Apartment Association Greater New Orleans

# Apartment News

Volume 56, Number 1

# 2017 Annual Fall Education Conferfnce

## Featuring the Apartment All Stars

Crowne Plaza Baton Rouge
Wyndham Garden, 1801 W. Pinhook, Lafayette, LA
Thursday, September 21, 2017

More information on inside cover

## In This Issue...

## Thursday, September 21, 2017 - Education Session

*Apartment All Star - Lisa Trosien*

Let's Give 'Em Something to Talk About:
Ratings and Reviews

## Thursday, 9:00 am - 11:00 am Education Session

*Apartment All Star - Lisa Trosien*

Not only will you get the review, you need to be able to respond to it! This session covers everything you need to make your community shine on ApartmentRatings, Yelp and more. Learn how to ask for the review (the right way), repond properly to all kinds of reviews, how to take the negative reviews offline as well as how to use review sites to increase your leads and leases.

## ASSOCIATE VENDOR TRADE SHOW IMMEDIATLEY FOLLOWING THE EDUCATION SESSION

### Thursday - 11:00 am -12:30 pm

Stop by and network with you associate vendors!!

Cash  Prize to be Given Away to one lucky Winner!

## AWARDS & INSTALLATION LUNCHEON

### Thursday - 12:45 pm - 2:30 pm

2017 Awards Presentation & Installation of the AAL Board Members

AAL 2017/2018 Board of Directors will be sworn in

Associate Tradeshow Vendors will be introduced.

# SEAFOOD EXTRAVAGANZA

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- Jim Rather, Attorney at Law
- Orkin Pest Control

### BRONZE

- Allstate-The Lake Insurance and Financial Inc.
- For Rent
- Fontenelle & Goodreau
- Louisiana Landscape
- Submeter One

# HOUSE REPUBLICANS RELEASE FLOOD DRAFT PROPOSAL

Provided by NMHC as part of the NAA/NMHC Joint Legislative Program

House Financial Committee Republicans have released a summary document outlining their vision for reform and reauthorization of the National Flood Insurance Program (NFIP). With the program set to expire on Sept. 30, NAA/NMHC have been working with lawmakers on a bipartisan and bicameral basis to ensure that the NFIP is reauthorized on a long-term basis and that affordable flood insurance remains available at all times, in all market conditions for every at-risk rental property. Additionally, NAA/NMHC have called for reforms of the program that will increase its ease of use, better mitigate the risk held by apartment properties in flood prone areas, and continue to lessen pressure on taxpayers in the wake of a disaster.

The House Republican plan for "21st Century Flood Reform" is a good starting point in the legislative process and includes many apartment industry priorities. Some of the key provisions included are:

- *Providing a five-year reauthorization of the NFIP;*
- *Bolstering the private flood insurance market by including the NAA/NMHC-supported "Flood Insurance Market Parity and Modernization Act," which was introduced by Reps. Dennis Ross and Kathy Castor. The legislation clarifies that flood coverage offered by private carriers meets existing federal purchase requirements for properties financed or insured by the federal government, such as Federal Housing Administration or Fannie Mae and Freddie Mac-backed multifamily projects;*
- *Aiming to increase the accuracy of FEMA flood maps and allows for acceptance of community flood maps, where available; and,*
- *Increasing mitigation funding through the Increased Cost of Compliance coverage and better targets existing mitigation dollars to address those properties that are at high-risk and continually flood.*

NAA/NMHC will continue to advocate for a strong NFIP and a complementary private market that ensures all rental properties continue to have access to affordable, quality flood insurance.

# AFFORDABLE TAX CREDIT SHCM CERTIFICATION

**Monday, July 17, 2017 at 9 AM CDT — Wednesday, July 19, 2017 at 5 PM CDT**

**Monday, July 17, 2017 at 9 AM CDT — Wednesday, July 19, 2017 at 5 PM CDT**

National Speaker/Trainer, Sue Streck will instruct the three day course. Sue has over 30 years in Affordable Housing. She has extensive on-site and corporate experience with Section 8, tax credit, Mod Rehab, 236, 202 and Certificate Programs. She is a nationally certified trainer for NAHMA.

**YOU WILL LEARN:**

- Tax Credits & the history of the program
- Qualifying applicants
- Income & Assets
- Next Available Unit Rule
- Minimum Set Asides
- Calculating maximum rents
- Income limits
- IRS Forms 8609, 8823, 8611
- Transient Rule
- Vacant Unit Rule
- 140% Rule
- Other program layers

....& much more!

**Cost:** $600 per person for the course and materials

**Optional Exam:** $175 - You will need to bring your own laptop to class on the last day if you choose to take the exam.

All registration forms and payments must be received no later than
**Monday, June 26, 2017**

**Apartment Association of Greater New Orleans**
**3017 Harvard Avenue**
**Metairie, LA 70006**

# SHERWIN-WILLIAMS

## FLOORCOVERING

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**swrep6044@sherwin.com**

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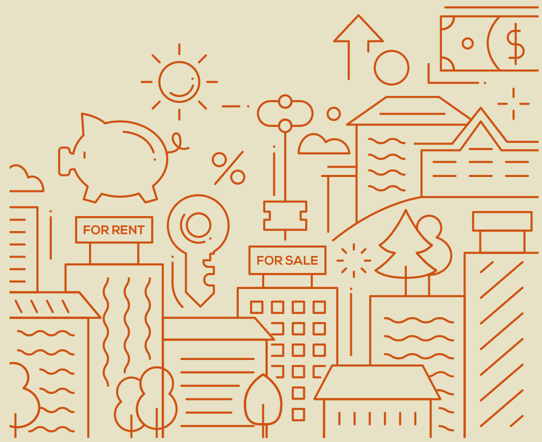
| **Jefferson**: Felipe Roche<br>504-733-9051 | **New Orleans:**<br>**Carrolton**: Brittanie Heaney<br>504-862-4933 | **N.O. St. Charles Ave**:<br>Dakotah Eason<br>504-522-1233 |

# UTAH RENTAL HOUSING INDUSTRY VICTORIOUS: $1 MILLION APPROVED FOR SECTION 8 GUARANTEE FUND

The 2017 Utah legislature has appropriated $1 million for a fund that will reimburse property owners whose properties are damaged by Section 8 residents. The funding represents a huge win for the Utah Apartment Association (UAA), which has fought for years to hold housing authorities accountable or repeal Section 8 as a protected class. (Utah is one of only a handful of states with protections for Section 8 recipients.)

When the Utah legislature passed source of income as a protected class, the federal Section 8 program at that time guaranteed rental and condition of the unit. But since that time the guarantee on condition was eliminated. UAA argued that if the state of Utah wanted to promote availability and opportunity for Section 8 voucher recipients, the best way to do that was to restore the condition guarantee so property owners had greater security and more willingness to rent to voucher holders.




That is exactly what the program ultimately did. The state of Utah will administer a fund that starts with $1 million, which will be disbursed to owners whose units are damaged in any way by Section 8 residents. There is a cap of $5,000 per incident. To be eligible, owners must get a judgement against a resident on Section 8 after July 1, 2017, and the state will reimburse them for losses up to $5,000, which is the cap per incident.

"We are so grateful to the NAA network for this win, since some of the solutions we came to we learned about from other NAA members," said Paul Smith, UAA Executive Director.

"This kind of thing demonstrates the value of associations," says Gloria Froerer, NAA Region 8 Vice President. "Now landlords who work with voucher recipients have a way to recover damages. This illustrates what associations do for our industry/members in a way that couldn't be more tangible."

# SEAFOOD EXTRAVAGANZA...

# National Apartment Association Launches "Protect the Lease" Grassroots Campaign Focused on Tax Reform

Arlington, VA – The National Apartment Association (NAA) today announces the launch of a national grassroots campaign focused on advocating for smart tax policy that promotes economic growth, job creation and investment in neighborhoods and communities. Initiated in partnership with the National Multifamily Housing Council, the "Protect the Lease" campaign's objective is to ensure that the Trump administration and Congress understand what's at stake for the national apartment housing industry and, ultimately, the U.S. economy, as they look to overhaul the U.S. tax code.

"When Congress last overhauled the tax code in 1986 it had a negative ripple effect across our industry," noted NAA President & CEO Robert Pinnegar, CAE. "We learned from that experience, and we want to make sure any changes to the tax code enable investment, minimize risk, encourage entrepreneurship, protect and create jobs, and foster the development of affordable, livable communities. It should not unfairly burden apartment housing owners, operators and developers who pay taxes when they build, operate, sell or transfer communities."

Today the apartment housing industry provides more than 20 million apartment homes for nearly 39 million Americans and supports jobs for 12.3 million people. Together the apartment industry and its residents annually contribute $1.3 trillion to the U.S. economy. The industry counts on smart, sensible tax policies that enable it to meet the growing demand for apartment living, build businesses and develop livable communities across the country.

The "Protect the Lease" campaign is designed to: 1) highlight the benefits the industry provides – many of which could be in jeopardy if tax reform is not done right; 2) encourage industry employees to share personal stories about why certain tax reform provisions matter; and 3) share those stories with lawmakers. To learn more about the campaign visit ProtectTheLease.com.

*The National Apartment Association (NAA), America's leading voice for the apartment housing industry, provides its members with the best range of strategic, educational, operational, networking and advocacy resources they need to learn, to lead and to succeed. As a federation of nearly 170 state and local affiliates, NAA encompasses over 72,000 members representing more than 8.8 million apartment homes globally. NAA's purpose is to enable every single one of its members to fulfill his or her professional goals with great competence, speed and the highest standards of ethics. To learn more, visit www.naahq.org.*

# NAA/NMHC Caution Congress on Impact of Changes to Mail Delivery

The current mail delivery model for apartments could change significantly due to a bill that addresses United States Postal Service's (USPS) budget shortfalls through a variety of cost-savings measures, including changes to mail delivery policy. Since operators and residents of apartment communities across the county continue to rely on the USPS for much of their mail and package delivery, reform efforts that impact apartment operations and the services received in our communities are of critical importance to the multifamily industry.

NAA/NMHC recently sent a letter to the House Committee on Oversight and Government Reform asking them to consider implications of changes to delivery policy to apartment communities and the nearly 39 million Americans who call  an apartment home. The bill mandates conversion to centralized delivery for business addresses and allows voluntary conversion for residential addresses. The letter requests clarity on certain provisions that leave room for interpretation. It is our understanding that residents of apartment homes, predominantly garden style and townhouse developments that receive door-to-door delivery by the USPS will have the same option to voluntarily convert to centralized delivery as those in owner-occupied dwellings. We have asked the Committee to codify the voluntary nature for existing apartment residential addresses.

In addition, we have asked for assurances about whose responsibility it is to install, maintain, secure new centralized receptacles and who must ensure compliance with Americans with Disabilities Act (ADA)/accessibility requirements. NAA/NMHC also expressed member concerns about the lack of uniformity in acceptable delivery points and the challenges of the mailbox monopoly, which can require apartment communities that do not have door-to-door delivery to provide two separate delivery spaces for packages, one for USPS and one for other delivery companies.  These challenges, coupled with increasing package deliveries, have forced apartment communities to change how they operate, shift resources, divert staff time and, if possible, expand storage space.

NAA/NMHC will continue to work to ensure that apartment communities' needs are front and center as Congress evaluates any changes to USPS mail delivery policy. Any reforms must not be overly burdensome to existing and future apartment communities that are responsible for meeting a host of design, legal, and resident demands.

Provided by NMHC as part of the NAA/NMHC Joint Legislative Program

# CALLING IT WHAT IT IS: GROWTH CONTROL

There are two underlying political motivations for rent regulation: the first is a genuine, however misguided, attempt to preserve affordable rental housing opportunities; the other is an egregious attempt to stop affordable rental housing – a growth control tool.

Before I lambast those who use it to control growth, I must acknowledge those who are legitimately concerned about affordable housing – desperate, in fact. Often, they have inherited a situation they are now tasked with fixing. Problem is there are no quick-fix, silver-bullet solutions – only hard choices. They know that involves building more housing to give their constituents choice and keep prices in balance through healthy competition. They know this, but that is a long-term goal that does nothing for them today. So, despite their best judgement, they consider some form of rent regulation for the optic of looking like they are doing something. I get it. It's irresponsible, but I get it.

Then there is the use of rent regulation as a surrogate for growth control; specifically, apartment growth control. They know by regulating it to dissuade the development of it. Good politics is like water: it follows the path of least resistance. They know that developers and investors of apartments will just go elsewhere.

I am sympathetic enough to believe that many do not personally espouse this philosophy, but community opposition to high-density development may put them in a political box. In either case, they are savvy enough to know that openly having a no-growth policy is insensitive and untenable to the people living in an area with scarce and expensive housing. Yet in the most ironic and cruelest political machinations: the no-growth lobby can be on the same side as the pro-affordable housing advocate on the issue of rent regulation, but for far different reasons.

One supports the policy in the hopes that it will defy its history and preserve affordable housing. The other supports the policy because it knows that it will continue its long history of pushing housing elsewhere and make what remains more expensive.

That policy paradox is what makes rent regulations so bad. The idea that a policy can be disguised as something sympathetic to the community's needs, yet in practice, hurt the community. This is probably what prompted no fewer than 34 states to preempt rent regulation at the municipal level. To prevent pitting cities against other cities in a game of "kick the can of my growth responsibilities to you."

This in part explains why, despite rent regulation being a colossal failure, incredulously, it still has its ardent proponents. It is only through a closer examination that we uncover its nefarious policy use. For the no-growth politician, the use of rent regulation to control growth looks like the greatest win-win scenario ever. It is like losing weight while eating whatever you want and not exercising.

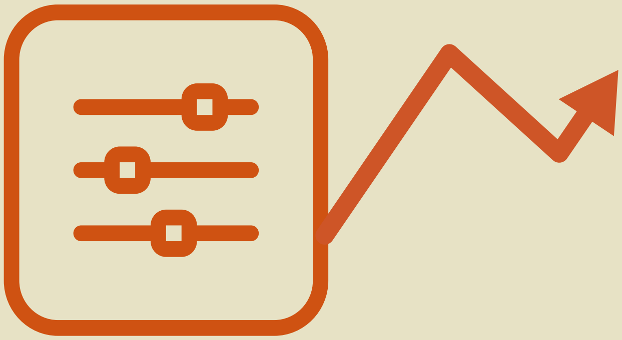
Just so you know, that never happens. Despite all those late-night infomercials saying you can lose 20 pounds in a week by taking this pill, eating this grass or dedicating 10 minutes a day to so-and-so machine, it doesn't happen.

Not to be gross, but using rent regulation to control growth is like using tape worms to control your weight. While it may be a wildly successful tactic, it is a poor strategy because of its unintended consequences. What the nefarious proponents fail to understand is that while it successfully drives rental housing elsewhere, it does not control growth and ultimately hurts their pocketbook.

You see, limiting growth encourages more people to live in the same number of units. People live where they live out of convenience. Affordability is just a compromise that they make. That's when you see doubling and tripling of occupancy in units. That is more people living in fewer units creating additional community impacts without the benefit of additional property tax to pay for it. Where does the additional tax revenue to service a larger population come from when you limit rental housing? Property tax on single-family homes and businesses. Ouch.

Everybody pays for rent regulation policies, whether you chose to acknowledge it or not.

As always, let me know what you think.



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