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Apartment News

SPRING
ISSUE
2025

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Multi-Housing

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Webinar
Wednesdays!

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*"Like spring, success
blooms with patience,
persistence, and the
courage to embrace
new beginnings."*

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APARTMENT ASSOCIATION
OF NEW MEXICO

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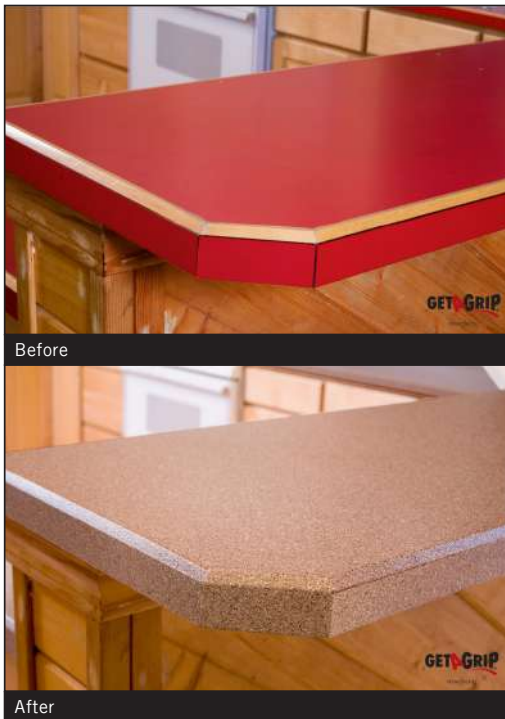
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FROM OUR PRESIDENT



Evan Sanderson



Dear Members,

As we embrace the renewal that spring brings, it's a fitting time to reflect on our achievements, address the challenges before us, and anticipate the promising future of the Apartment Association of New Mexico (AANM).

Our Mission

It is important that we remind ourselves and reiterate our mission: To empower, promote, preserve, and advance the rental housing industry in New Mexico through innovative education, advocacy, legislation, and communication! This mission is at the core of everything we do, guiding our efforts to strengthen our industry and support our members.

Reflecting on 2024: A Year of Unprecedented Growth

The year 2024 was a landmark period for AANM! For the first time in our history, we surpassed 70,000 rental units under our association, a milestone that underscores the dedication and collaboration of our members. This remarkable achievement is a testament to the visionary leadership of Alan LaSeck and Jennifer Winters, whose commitment has propelled us to new heights.

Navigating Legislative Challenges

As we celebrate our growth, we must also recognize the challenges ahead. This legislative session presents several proposals that could have a lasting impact on our industry, and AANM is working diligently to ensure that housing providers' voices are heard.

One of the most pressing concerns is the **proposed repeal of the statewide rent control prohibition**. While intended to address affordability, such measures could lead to reduced investment in rental housing and further strain housing availability. AANM firmly opposes this legislation and continues to advocate for pro-housing solutions that encourage development and market-driven affordability.

Additionally, proposed legislation surrounding **eviction record expungement, unlawful squatting protections, and income qualification changes** could affect how we screen residents and protect our properties. While we support fair and reasonable housing policies, we must ensure that new laws do not create unintended financial burdens or limit housing providers' ability to operate sustainable businesses.

SB186, which proposed changes to multifamily property tax valuation, failed in committee and will not be moving forward this session.

However, the underlying issue of property tax burdens remains a critical challenge for rental housing providers. As the conversation around taxation and valuation methods continues, we must remain proactive in shaping policies that promote financial sustainability for our industry. This moment presents both a challenge and an opportunity—while we must defend against measures that increase costs on housing providers, we also have a chance to advocate for reforms that create a fair and predictable tax structure that supports long-term rental housing development. AANM will continue to work with policymakers to ensure that any future proposals are balanced and do not place undue financial strain on rental housing operations.

AANM remains steadfast in advocating for legislation that promotes responsible growth while protecting the rights of all stakeholders, **including property owners, managers, industry partners, and our residents!**

LOOKING AHEAD: 2025 and Beyond

Despite these challenges, the future is bright, and 2025 is shaping up to be an exciting year for AANM! Our signature events are designed to keep members informed, connected, and engaged:



Apartment Conference & Trade Show – Our premier event showcasing industry innovations and bringing together professionals to learn, network, and grow.



Charity Gala – A night dedicated to giving back, strengthening our community, and supporting important causes in New Mexico.



Maintenance Mania – A high-energy competition that celebrates the critical work of our maintenance teams.



Business Exchange – A fast-paced networking event that allows housing providers and suppliers to connect in a structured, results-driven format.



Golf Classic – A fun and engaging way for members to network while giving back, as all proceeds from the event go directly to charity.



Volunteer Day – An opportunity for AANM members to come together and give back to the communities we serve.

These events are more than just opportunities to gather; they reinforce our mission by promoting education, fostering advocacy, and strengthening relationships within our industry.

Embracing Servant Leadership

Stepping into the role of President earlier than anticipated has been both humbling and invigorating! I am committed to a servant leadership approach, prioritizing the needs of our members, advocating for the success of housing providers, and ensuring that AANM continues to grow and evolve in a way that benefits all stakeholders, **owners, managers, industry professionals, and the residents we serve.** Together, we will navigate the complexities of our industry, turning challenges into opportunities for growth and innovation.

In closing, I extend my deepest gratitude to each member of AANM. Your unwavering support, resilience, and dedication are the pillars of our success! As we embark on this new chapter, let us remain united in our mission, striving for excellence and fostering a thriving rental housing industry in New Mexico!

Warm regards,
Evan Sanderson | **President, Apartment Association of New Mexico**

Leadership

BUILD YOUR BRAND

As leaders or up-and-coming leaders in our companies, communities and families, we know that surrounding ourselves with smart, confident people is the key to creating effective teams. Setting high standards for ourselves and others, and always looking for ways to improve ourselves, is key as well. How we build our own leadership brand is vital, and the reason that people see us as leaders in the first place. And why they look to us for advice, mentorship and direction. Here are some tips I've learned along the way to build a successful leadership brand.

Recognize who you are. First, ask yourself who you are. Are you a take no prisoners and shoot from the hip leader, or one who gathers information and deliberates before taking action? Do you draw on your own experience and instincts when facing an issue, or seek collaboration? Somewhere in between? When you understand and own your own style, you're better able to evaluate how well it works with your people. Adaptability to people and circumstances is a hallmark of a good leader. In fact, being flexible and open to meeting people where they are is your number one job as the person in charge.

Take a leadership inventory. If you're uncertain about, have never considered or need a refresher on your own leadership style, take a leadership inventory to understand your strengths, weaknesses and how they impact your role. There are online leadership style assessments you can take for free, but think about sitting with a professional organizational development

person, your HR department or a business coach who can run you through a comprehensive assessment of your skills and preferred ways of being in the world. These professionals can help you interpret the results and how you can implement them to improve your skills.

Get real. Leaders must possess strong self-awareness. That is, they must understand their own core expertise, experience and credibility, and where they fall short or need improvement. Where are you ahead of the competition in your industry or organization? Where do you fall behind and could use some study or course corrections? You don't have to be all things to all people, but you should recognize where you shine and where you need polish.

Find a mentor. Every successful leader has had someone or someones in their corner who can help them understand their blind spots and where opportunities and challenges lie. Finding a mentor usually isn't difficult either. Look at the larger business world for role models, mentors and coaches. Consider joining a peer group network to gain a larger perspective on what makes a leader successful in different organizations. Then use what you've learned to improve your own leadership abilities within your own company.

Create your narrative: What's your unique story as a leader? Steve Jobs positioned himself as an innovator in technology. Warren Buffet relies on his image as a down-to-earth, tell-it-like-it-is person to run one of the most successful companies in the

world. People listened and still listen to them and their stories. Once you've found your unique narrative, keep it simple and share your point of view and insights from that position.

Now tell it: Start telling your story to your employees and customers – the thing that makes you unique as a leader. Use social media, newsletters, blogging and letters to the editor to explore ways of getting the word out. Find hot button issues and share your perspective, always staying consistent with your unique message. People follow leaders because they want to be inspired and motivated. Inspire and motivate them with your story.

Give back: Part of being a leader is acting like one. That means mentoring or assisting people in your organization, and contributing to the success of your industry and community. Serve on committees and boards. Sponsor business and non-profit group activities. Spend time nurturing the next generation of leaders, wherever you find them.

Leaders come in all shapes, styles, and forms. When you stop to think about some of the leaders that have inspired you, or even some that have made you mad, you'll be able to identify the qualities of good leadership. And those that you find ineffective and don't want to model. When you use these tips to build your own leadership brand, and you'll be successful in demonstrating to others that you're a leader worth following. Just sayin'.



ABOUT THE AUTHOR

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a national franchise kitchen and bathroom resurfacing company based in Albuquerque.

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Apartment Association of New Mexico

Golf Classic 2025

The 2025 Annual Golf Classic is June 20, 2025.
Registration opens at 7 am with a tee time of 8 am.
Bring extra cash for chances to win prizes at many
holes, and a 50-50 Raffle.



24TH ANNUAL

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|-----------------|----------------|
| ✓ Breakfast | ✓ Lunch Break |
| ✓ Registration | ✓ Awards |
| ✓ Shotgun Start | ✓ Raffle Items |



DON'T MISS THE FUN!

This is a popular fundraising event for the association. It gives our Associate and Primary members the opportunity to network in a fun and relaxed atmosphere while enjoying a day in the sun on the golf course.

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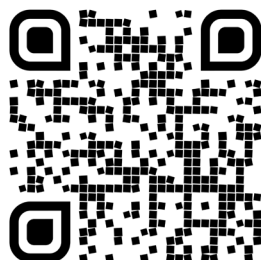


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7th Annual AANM Volunteer Day!

Join us Friday, August 29, 2025!

Register by August 1st to guarantee a t-shirt for each of your team members participating!



#aanmvolunteers

A background image of a swimming pool with lounge chairs and a view of a city. The pool is in the foreground, with lounge chairs and a view of a city in the background. The city is built on a hillside, and the pool is surrounded by a concrete deck.

Seminar & Exam dates:

April 8 & 9
April 15 & 16
May 13 & 14
May 20 & 21

2025

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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



Dear Valued AANM Member,

As spring arrives, bringing with it beautiful weather (and, of course, the infamous New Mexico winds), we feel a renewed sense of excitement for the year ahead. Our team at AANM has been working tirelessly to ensure that 2025 is another successful year for our community. We want to extend our heartfelt thanks for your continued membership and active participation, and we're excited about what's to come.

We are proud to share that AANM has grown to over 900 members and now represents more than 73,000 rental units across New Mexico. We are also part of the National Apartment Association, which, with over 140 affiliate members, represents more than 12 million rental units nationwide. It's clear now more than ever how important it is for us to stay united as an industry.

This year, AANM remained a leading voice for the rental housing sector at the State Legislature. While we've made great strides, we recognize that there are always challenges ahead. Thanks to our strong relationships at the local, state, and federal levels, AANM continues to prioritize open communication and effective advocacy on your behalf, ensuring the ongoing success and sustainability of the rental housing industry.

We are also excited to welcome our new Board President, Evan Sanderson. With his extensive experience in the multifamily industry, we're confident that his leadership will guide AANM toward even greater growth and success. Under the direction of the 2025 Board of Directors and our new strategic plan, we are poised to continue evolving and making an even bigger impact. I encourage you to visit our website to learn more about our talented new board members.

Looking ahead, we've been busy planning a full year of valuable events and educational opportunities for our members. Be sure to check our website for details on upcoming Signature Events. We look forward to another remarkable year and can't wait to see you soon!

Thank you once again for your ongoing support and involvement.

All the best,
Alan LaSeck

Renters Staying in Place Longer



A third of renters stayed at their rental for at least five years.

Renters are moving at a slower pace than 10 years ago. According to Redfin analysis of 2023 Census Bureau data, 33.6% of renters in the U.S. have been in the same home for at least five years. That's up from 33% in 2022; 31.7% from 2019; 28.4% from 2013; and 27.8% in 2006.

Most renters in 2023 (40.8%) moved between one and four years of living in their home, a full percentage point decline from the prior year.

Redfin Senior Economist Sheharyar Bokhari says the rising cost of monthly mortgage payments and increased construction are impacting moves. "Rents spiked during the pandemic, but have stayed relatively flat over the past two years as home prices and mortgage rates continued to climb. That has encouraged renters to stay in the same home, where they are less likely to face major rent increases," said Bokhari in a release.

Older renters are also more likely to stay longer, with 56% of Baby Boomers reaching at least five years in one rental. As age increased, so did the percentage of renters staying in one place for at least five years, with Gen Z renters reaching 4.6%; Millennials at 22.6%; and Gen X at 45.2%.



Crime-Free Multi-Housing Excellence through Innovation

A BIT OF HISTORY

The Crime Free Multi-Housing (CFMH) Program was developed in 1992 by Tim Zehring of the Mesa Arizona Police Department. It was designed to provide a holistic approach to reduce crime in rental property. The traditional Neighborhood Watch model was not effective in apartment communities due to their transitory nature. It also did not account for the physical conditions of the property and the tools afforded property managers.

The Crime Free Multi-Housing Program brings together management and residents and also considers the physical condition of the property. Participation in CFMH provides numerous benefits, which include improved property values; stable, more satisfied residents; increased demand for rental units; and lower maintenance costs.

Mr. Zehring's dedication to the Crime Free Multi-Housing Program has made a lasting impact on crime prevention and rental communities throughout the United States and across the globe. Crime Free Multi-Housing is active across the United States, Canada, England, Nigeria, Puerto Rico and a number of other countries.

Right here at home, Crime Free Multi-Housing began as a pilot project in Southeast Heights of Albuquerque in 1996 and expanded city-wide in 1997.

THE STEPS

The CFMH Program is designed to provide our community with the best programs available in the nation for reducing illegal activity in rental property. The program consists of three phases:

Phase 1: Crime-Free Multi-Housing Seminar: Active management principles are presented to owners and property managers to improve the quality of their rental businesses.

CFMH training is conducted at least twice per year. The one-day training event teaches many topics to eliminate or prevent crime on rental property and includes information on resources. Topics include: Gangs, Narcotics, General Crime Prevention, CPTED, Domestic Violence Resources, and the Albuquerque Community Safety Department. Administrative requirements include setting criteria and conducting criminal background screening on prospective residents and incorporating the use of the Crime Free Lease Addendum.

Phase 2: Crime Prevention through Environmental Design (CPTED): Minimum requirements must be met for all participating properties. Requirements include but are not limited to solid-core entry doors, deadbolt locks, wide-angle eye-viewers, trimmed landscaping, and lighting.

Phase 3: Resident Safety Social: The effectiveness of community organizing for problem-solving has been documented across the nation. The Crime Free Multi-Housing Program provides a context for success in typically harder-to-organize rental property neighborhoods. A resident Safety Social brings together members of the apartment community to obtain crime prevention information and training and to discuss any concerns with the police department as well as management.

HOW TO GET INVOLVED

The Albuquerque Police Department has dedicated Crime Prevention professionals in each of its seven Area Commands, for a listing:

<https://www.cabq.gov/police/crime-prevention-safety/crime-prevention-personnel>

If you live outside of Albuquerque, contact your local police department and request their partnership.

HOW TO GET INVOLVED (Cont.)

We invite you to attend our Crime Free Multi-Housing seminar, hosted each April and October, facilitated by the Apartment Association of New Mexico. It is free of charge and available in person at AANM or via Zoom.

You can begin implementing the foundational concepts of Crime Free Multi-Housing almost immediately. Begin utiliz-

ing the Crime Free Lease Addendum, become familiar with Crime Prevention through Environmental Design and make those changes to deter crime, engage with residents and host activities to bring them together in a social space.

"No one can do everything, but everyone can do something."
-Max Lucado

In the spotlight:

Crime-free multi-housing is part of the Albuquerque Police Department's crime prevention programming today because of the tenacity of one woman, Liz Thomson. Liz was introduced to CFMH through a seminar hosted by a local real estate company and taught by Tim Zehring. She immediately began making changes in her own rental property business. She affectionately became our "pest from the west," seeking the partnership of the City of Albuquerque and the Albuquerque Police Department.

The problem-solving partnership she developed with APD sparked an interest in law enforcement and changed her career and life trajectory. She served two decades in law enforcement and retired as the Sergeant of the Homicide Unit, returning several years later to investigate cold cases.

<https://www.iwalkforthem.com/>



COMMUNITY POLICING AND CRIME PREVENTION

Crime-free multi-housing was born of a philosophy that involves all stakeholders (law enforcement, property management, and residents) in solving the community problem

of crime; that philosophy is community policing. CFMH focuses on preventing crime through active property management, physical changes to deter crime, and partnering with residents. Crime Prevention is the recognition or anticipation of a crime risk and steps taken to reduce or eliminate that risk.



Let's do something!
We invite your partnership.

Laura Kuehn, NCPS, ICPS
Senior Crime Prevention Specialist
Albuquerque Police Department
505.768.2006/lkuehn@cabq.gov





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Executive Director
alan@aanm.org



Jennifer Winters

Director of Operations
jennifer@aanm.org



SERVING NEW MEXICO SINCE 1979

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 920 members, representing over 73,000 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.

Smart Strategies for Saving Money

Saving money is essential for financial security, whether you live paycheck to paycheck or plan long-term goals. Here are practical strategies to help you save more and spend smarter.

1. Track Your Spending

Understanding where your money goes is the first step toward saving. Use a budgeting app or a simple spreadsheet to track your expenses and identify areas where you can cut back. Several budgeting apps are available, each with different features to help you manage your finances.

2. Automate Your Savings

Set up an automatic transfer to a savings account even if it's just \$5 or \$10 per paycheck. Over time, these small amounts add up without you even noticing.

3. Cut Unnecessary Expenses

Review subscriptions, dining out habits, and impulse purchases. To reduce spending, opt for home-cooked meals, free entertainment, and discount shopping.

4. Use Cash-Only for Discretionary Spending

Withdraw a set amount of cash for non-essential purchases each week. When the cash runs out, you know it's time to stop spending.

5. Take Advantage of Discounts and Coupons

Use cashback apps, loyalty programs, and digital coupons to reduce grocery and household costs. Every little bit helps stretch your paycheck further.

6. Increase Your Income

Consider side gigs, freelance work, or selling unused items to generate extra cash. Even an additional \$50 a month can make a difference in your savings.



POPULAR APP OPTIONS:

Mint – Tracks expenses, creates budgets, and monitors credit scores.

YNAB (You Need a Budget) – Focuses on proactive budgeting by assigning every dollar a job.

PocketGuard – Helps prevent overspending by showing how much you can safely spend.

GoodBudget – Uses an envelope system for budgeting and tracking expenses.

Honeydue – Designed for couples to track shared expenses and budgets.

7. Create an Emergency Fund

Start small—even a \$100 emergency fund can prevent you from relying on credit cards or loans in unexpected situations.

8. Negotiate Bills and Expenses

Call service providers to negotiate lower rates on internet, insurance, or utility bills. Many companies offer discounts if you ask.

9. Pay Yourself First

Treat savings like a bill that must be paid. Prioritizing even a small amount ensures that you're building a financial cushion over time. A smart option is to have the automatic transfer come directly out of your paycheck. It will help eliminate the appearance of extra funds.

10. Pay off your current Debt

Reducing debt frees up more money for savings. In addition to the step mentioned above, budgeting, side hustle, and negotiating lower rates.

11. Find Support and Accountability

Join a financial literacy group or involve friends and family in your saving goals. Encouragement and shared ideas can make the process easier.

12. Plan for Long-Term Savings

Once you have short-term savings in place, start thinking long-term. Contribute to retirement accounts like a 401(k) or IRA, even in small amounts, to take advantage of compound growth.

13. Make Smart Investment Choices

Investing in stocks, mutual funds, or real estate can help grow

your savings over time. Research low-risk options if you're new to investing.

14. Live Below Your Means

Avoid lifestyle inflation by keeping expenses lower than your income. This allows you to save more and avoid unnecessary financial stress.

15. Set Clear Financial Goals

Define specific savings goals, whether for an emergency fund, a home, or retirement. Having a target makes it easier to stay motivated.

**5 EFFECTIVE TIPS TO HELP PAY OFF DEBT FASTER:****Use the Snowball or Avalanche Method:**

Snowball Method: Pay off the smallest debts first to build momentum.

Avalanche Method: Focus on debts with the highest interest rates to save money in the long run.

Make More Than the Minimum Payment:

Paying only the minimum keeps you in debt longer. Even a little extra each month can reduce interest and shorten your repayment time.

Consolidate Debt:

Consider consolidating multiple debts into one with a lower interest rate to simplify payments and reduce costs.

Use Windfalls Wisely:

Allocate bonuses, tax refunds, or unexpected income toward debt repayment instead of splurging.

Cut Expenses and Redirect Savings:

Identify non-essential spending and apply those savings to debt payments.

Final Thoughts

Saving while living paycheck to paycheck takes discipline, but it's possible. Start with small steps, stay consistent, and be committed. Remember to celebrate progress along the way. Your future self will thank you!

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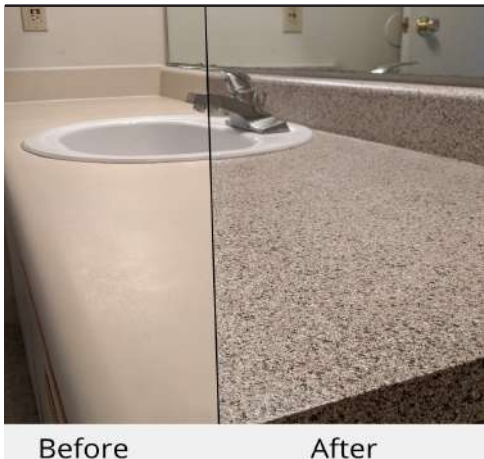
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Treasury Suspends BOI Reporting Enforcement



Key updates and next steps for BOI.
By Joe Riter

In a major victory for small businesses including rental housing providers, the U.S. Department of Treasury's (Treasury) Financial Crimes Enforcement Network (FinCEN) announced that it will not issue any fines or penalties or take any other enforcement actions against American companies that fail to complete the Beneficial Ownership Information (BOI) reporting requirements by current deadlines, in accordance with the Corporate Transparency Act. This action builds on Treasury's commitment to reduce regulatory burdens on American businesses during President Trump's second term.

This outcome provides housing providers with greater certainty about their BOI compliance responsibilities, after a paused, then resumed, then paused and resumed deadline for reporting developed. No later than March 21, 2025, FinCEN intends to issue an interim final rule that extends BOI reporting deadlines and provide new guidance. FinCEN also intends to solicit public comments on potential revisions to the BOI reporting rule in ways that minimize the burden on small businesses while ensuring BOI remains useful to important national security, intelligence and law enforcement activities.

Reporting requirements for some American businesses may resume after FinCEN issues new BOI rulemaking. At the same time, Congress is considering legislation that would repeal the Corporate Transparency Act, eliminating BOI reporting altogether. Regardless of the outcome, the National Apartment Association (NAA) will continue its federal advocacy with Congress and the Administration and keep the industry up to date on Treasury and FinCEN's activities.



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At the Apartment Association, we're truly grateful for each and every one of our existing and new members who make this community so special. Your commitment, collaboration, and support are the foundation of our success, and we're fortunate to have such an incredible network of individuals and businesses.

APARTMENT ASSOCIATION

It's an exciting opportunity to grow together, build lasting friendships, and create new connections.

As we move forward, we look forward to fostering meaningful relationships, sharing knowledge, and supporting each other's success. Here's to great networking and building an even stronger community together!



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Click, Post, Lease:

Unlocking the Power of Social Media for Apartment Rentals

By: Mary Carrera | JaM Advertising & Productions

In today's digital era, traditional advertising methods are no longer enough to effectively attract renters. Social media is a transformative tool, empowering property owners to market their apartments and directly engage with prospective tenants.

With billions of active users across platforms like Instagram, Facebook, and TikTok, social media offers unmatched opportunities to showcase properties, highlight unique features, and connect with audiences on a larger scale—all while driving leasing success.

What makes social media indispensable for property owners?

Its ability to combine broad reach, cost-effectiveness, and visual appeal creates a perfect recipe for impactful marketing. Platforms like Instagram and TikTok allow property owners to connect with both local and global

renters who might not find listings through traditional methods. Social media campaigns can also be tailored to specific demographics such as age, location, and interests, making it a budget-friendly and targeted solution.

Beyond its accessibility, social media shines as a highly visual platform. It provides the perfect canvas to share stunning photos, videos, and virtual tours of apartments, helping prospective renters imagine their new home. It's also a storytelling medium—property owners can use it to showcase not just their apartments, but the vibrant lifestyle they offer, from appealing amenities and community events to nearby attractions.

Moreover, social media fosters real-time communication. Property owners can directly interact with prospective

tenants, quickly addressing inquiries, providing details, and building trust. Positive reviews, engaging content, and regular posting further enhance credibility, creating a reliable and approachable brand image.

Happy tenants also become powerful advocates. With social media's sharing and referral potential, current renters can tag friends, recommend the property, and amplify organic exposure. Additionally, detailed analytics provided by platforms enable property owners to track engagement, measure success, and refine strategies for better results.

Social media is no longer just an option for property owners—it's an essential marketing tool to fill vacancies faster and build stronger connections with prospective tenants.

Here are some tailored tag ideas for New Mexico apartment rentals to help boost visibility and engagement:

General Apartment Hashtags:

#ApartmentLiving
#ApartmentHunting
#DreamApartment
#ModernLiving
#RentersLife
#ApartmentGoals
#LeaseToday
#FindYourHome

New Mexico-Specific Hashtags:

#NewMexicoLiving
#NMHomes
#SantaFeRentals
#AlbuquerqueApartments
#LandOfEnchantmentLiving
#SouthwestStyle
#NewMexicoRealEstate
#LiveInNewMexico

Lifestyle and Community Hashtags:

#PetFriendlyApartments
#LuxuryRentals
#AffordableHousing
#UrbanLiving
#CommunityLiving
#MoveInReady
#ApartmentDecor
#NeighborhoodVibes

Mix and match these hashtags to suit your property's unique features and target audience!

**Don't forget your
hashtags!**



Tailored messages on social media are essential because they help you connect with your audience more effectively and achieve better results. Here's why:

Relevance: Customized messages resonate more with your audience because they address their specific interests, needs, and preferences. This relevance increases engagement and makes your content stand out in a crowded feed.

Building Connections: People are more likely to engage with content that feels personal and speaks directly to them. Tailored messages help create a sense of connection and trust, fostering relationships with your audience.

Maximizing Impact: Social media platforms cater to diverse demographics. By tailoring your messages

for specific groups—such as young professionals, families, or students—you can communicate more effectively and increase your chances of conversions.

Highlighting Unique Value: Each social media platform has its own style and audience. Tailoring messages for Instagram might mean using visually striking posts, while for LinkedIn, the tone might be more professional. This ensures your message aligns with the platform's audience and format.

Encouraging Action: Well-tailored messages include clear calls-to-action (CTAs) that feel natural and compelling to the audience, encouraging

them to take the next step, whether it's booking a tour or visiting your website.

Differentiation: In competitive markets, personalization helps your message stand out from others, ensuring your voice is heard and remembered.

Improving Metrics: Content tailored to specific audiences often leads to higher engagement rates, better click-through rates, and more shares, which ultimately boost your social media visibility and success.

By crafting tailored, thoughtful messages, you're not just broadcasting; you're creating meaningful, value-driven conversations with your audience.



Facebook Tips:

Post detailed property listings with a call-to-action (CTA) like "Schedule a tour today."

Join local groups and share your listings.

Run targeted ads to reach people based on location and demographics.

Post frequently, minimum 1x per day

Build credibility, relevance and trust with your audience

Ask yourself, "Would people share my story with their friends or recommend it to others?"

LinkedIn Tips:

Highlight rental opportunities for professionals relocating for work.

Emphasize proximity to business districts, co-working spaces, or transport hubs.

Share property updates, leasing news, and neighborhood developments.

Instagram Tips:

Use high-quality photos and videos to highlight your property's best features.

Leverage Stories and Reels to share behind-the-scenes content and tours.

Use relevant hashtags.

Collaborate with local influencers to reach a wider audience.

Example Post:

Looking for your next home in (city), NM? This beautiful

- 2-bedroom apartment has everything you need:
- Spacious floor plan
- Modern kitchen appliances
- Resort-style amenities including a pool and fitness center
- Schedule your tour today and take advantage of our (\$500) move-in special!

#NewMexicoRentals #FindYourHome #ApartmentForRent

Don't wait—this unit won't last long! Contact us at [phone number] or visit [website].

Example Post:

Relocating for Work? Find Your Home in (city)! Discover comfort and convenience in our modern apartments: • Proximity to [local business hub].

- Flexible lease options for busy professionals.
- Amenities designed for relaxation after a long day.
- Visit [website] or contact us to explore availability today!

#ProfessionalLiving #NMHousing, #RelocationMadeEasy

Example Post:

Your Dream Apartment Awaits in (city), NM!

Modern 2-bedroom with open layout

Resort-style amenities: pool, gym & clubhouse

Pet-friendly community

Close to [local attraction] with easy access to transit.

Move-in special: \$500 off first month's rent if you sign by [date]!

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#ApartmentLife #NMApartments #LuxuryLiving

Now, get out there, and be social! :)

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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.

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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.

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Unlock Exclusive AANM Benefits by Creating Your Login! Gain complete access to the AANM website, including member-exclusive pricing on education, luncheons, events, and essential forms.

Maximize Your Network Potential! Did you know that an updated profile boosts your chances of making meaningful connections within the AANM community? By optimizing your profile, other members can better understand your brand, engage with you on social media, and discover potential business opportunities.



Build And/Or Update Your Member Profile Online:

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!

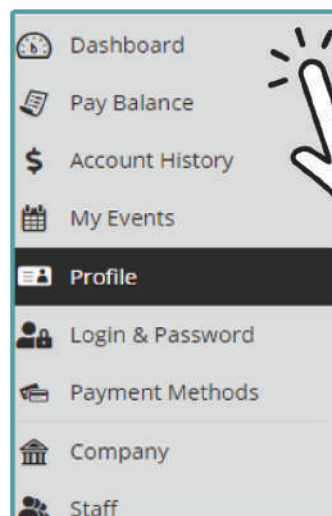


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NAAEI also provides CAM Student Housing micro-credential online for CAM credential holders to learn about the distinct set of skills needed to manage student housing communities.

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 (OAHF) 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.

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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.

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4/23/25	LEASING IN A CONCESSION DRIVEN MARKET
5/7/25	HANDS ON SOCIAL MEDIA WORKSHOP - MASTERING THE ART OF CONTENT PLANNING
5/14/25	MASTERING MAINTENANCE: OPTIMIZING MAINTENANCE - STRATEGIES FOR WHEN YOU ARE SHORT STAFFED.
5/21/25	BUILD TO RENT (BTR) IS TAKING MULTIFAMILY BY STORM.
6/4/25	HOW TO HAVE DIFFICULT CONVERSATIONS: MASTERING THE ART OF TOUGH TALKS
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11/5/25	CONFLICT ISN'T CRAZY
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12/3/25	BUILDING A RAINFOREST TEAM CULTURE: ELEVATING ENGAGEMENT AND PERFORMANCE
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Lawn Care: Fertilize your lawn, aerate, water deeply but infrequently, and adjust your schedule based on the weather. Keep weeds in check with pre-emergent herbicides or manual removal.

Pruning: Trim dead or damaged branches from deciduous trees and shrubs to encourage healthy growth. Use clean, sharp shears for the best results.


Hardscapes: Inspect patios, walkways, and retaining walls for damage. Clean surfaces and refresh outdoor furniture to prepare for summer.


Other Tips: Check irrigation systems, ensure proper drainage, and monitor for pests like aphids and spider mites to keep your garden thriving.

By following these simple steps, your landscape will flourish this spring! And for help with any of it, feel free to call the professionals at **Green Summit Landscape Management!** 



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Property Owners and Managers, pick your medal of honor:



Join us in creating a smoke-free and vape-free New Mexico
by adopting one of these policies for your residents.



Smoke-Free at Home NM is a partnership between the Apartment Association of New Mexico and the New Mexico Department of Health. Our mission is to reduce the harm caused by secondhand smoke and e-cigarette aerosols in multi-unit housing.

Commercial tobacco smoke contains more than 7,000 harmful chemicals, with at least 70 known to cause cancer. In multi-unit housing, smoke can travel through doorways, cracks in walls, electrical lines, ventilation systems, and plumbing. Smoke-free and vape-free housing eliminates the risk of toxic smoke and aerosols moving from one unit to another.

Smoke-free and vape-free housing ensures

that everyone can breathe cleaner air within multi-unit housing.

We provide comprehensive guidance, training, resources, and materials for property owners, managers, and residents on the dangers of secondhand smoke, thirdhand smoke, and e-cigarette aerosols. We also host "Lunch & Learns" and "Thinking about Quitting" workshops for residents who want to learn more or seek help quitting tobacco through our partners at 1-800-QUIT-NOW. Our certification and program support are completely free.

Choose from Platinum, Gold, and Silver Certifications to indicate varying levels of smoking and vaping restrictions.

We're proud to have certified many industry leaders, including J.L. Gray, Greystar, Elevated Management, Monarch, N.A.L.S., and many more!

For more information or to get started on adopting a smoke-free and vape-free policy for your rental property in New Mexico, please contact Jennifer Winters at (505) 822-1114.



SMOKE-FREE & VAPE-FREE AT HOME NM
You deserve smoke-free and vape-free living.

[SmokeFreeAtHomeNM.org](https://www.SmokeFreeAtHomeNM.org)

*Sources: 1: National Cancer Institute; "Secondhand Tobacco Smoke (Environmental Tobacco Smoke). What is secondhand tobacco smoke? 2: CDC - Smoking and Tobacco Use - How can I protect myself and my family from secondhand smoke in my home?"

2025 AANM Annual January Luncheon



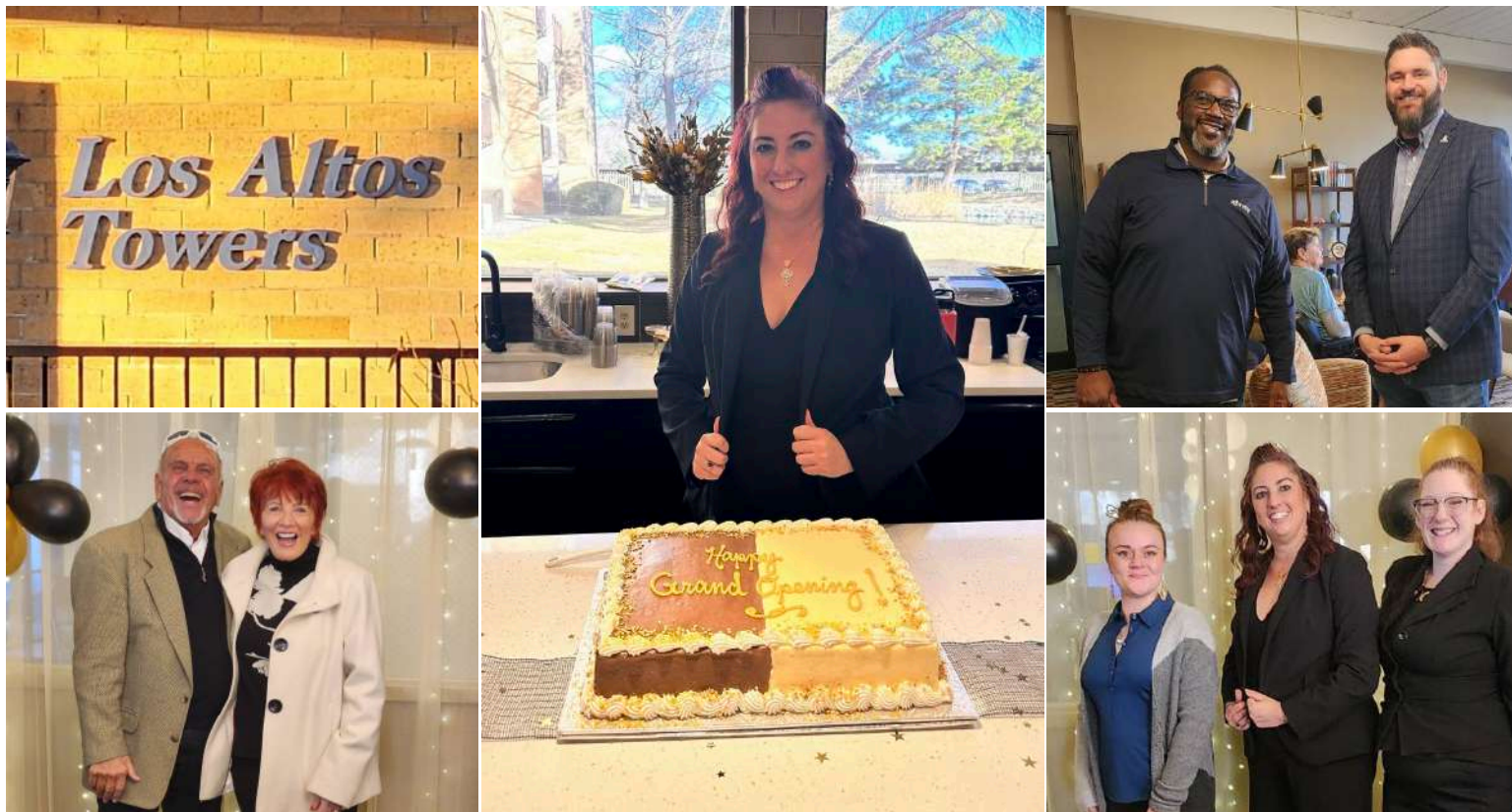
Another succesful Annual Meeting at the Sheraton Uptown, where the 2025 Board of Directors was installed!

New members included *Nicolette Jaime, Jose Murillo, Rochelle Feerer, and Nancy (Keeth) Reynolds*, alongside re-elected members *Karie Taylor and Aaron Bernabe*. *Juan Olvera* stepped down as President, passing the reins to *Evan Sanderson* from Duke City Property Investments. Keynote speaker *Anna Javellana* shared enlightening insights on time management and work/life balance.

Thank you to everyone who attended!



OPEN HOUSE SUCCESS!



AANM proudly congratulates two outstanding properties on their open house celebrations!

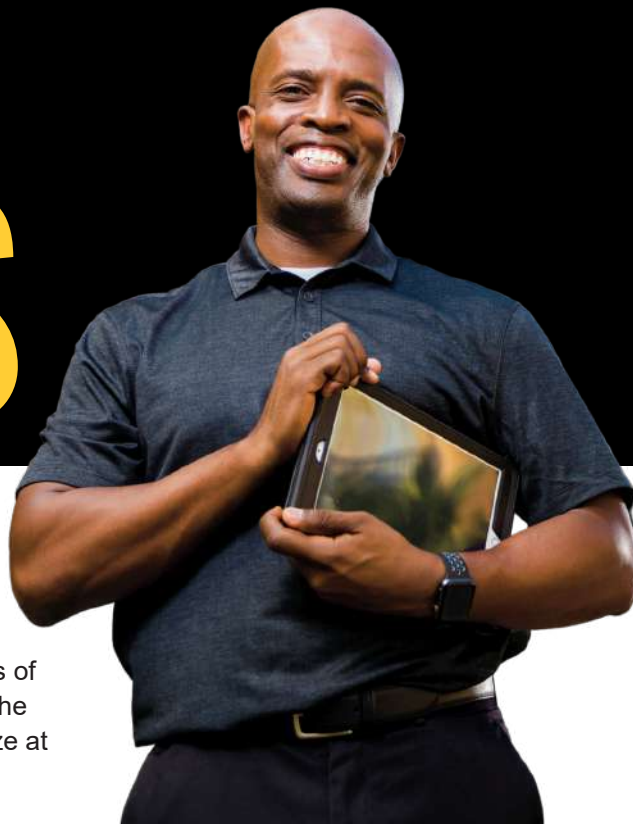


MAINTENANCE LEGENDS

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!



HOW TO BECOME A MAINTENANCE LEGEND

Hard work, dedication, and 3 easy steps can make you a Maintenance Legend!

Provide Your Info

Fill out our form with your name, address, affiliate association & more.

Tell Your Story

Tell us all about you or your Legend's actions and why they deserve to win.

Submit Your Photo(s)

Every maintenance pro deserves to be recognized.

Scan code for more
information:



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.

PRESENTED BY:



PRESENTING SPONSOR:



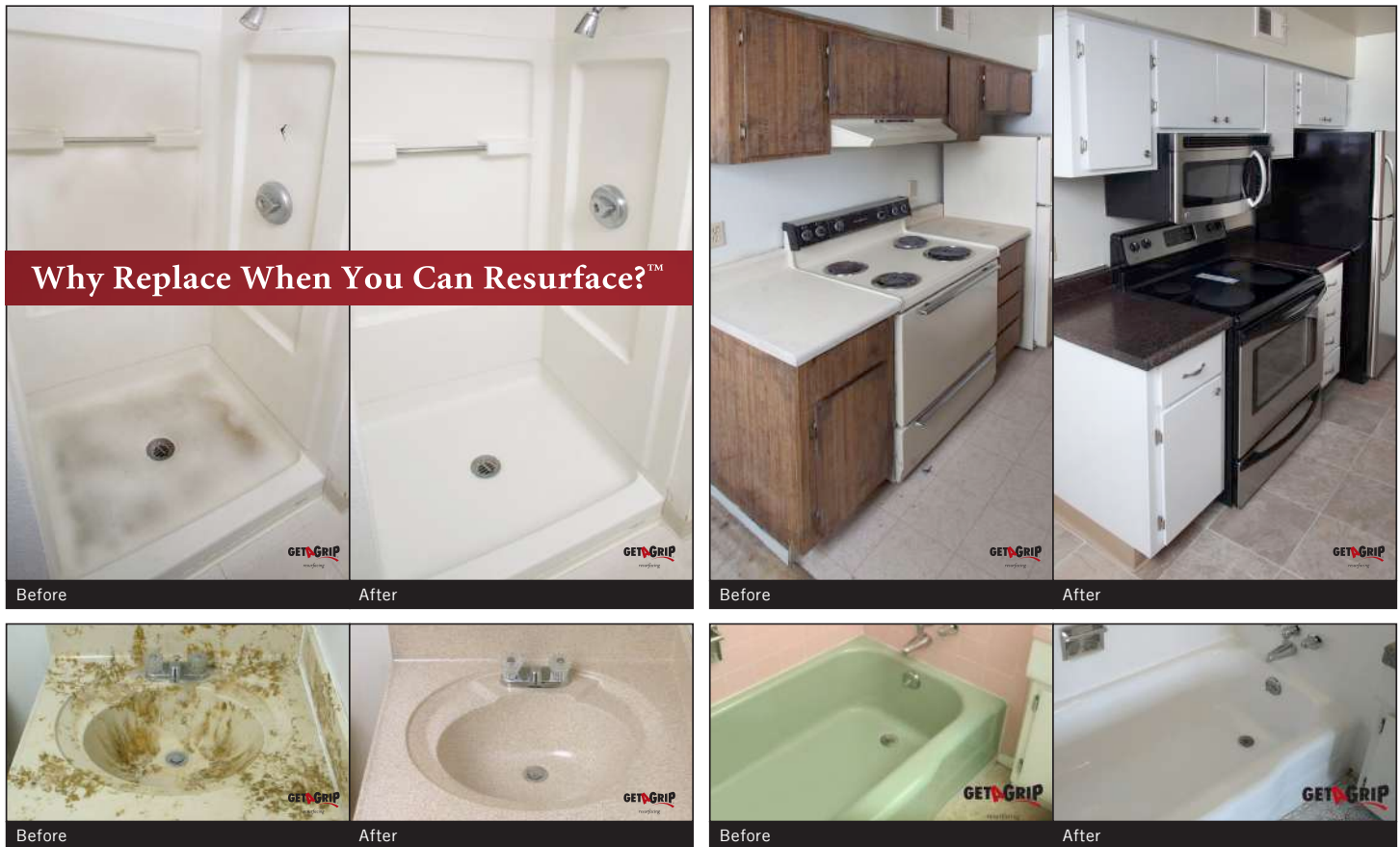
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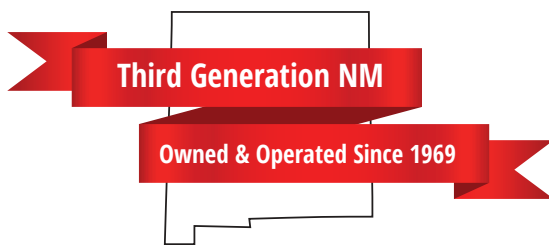
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