this week, but we were only able to convert 4 percent of those leads. What happened there?"

McCulloh: The best big data analytics companies consume the data from all sources, house it and organize it in a meaningful way and analyze it a way so that there's an "aha moment" that drives you to take action. So if a big data analytics solution can really make it easy and intuitive and drive you to take the appropriate action without investing a ton of time, that's a big win all the way around. ▲



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Calendar of Events

October

NALP Course

October 11th thru October 20th

Fall Fair Housing

Tuesday, October 25

Morning and Afternoon Sessions

Location: Cort Furniture Training Room

Cost: 25.00 per person

Awards & Installation Banquet - 7:00 pm - 9:00 pm

Cost: \$40.00 per person

Best Western Landmark Hotel

December

Toy Collection and Holiday Luncheon

Location and Date TBA

November

2016 Annual Products and Service Showcase
and Awards Banquet

Thursday, November 3

Products & Service Showcase - 5:30 - 7:00

Cost: \$0.00

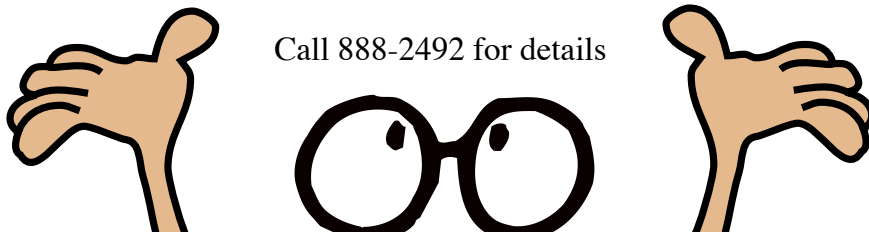
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