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Apartment News

FALL
ISSUE
2024

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Exchange**

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**Member
Spotlight**

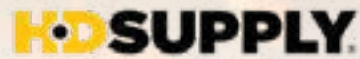
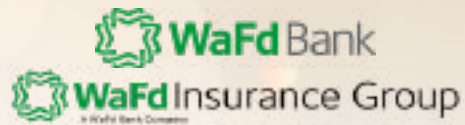


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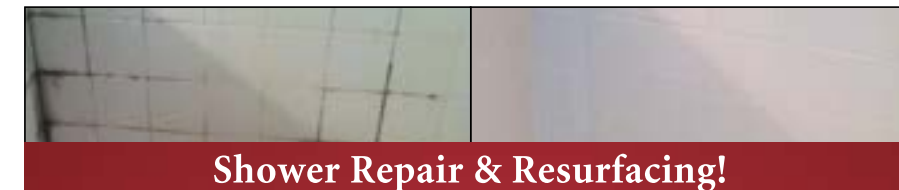
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Dear Members,

As we head into the fall season, I want to take a moment to reflect on what has been an exciting and successful year for the Apartment Association of New Mexico. I am proud of all that we have accomplished together in 2024, and I'm filled with anticipation for what's still to come.

We kicked off the year with an incredible Apartment Conference & Trade Show this past April. The event brought together industry professionals, vendors, and partners for three days of learning, networking, and innovation. The turnout was tremendous, and the feedback we received has been overwhelmingly positive. Thank you to all who participated and made it a success.



Juan Olvera

Following that, we hosted two member luncheons—one in May and one in August—both of which provided valuable opportunities for our members to connect and discuss the pressing issues facing our industry. These luncheons are always a great way to stay informed, share insights, and strengthen our community.

In June, we held our annual Charity Golf Tournament, which was a huge success. I am thrilled to announce that we raised \$15,000 for the New Mexico Special Olympics! This is a cause that is near and dear to our hearts, and your generosity will make a meaningful impact in the lives of so many. Thank you to everyone who supported this event, whether through playing, sponsoring, or volunteering.

We also held our annual Business Exchange, where we raised almost \$9,000 for the National Apartment Association Political Action Committee (NAAPAC). This event was not only a great networking opportunity, but it also allowed us to contribute to the important work NAAPAC does to protect and advocate for our industry at the national level. Your participation helps ensure that our voices are heard, and I thank you for your continued support.

Looking ahead, we have two more exciting events on the horizon. Our much-anticipated Cornhole Tournament is coming up soon, followed by our annual Charity Gala. Both of these events are sure to be a lot of fun, and I encourage everyone to join us as we come together for a great cause and enjoy some friendly competition!

It's been an incredible year so far, and I'm so proud of what we've achieved as a community. Together, we are making a positive difference, not just for our industry but for the broader New Mexico community as well. I look forward to seeing many of you at our upcoming events and continuing this journey of success together.

Thank you for your ongoing dedication, participation, and support. Let's finish 2024 strong!

Warm regards,
 Juan Olvera | President, Board of Directors
 Apartment Association of New Mexico

Checking In On Your Goals



The chill of fall is in the air. Why not use this change of season as an opportunity to not only set new goals for the months to come but to remember those resolutions you made at the start of the year. Revisiting the hectic spring and summer months could reaffirm those months' old goals or help you refocus on newer priorities and build momentum for the New Year.

The fall also tends to be a little calmer than when things start to go crazy for the holidays. Here are some ideas for taking stock of the past months and adjusting or resetting your goals for the future:

Review. Looking at where you've been tells you where you want to go. Think back on the year so far and the goals you set back in January. Any big victories? Roadblocks? Lessons learned so you can adjust in the future? Taking the time to review these simple questions can make a huge difference in setting the tone for the rest of your year.

Plan.

Start Small. A fresh start resets old thinking and behaviors and gives you a chance to change. Setting goals that are too ambitious can overwhelm you, though, which ultimately leads to disappointment. So, instead of planning the entire year like you would in January, think about some short-term goals you could accomplish by December 31.

Think Motivation. The right motivation makes a world of difference. Do you need external validation but you're not getting it? Is money what drives you? Are you a people person but stuck in a job that requires lots of alone time? Figuring out what drives you means knowing what really matters to you. Remember to set goals that allow you to use this internal motivation. You'll be amazed at how much you can get done.

Uncover Your Strengths. If your goals aren't aligned with your strengths and skills, think about slowly shifting them towards what you really thrive at. This will make them much easier to achieve them. Your strengths are your talents, skills, and abilities—the things that people praise and seek your guidance for. Knowing what you're best at allows you to take advantage of opportunities; most of the time these strengths and skills are the things we love to do or what we're naturally good at.

Define Your Beliefs. Your strengths address "what?" Your values and principles answer "how?" These underlying beliefs steer everything you do and help define who you are or want to be. If you don't value money, then reaching a sales goal won't matter. But if helping people is an underlying belief, then a goal of having 100%

customer satisfaction could really get you moving.

Set 3 Work-Related Goals. What are your top three work-related goals for the remainder of the year? Why are those goals important to you? What habits and processes do you need to adopt to support those goals? Being happy with your work life can lead to happiness outside it, too.

Set 3 Personal Goals. What are three personal goals for the remainder of the year? Why are those goals important? Who can you share those goals with to help hold you accountable? No matter how great your work life is, you can never be truly happy if you're not satisfied with your personal life. Make sure that the goals in both of these parts of your life complement one another; conflicting goals often lead to little or no progress at all.

The fall is a great time for reflection. As the leaves are falling, try turning over a new one yourself, using these ideas to help you get a firm grasp on those last few goals of yours. There are probably still items you want to achieve this year. Put them on the top of your To-Do list. Getting things in order for the rest of the year will help you feel less overwhelmed when the craziness of the holidays hit. Stop making excuses and accomplish them! *Just sayin'.*



ABOUT THE AUTHOR

Sharon Dillard Award-winning CEO of Get A Grip a national franchise kitchen and bathroom resurfacing company based in Albuquerque.

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Member since 2009

Why did you join AANM?

I have been in the multifamily industry for over 20 years, on both sides as a former Portfolio Manager and now on the service side as the local rep for InterSolutions. The educational resources, workshops, seminars, and networking events allows the opportunity to engage and collaborate with industry peers and experts in an environment dedicated to professionals who share the same commitment to the multifamily housing sector. Participating in events such as trade shows and quarterly luncheons allows members to stay updated on trends and services as well as establish business connections.

What outcome were you hoping for when you joined AANM?

As InterSolutions established in NM, I wanted to form relationships with members of the AANM to include the hard-working superstars that dedicate their professions to helping individuals and families find homes and assist when necessary to provide our clients with the best staff for their apartment communities in a variety of services we offer. I also wanted to collaborate with other service providers in the industry, participate in AANM events, and utilize the resources the association provides.

What has your experience been as an AANM Member?

I have had an amazing experience as an AANM Member. I feel that they have brought me into the multifamily fold. All of the AANM events are valuable to everyone involved, and the staff at the AANM cannot be surpassed. Jennifer and Alan always make time and have answers when needed. The dedication they give to the association is a benefit worth the price to become a member as well as a sponsor. InterSolutions has received recommendations from the AANM that have proven to be fruitful for both the client and InterSolutions.

What would you tell someone who's considering becoming an AANM Member?

I highly recommend becoming an AANM Member. If you are interested in taking advantage of educational resources, workshops, seminars and certifications in a friendly environment with a wealth of knowledge being an AANM Member is a must have in order to enhance your property management skills. As a service provider, networking within the industry as well as giving back to the community, allows me to meet and associate with the best of the best out there. The AANM community has been instrumental for InterSolutions and me. I value our partnership with AANM!

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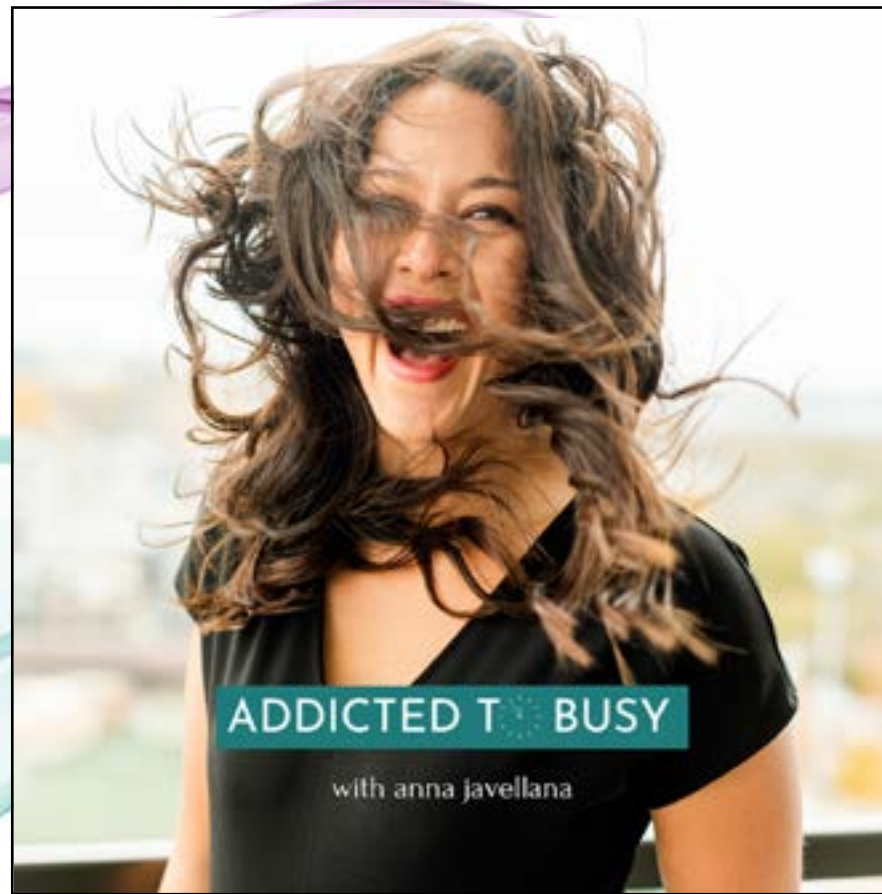


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- Inspire your teams to do all of the above.

Advocacy

AANM is the only group in New Mexico that advocates on behalf of all residential rental property owners. AANM appears before city councils and the State Legislature to lobby aggressively on behalf of the rental housing industry. AANM has a carefully appointed Government Affairs Committee that is responsible for reviewing and developing legislation and community relations that affect the multi-housing industry within the state of New Mexico and at the local level. Moreover, AANM formed a Political Action Committee (PAC) to act in a non-partisan way to promote the interests of the rental housing industry.



AANM supports Section 8 Voucher Program

- Section 8 Voucher Program provides rental assistance to low-income families in need
- Section 8 Voucher Program addresses affordable housing needs and assists those previously homeless
- Section 8 Voucher Program provides a bridge to family stabilization

AANM supports Smoke-Free Housing

- AANM in partnership with the Department of Health administers Smoke-Free At Home New Mexico
- Smoke-Free housing encourages better health among residents
- Smoke-Free properties have lower maintenance costs and decreased fire risks

AANM supports an Open Market in the New Mexico Rental Housing Industry

- Open Markets encourage development and restoration of rental properties
- Open Markets encourage new investments in our state
- Open Markets increase rental housing inventory, keeping supply high and prices fair

AANM supports Fair Laws Regarding Possession

- Fair Laws allow owners to maintain safe and healthy communities
- Fair Laws foster better relationships between rental property owners and residents
- Fair Laws lower operational costs and increase reinvestment into properties

AANM supports Fair Housing Regulations

- The Fair Housing Act makes it unlawful to discriminate based on race, color, religion, sex, disability, familial status, or national origin.
- Fair Housing Regulations provide equal opportunity to the disadvantaged in obtaining quality housing.



FROM OUR DIRECTOR

Alan LaSeck
AANM



Dear Members,

As I write this final newsletter of the year, I'm reminded of two of my favorite things: college football and the irresistible aroma of green chile roasting. For many of us, it's also a time to gaze up at the sky and marvel at the stunning hot air balloons. Although I've lived here my entire life, the arrival of fall always feels like a bitter-sweet reminder of how quickly the year has flown by.

Just like in previous years, our organization has continued to grow stronger and more impactful. This has been another fantastic year, and I'm excited to carry our mission forward to advance the rental housing industry in New Mexico. I take great pride in what we've accomplished, not only as an organization but also as a vibrant community.

Looking ahead, we anticipate facing more challenges in the upcoming 2025 legislative session. It is crucial, now more than ever, that we stand united as a voice for the rental housing industry. The Apartment Association of New Mexico will persist in advocating on your behalf and championing the sustainability and success of our industry.

In 2024, AANM continued its commitment to education by offering valuable training to hundreds of our members. We hosted another highly successful Annual Charity Golf Tournament, raising \$15,000 for the Special Olympics of New Mexico. Additionally, hundreds of you joined us for the Apartment Conference and Trade-show, Business Exchange, Volunteer Day, and various networking events. We eagerly anticipate seeing you at our upcoming Charity Gala.

As the year draws to a close and the winter coat comes out, we're already gearing up for 2025. Our team is working hard to plan an exciting lineup of AANM Signature Events, and we aim to make the coming year even better than the last.

As we wrap up this year, I want to extend my heartfelt wishes for a wonderful end to 2024. I hope you enjoy time with loved ones and soak in the beautiful fall colors that New Mexico has to offer.

AANM is proud to call you a member but, more importantly, a friend. Your support is the backbone of our organization, and for that, we are deeply grateful. Thank you for contributing to the success of the Apartment Association of New Mexico. Our staff is here to support you, but it is your engagement that truly drives our mission. We look forward to seeing you soon.

All the best,
Alan LaSeck



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Thank you, dear members, for generously taking time out of your busy lives to extend a helping hand to those in need. Your compassion and dedication shine brightly, and we are deeply grateful for your unwavering support. Our community's spirit of caring is truly inspiring and makes a profound difference.



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TEAMWORK!



Mission

To empower, promote, preserve, and advance the rental housing industry in New Mexico through innovative education, advocacy, legislation, and communication.

Vision

To be New Mexico's recognized source for expertise within the rental housing industry.

Members

Our members include apartment communities, apartment owners, apartment managers, suppliers, and professionals within the apartment industry!

Member benefits include:

- Extensive education programs that include national certifications
- Networking opportunities
- Committee involvement
- National Apartment Association (NAA) Membership
- Continuing education credits for New Mexico real estate brokers
- Access to AANM and NAA resources, rental forms, and leases

Education

AANM recognizes the importance of having educational resources available to its members.

We provide continuing education courses, as well as certifications for Apartment Managers, Leasing Professionals, Maintenance Professionals, Suppliers, and Property Owners.

Additionally, we offer classes on the Fair Housing Act and the New Mexico Uniform Owner-Resident Relations Act. Through instruction to our membership together, we can fulfill our mission statement.

Affordable Housing

Promoting the need, viability, and benefits of Affordable Housing; through educating, training, and increasing awareness, while building relationships with owners, agents, Federal, State, and Local agencies.

The Affordable Housing Committee is dedicated to being the leading experts of Affordable Housing in New Mexico. As they strive to complete their mission, they provide numerous resources for not only property owners, but for residents as well.

These resources allow all parties in an apartment community to know laws, proper procedures, and resources within each community to prosper socially and economically.

The Apartment Association of New Mexico (AANM) is a non-profit organization dedicated to providing a common foundation for rental housing industry professionals and the various businesses that service the industry.

Founded in 1979, AANM has more than 900 members, representing over 71,000 rental units throughout the state. AANM promotes professionalism, education, career development, and pro-active legislative efforts to benefit owners, investors, residents, and other association members.



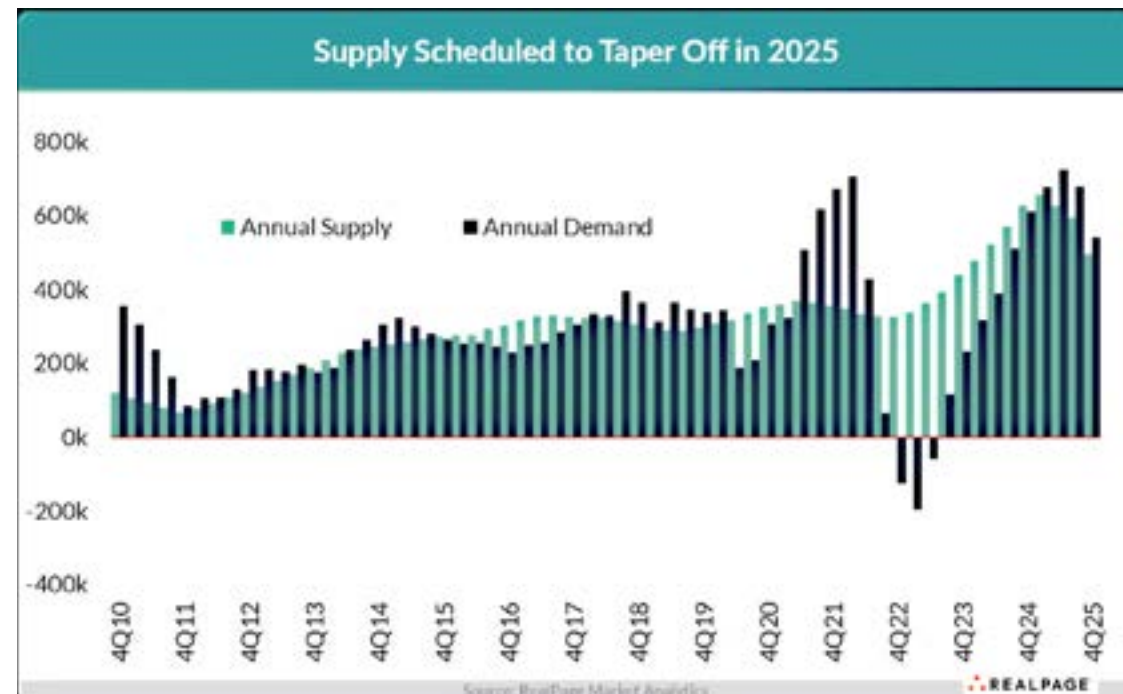
RENTAL FORECAST 2025

Despite a resilient economy and strong demand, rent growth in 2024 has been slower than expected, but projections for 2025 look more promising.

The economy: In Q2 2024, the U.S. economy added over 532,000 jobs, contributing to a total of 1.3 million jobs created year-to-date. Significant employment gains are anticipated in New York, Los Angeles, Houston, Phoenix, and Dallas for the rest of 2024.

Supply and demand: The supply of new apartments in 2024 is forecasted to reach just over 629,000 units, but a 20% decline is expected in 2025, with approximately 497,000 units. Demand is projected to absorb over 612,000 units in 2024, with a 12% decrease expected in 2025.

Growth in 2024: Despite strong demand, rent growth has lagged in 2024 due to external factors. RealPage's forecast shows that 50% of the top 50 markets will see 2%-3% growth, 24% will see 1%-2%, and 18% will see less than 1%. Only Atlanta and Jacksonville are expected to have rent cuts over 1%.



THE TAKEAWAY

Looking ahead: The forecast for 2025 is more optimistic. With weaker supply, strong demand, and a better economy, about 40% of the top 50 markets could see rent growth of over 3%. Around 55% will likely see 2%-3% growth and just over 5% may see less than 2% growth.



Source: RealPage Forecast Points to Improved Rent Growth in 2025, CRE Daily, July 2024; www.credaily.com



Held in July, the Business Exchange, organized by the Apartment Association of New Mexico (AANM), is a dynamic networking event designed to foster meaningful connections within the multi-unit housing industry. This unique event offers property owners and managers the chance to engage directly with vendor members in a reverse trade show format, akin to speed dating. By facilitating one-on-one interactions, the Business Exchange creates valuable opportunities for decision-makers to explore new products and services, ultimately enhancing the efficiency and success of their properties.



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By working together and prioritizing each other's growth, AANM members can build a resilient community that stands united, ensuring long-term prosperity and shared achievements.

LANDLORD PROGRAMS

Landlord Advantage Program

Landlord Advantage is the largest landlord support program in the state. It is sponsored by the NM Governor's Office and NM Department of Finance Authority. Landlord Advantage is available throughout New Mexico (excluding Bernalillo County) and is designed to incentivize landlords to rent to Housing Choice Vouchers/Section 8 participants. Landlord Advantage offers up to \$3,000 for damages exceeding the security deposit, \$1,000 for necessary improvements to meet HUD inspection standards, \$1,000 for vacancy loss reimbursement, and \$500 for a Time Off Market payment to encourage renting to HCV tenants. Landlord Liaisons focus on landlord's needs and are available to assist landlords in navigating the program and accessing services. Landlord Advantage is currently not available to tax credit properties within their 15-year compliance period.

Website Link: <http://landlordadvantage.org/>



MORE INFORMATION:



CYFD Landlord Collaboration Services (LCP) Program

The CYFD Landlord Collaboration Program (LCP) supports vulnerable youth by increasing access to safe, permanent, and supportive housing. Serving vulnerable youth (ages 25 and under) experiencing or at risk of homelessness across New Mexico, the program offers up to \$3,000 for damages exceeding the security deposit, up to \$1,000 for necessary improvements to meet HUD inspection standards, 1-month vacancy loss reimbursement, and flex funds for unforeseen tenancy-related expenses. Landlord Liaisons are available to support landlords in navigating the program and accessing services. Website Link: <https://housingnm.org/programs/landlord-program>



MORE INFORMATION:



City of Albuquerque Landlord Engagement Program (LEP)

The City of Albuquerque's Landlord Engagement Program (LEP) partners with landlords to support Permanent Supportive Housing (PSH) voucher holders, enhancing housing options and reducing stigma against voucher holders. Serving the landlords of PSH voucher holders within the City of Albuquerque, the program provides up to \$3,000 for damages exceeding the security deposit, up to \$1,000 for necessary improvements to meet housing inspection standards, 1-month vacancy loss reimbursement, and flex funds for unforeseen tenancy-related expenses. Landlord Liaisons are available to assist landlords in navigating the PSH voucher system and accessing program services. Website Link: <https://www.nmceh.org/our-programs>



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marc.dean@zoomdrain.com (505)
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jackieledon@primamgt.com (505)
549-1241

Toni Lei Ponc
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Albuquerque, NM 87111
toniponc@gmail.com
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Torres Painting and Repairs
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NM 87107-6125
agentry@pmiforward.com
(505) 514-2311

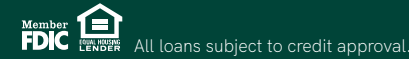
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Thank you everyone!



This year's 2024 AANM Golf Classic proudly selected Special Olympics New Mexico as the recipient of our event proceeds.

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LEARN, GROW, AND CONNECT WITH OTHER AANM MEMBERS

JOIN A COMMITTEE

Being part of one of our committees will help increase your involvement within the industry and enhance your ability to make a meaningful impact for the benefit of the association and multi-family housing community.

LEARN FROM INDUSTRY EXPERTS

Discover invaluable information by attending AANM's workshops and seminars offered at various morning and afternoon times to fit your schedule. Our programs vary in topics, speakers, and networking formats to serve a diverse group of businesses. We will also be presenting more free seminars soon.

SUPPLIER DIRECTORY

Our Supplier Directory allows members to search for suppliers based on their areas of expertise. All suppliers are AANM Members, and some even provide member-to-member discounts.



CREATE ALLIANCES AND OPPORTUNITIES WITH THE TOP BUSINESSES IN OUR INDUSTRY.



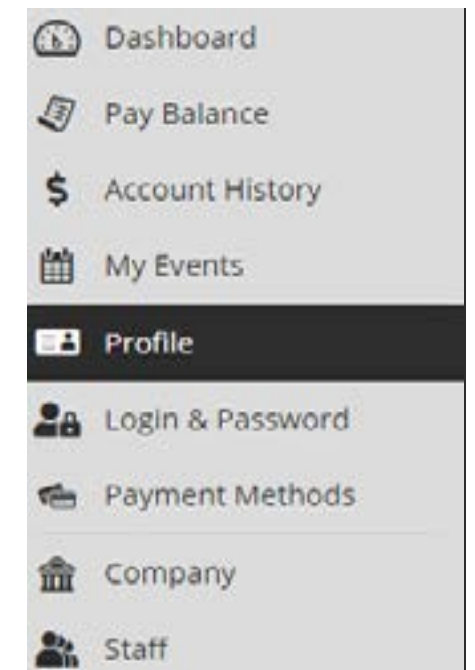
BUILD AND/OR UPDATE YOUR MEMBER PROFILE ONLINE:

Create your login and have full access to the AANM website, including member pricing on education, luncheons, events, and forms.

By optimizing your profile, other members will be able to understand your brand, connect with you on social media platforms and recognize potential business opportunities.

Did you know that keeping your profile up-to-date increases your chances of connecting with the right people within the AANM network?

1. Click login in the upper right-hand of the screen at www.aanm.org
2. Click create account on the login screen
3. Click create account again on the screen that follows
4. Connect with Facebook, Google+, or enter your unique email and create a password.
5. Complete the contact information, and you are all set!



Stay in the loop! As an AANM Member, enjoy exclusive content delivered straight to your inbox and social media feeds.

Our content helps you stay up to date with association updates, industry news, and new opportunities.



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- Notifications about education certifications and seminars
- Updates on sponsorship availability to maximize your brand exposure



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Earning a credential demonstrates your commitment to your career and gives you valuable insights and real-world skills you can use on the job. Credentials also validate your knowledge and skills, enhance your credibility, boost your confidence and earn you respect among clients and peers.

CREDENTIALS:

Certified Apartment Manager (CAM)

Whether you are a property manager or new to property management, this course provides in-depth training and expertise just for you! Earning CAM credentials gives you the skills to increase your community's net operating income; the knowledge to effectively manage an apartment community; and most importantly, the ability to achieve your property owners' investment goals. This CAM credential is available both in-person or online.

NAAEI also provides CAM Student Housing micro-credential online for CAM credential holders to learn about the distinct set of skills needed to manage student housing communities.

Certificate for Apartment Maintenance Technician (CAMT)

Maintenance expenses are the single largest controllable element in any operating budget. This course acts as an introduction for new maintenance professionals or as a refresher for the veteran employee, teaching what it takes to run a cost-effective maintenance program.

CAMT credential holders can further develop their maintenance knowledge online with two micro-credentials, CAMT+E that focuses on building energy efficiency and CAMT+L that concentrates on developing supervisory and leadership skills.

Certified Apartment Leasing Professional (CALP)

Leasing professionals are the first people prospective residents meet and are responsible for generating traffic, conducting leasing demonstrations, overcoming objections and qualifying prospective residents. This program teaches all these skills and more.

Certified Apartment Portfolio Supervisor (CAPS)

This program's curriculum emphasizes recruiting, retaining and engaging high-performing employees. You'll also learn how to analyze and report property and portfolio financial results, conduct due diligence and community takeovers and oversee management agreements.

Specialist in Housing Credit Management (SHCM)

The Specialist in Housing Credit Management (SHCM) credential helps management professionals master the complex requirements of the Low-Income Tax Credit (LIHTC) program. Affordable housing managers will learn how to communicate LIHTC regulations and processes, prepare for physical inspections, resolve noncompliance and manage documentation and recertification.

Credential for Green Property Management (CGPM)

The Credential for Green Property Management (CGPM) provides management companies and owners a mechanism for meeting initial and ongoing HUD Office of Affordable Preservation (OAHP) training commitments after opting for a green Mark-to-Market restructuring. It also benefits anyone employing Green Operations and Maintenance Practices. Credential holders learn the latest techniques and technologies to make cost-saving green improvements at properties.

Credential Holder Benefits

Gaining a credential through NAA not only gives you know-how, but many other perks as well:

Claim your digital badge! NAAEI credentials show your commitment to professional development. Before, you could only share your accomplishment with a small audience. Now, you can share it widely through social media, email, websites, and your digital resume using professional digital badges. You should have received an email from BadgeCert (you may have to check your spam folder for an email from certs@naahq.org) to claim your badge. If you did not receive the email from BadgeCert and need support, contact NAAEI for assistance.

You will be included in the online NAAEI Credential Directory. Companies are increasingly checking credential/certificate status with NAAEI before promoting or hiring. In order to stay current with NAAEI, make sure that your contact information is correct.

Substantial savings on products and services that you use every day through NAA Member Savings Program.

Free resources to help you recruit and hire skilled talent, including: Apartment industry skill standards for Leasing Consultants, Maintenance Technicians, Community Managers, and Portfolio Supervisors and The National Network Common Employability Skills and Work and Learn.



National Renter Population Outpacing Homeowners

Renters are growing at a rate three times faster than homebuyers.

The cost of owning a home is impacting the greater population. Redfin reports the number of renter households grew by 1.9% in the second quarter of 2024 compared to homeowners, who increased by 0.6%. According to the study, asking rents are up 23% from before the pandemic compared to mortgage payments, which are up 90%.

There are 45.2 million renter households and 86.3 million homeowner households in Q2. Renter household growth peaked in the first quarter of 2024 at 2.8%. And this is the third straight quarter with renter households outpacing homeowners.

"The cost of both renting and buying a home has skyrocketed in recent years, but the affordability crunch isn't quite as severe in the rental market," said Redfin Senior Economist Sheharyar Bokhari in a release. "That's because America has been building a lot of apartments to keep pace with robust demand from renters."

While renter households grew by 855,000 during the past year, so too has the construction of apartment communities. Multifamily housing units are being added at their second-fastest rate since 1994, with the first-fastest in Q1 2024.

At a local level, Los Angeles has the most renters with 53% of the market. San Diego is a close second with a 52.4% rentership rate, and New York City was the lone other rentership rent of at least 50%. Worcester, Mass., and North Port, Fla., were the metros with the highest homeownership rate at more than 76%. The national average is 34.4% rentership rate and 65.6% homeownership rate.



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UPCOMING Events

As we head towards 2025, we finish off this year with two more signature events left on the AANM Calendar! We hope to see you there!



Friday, October 11, 2024 | 12:00 PM - 5:00 PM

Revel Entertainment Center | 4720 Alexander Blvd., NE | Albuquerque, NM 87107

This AANM event is a fun and unique opportunity for networking and good-hearted competition. Cornhole isn't just for tailgating. If you are unfamiliar, cornhole is a game in which small bags filled with dried corn are tossed at a target consisting of an inclined wooden platform with a hole at one end. Each team member receives a food and drink voucher as part of the registration!



Friday, November 15, 2024 | 12:00 PM - 5:00 PM

Embassy Suites | 1000 Woodward PI NE, Albuquerque, NM 87102

Every year, the AANM Charity Gala is your way to give back to the local community. This year is no different, as our 2024 Charity Gala will benefit Los Ojos De La Familia this year!



Take your membership to the max by becoming an event sponsor! Contact Jennifer Winters for information on available opportunities at Jennifer@aanm.org, or visit us at aanm.org.



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As a board member and supporter of AANM, you have generously given your time to make tough decisions and act in the best interest of this organization. We appreciate you. Thank you, board members for bringing your passion, intellect, insight, experience and resources to the table.



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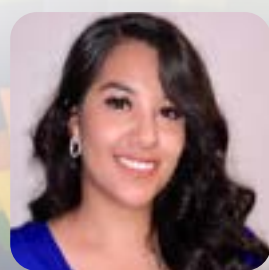
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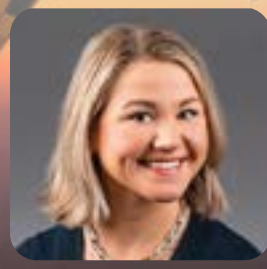
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Living in a smoke-free and vape-free environment is one of the best things you can do for your residents' health. It makes the air in their homes cleaner and fresher, and you're building a safer place to live.

AVOID THIRDHAND SMOKE & AEROSOLS

Toxic tobacco smoke residue, also known as thirdhand smoke (THS), can linger in indoor environments long after smoking has occurred. A study examined the effectiveness of various cleaning methods on reducing nicotine levels in dust and on surfaces. While cleaning interventions did reduce nicotine, they did not completely eliminate it¹. Similarly, e-cigarette vapor adheres to clothes, furniture, and other surfaces, contributing to thirdhand smoke².



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1 - Matt GE, Quintana PJE, Hoh E, Zakarian JM, Dodder NG, Record RA, Hovel MF, Mahabee-Gittens EM, Padilla S, Mariman L, Watanabe K, Novotny TE. Remediating Thirdhand Smoke Pollution in Multiant Housing: Temporary Reductions and the Challenges of Persistent Reservoirs. Nicotine Tob Res. 2021 Jan 22;23(2):264-372. doi: 10.1093/ntr/ntaa151. PMID: 32603265. PMCID: PMC7822102.
2 - Goniewicz, M. L., & Lee, L. (2015). Electronic cigarettes are a source of thirdhand exposure to nicotine. Nicotine & Tobacco Research, 17(2), 256-258. https://doi.org/10.1093/ntr/ntu152

Why Your Apartment Website Isn't Ranking Higher on Google?

Search



Are you frustrated because your multifamily website doesn't appear on page one of search results when you search for your apartment community's name? You're not alone.

Search engine optimization (SEO) is one of the most important aspects of any multifamily website, but it can be hard to understand why your website isn't appearing in the top search results.

Unfortunately, many multifamily websites don't rank as well as they should because of poor SEO strategies or lack thereof. Let's examine some common reasons why this might happen and how you can improve your SEO strategy to get better rankings.

Do you have relevant, unique content on your website?

One of the most important aspects of SEO is having relevant and unique content on your website. Search engines like Google use algorithms to determine if a website has quality, relevant information that users are looking for. If your website doesn't have enough content or isn't correctly optimized, it won't appear as high in search results as other websites with better SEO strategies.

Think about what your target audience is searching for. What questions are they asking? What are they researching? What are their biggest pain points and concerns? The answer to these questions is blog topics you should be writing about on your website! These blogs are not only relevant and helpful to your core demographic, but they can help increase your property's ranking in Google search.

Do you have a backlinking strategy in place?

Another factor to consider is backlinks — links from other websites that point back to your multifamily website. The more quality backlinks you have pointing to your site, the higher it will rank in search engine results pages (SERPs). Good SEO practices can help build up these backlinks over time, but getting started can be difficult and time-consuming.

Building organic backlinks is a slow but surefire way to boost SEO rankings, as search engines view these links as an endorsement of your website's credibility. Fortunately, there are ways to increase the number of organic backlinks pointing to your site without relying on paid services:

- 1 Utilize SEO-friendly content: SEO-friendly content will help increase organic backlinks to your website by making it easier for other websites to link to you. Make sure the content on your multifamily website is well written, relevant and includes keywords related to your apartment community's location or services.
- 2 Reach out to other industry partners: Contacting industry partners such as local businesses or organizations can be a great way to get quality backlinks pointing to your multifamily website. Consider offering a free service or information in exchange for a link on their website; this shows that you are an authority in the industry and increases the likelihood of them linking back to you.
- 3 Engage with other apartment communities: You can also reach out to other multifamily websites in your area or around the country. Consider offering a guest blog post or start an SEO-friendly discussion on social media. Building relationships with other multifamily websites could help increase SEO rankings for your website over time.

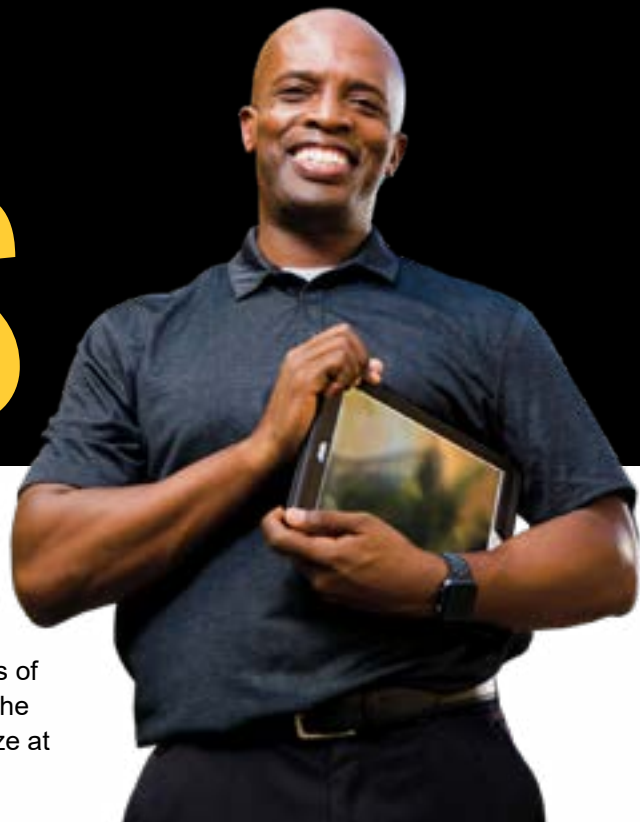
Finally, SEO is an ongoing process. As search engine algorithms change and new websites are created daily, your SEO strategy may need to be frequently tweaked to keep up with the competition. Knowing what keywords you should target, having a well-structured website, and keeping track of analytics data will help you stay ahead of the game.

By understanding why your multifamily website isn't showing up on page one of Google search results and taking steps to improve SEO, you can get better rankings and more organic traffic for your apartment community's website. Good SEO practices take time but can have huge, huge rewards in terms of more visibility for your business online. With a little effort and attention to detail, you can get the SEO results you're looking for.



Article by Ashley Tyndall is Director of Business Development for Criterion.B

MAINTENANCE LEGENDS



ENTER TO WIN

Up to \$15,000 in prizes!

The nominations are officially open for Season 2 of Maintenance Legends™! Just like last season, three winners will be selected each month for their tales of going above and beyond for their rental housing communities. At the end of the season, one Maintenance Legend will drive away with an amazing grand prize at Apartmentalize in Las Vegas!

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What's New in Season 2:

- **Monthly Contests:** There will be 8 monthly contests from August 2024 to March 2025.
- **Blackout Period:** A 2-day blackout period on the 21st and 22nd of each month before public voting opens on the 23rd of each month. This will allow us to confirm all legends on the leaderboard are current members.
- **Finalist Rewards:** Each month, 8 finalists who are not selected as a monthly contest winner will receive a \$100 gift card. Please note individuals are only eligible for one gift card for the entirety of the season.

What Remains the Same:

Amazing Prize Packages: we're kicking off the season with each August winner receiving two tickets to see The Eagles perform in Las Vegas and a \$3,000 travel stipend! Stay tuned for details on future monthly prizes!

- **Affiliate Monetary Contributions:** will be distributed throughout the season (please note an increase in nomination numbers).
- **Affiliates larger than 75,000 units:** Eligible for \$2,000 with 15 member nominations* received over the season.
- **Affiliates smaller than 75,000 units:** Eligible for \$1,000 with 10 member nominations* received over the season.
Nominations can be submitted by association staff or by members directly.
- **Education Grants:** will be distributed throughout the season. You will be contacted if one of your members receives a grant.

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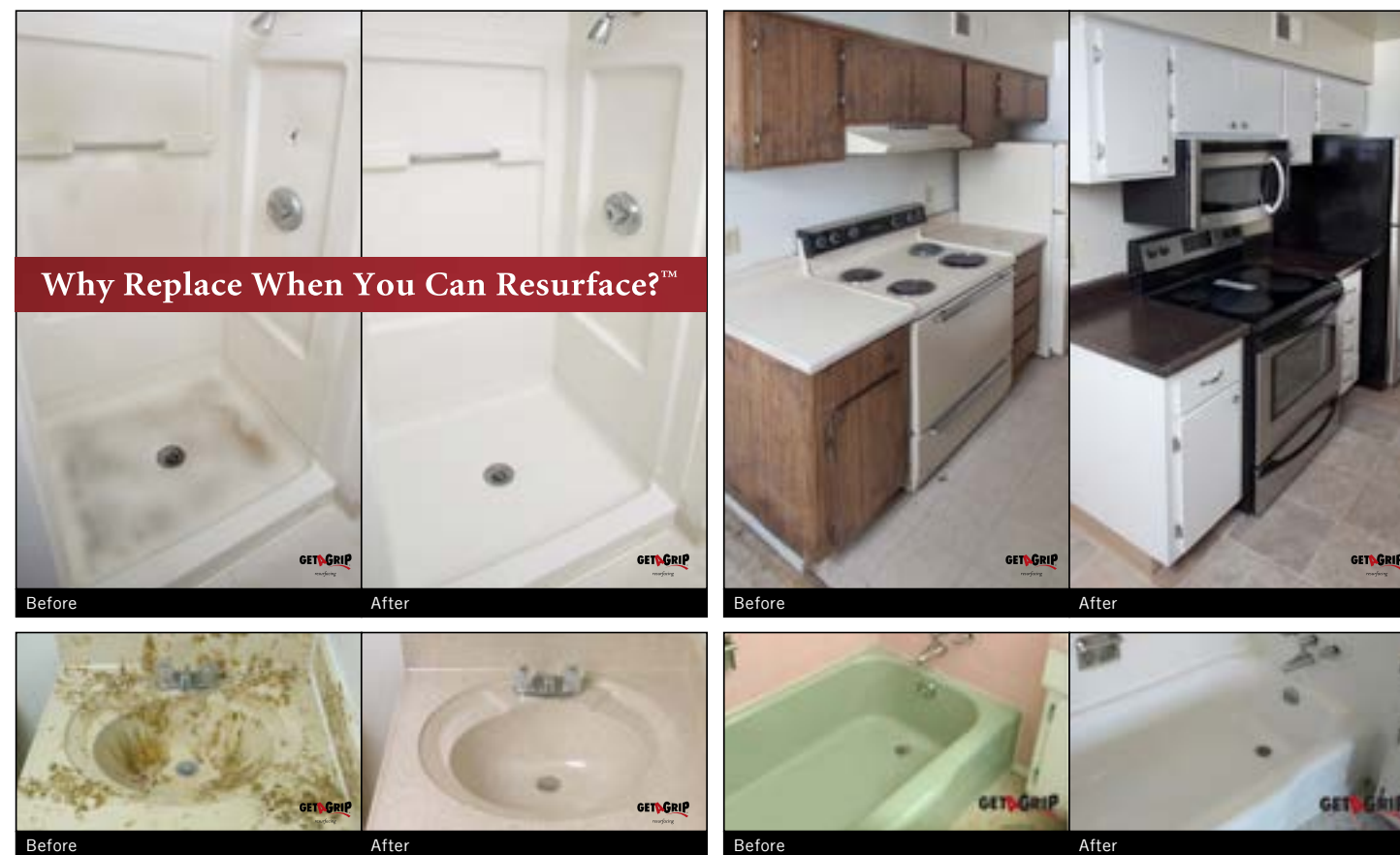
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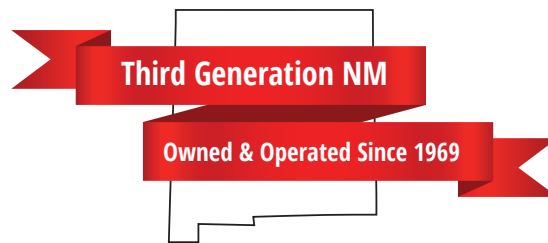
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