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On the Cover

Overlooking the Club Level at Raymond James Stadium where the Annual Business Exchange was held at on June 23, 2016.

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Bayline Magazine is published monthly in the interests of all segments of the apartment industry. Opinions expressed are those of the authors and do not reflect the opinion of the Bay Area Apartment Association unless specifically stated as such.

We invite the contribution of articles or information that would be of interest to the multifamily housing industry.

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Dues, contributions or gifts to the Bay Area Apartment Association are not deductible as charitable contributions. For federal tax purposes, however, such dues, contributions or gifts may be deductible under other sections of the Internal Revenue Code. Please consult your tax advisor.



PRESIDENT'S MESSAGE

A Practical Way for You to Help End Veterans Homelessness

By Jordan Petras, Carroll Management Group

Dear Property Managers and Regionals:

As you know, helping house the homeless veteran population in Greater Tampa Bay is a high priority for the association. During the past year, we have engaged a dozen local agencies who are in one way or another all trying to do the same thing.

When we ask how BAAA can best help, the answer is always the same: Establish a database of private apartment units among the member

communities that will accept HUD VASH voucher recipients. We are asking for your help to turn this request into reality.

Although ideally – someday – we envision the establishment of a live inventory application on our website that would show in real time how many units and where were available at any given moment throughout the membership, we are going to start with a realistic initial goal.

Will you please help by just sending us the name of your

properties that will accept properly screened VASH recipients, how many units are earmarked for such tenants (whether there is current availability or not), and the name of a person on site who is the best property contact for an agency working with a veteran? Please email that info to Kevin@baahq.org.

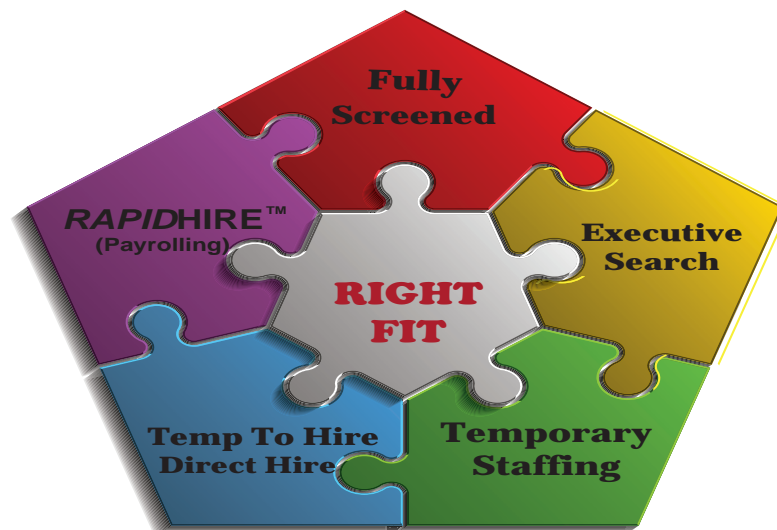
Thank you for helping to make ending veteran homelessness in Tampa Bay a reality.

Sincerely,
Jordan Petras, BAAA President •



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When the Fire Inspector Comes A Calling

By Kevin Schwartz, BAAA Government Affairs Director

The Hillsborough County Fire Marshal's Office, like others statewide, conducts an annual fire inspection of commercial properties including apartment communities to check compliance with existing fire codes as adopted by the state and county.

It is presumed the inspectors are schooled in the latest updates to the Florida Fire Prevention Code, which are made every three years and generally tied to the National Fire Protection Association Life Safety Code standards and its updates.

Then the state legislature makes tweaks specific to Florida, and the counties are supposed to adopt the updates in total and only enforce what the state says to enforce.

But on a recent inspection of a 40-year-old property, an admittedly new inspector to that style of property cited the property in his report for lacking pull-down fire alarms in each of the 10 buildings comprising 160 units. He cited the NFPA standards specifically, and then his corrective order, which state:

NFPA 101-CH 31

Detection, Alarm and Communications Systems

Apartment buildings four or more stories in height or with more than 11 dwelling units, other than those meeting the requirements of 31.3.4.1.2, shall be provided with a fire alarm system in accordance with Section 9.6, except as modified by 31.3.4.2 through 31.3.4.6 in accordance with NFPA 101, 31.3.4.1.1. PROVIDE FIRE ALARM SYSTEM FOR ENTIRE BUILDING

The buildings, although only two stories each, contained more than 11

units each. So the manager thought they would have to comply. It was going to cost them \$250,000 – a staggering amount given the age of the property and the modest rents.

I wanted to know how a routine annual inspection had not previously revealed this issue since the current NFPA standards had not changed on that area. What had changed?

The answer turned out to be that nothing had changed – except there being an inspector new to that style of property who had simply failed to check out this part of the Florida statutes: **Title XXXVII-INSURANCE, Chapter 633-FIRE PREVENTION AND CONTROL, SECTION 202.13 Florida Fire Prevention Code, which states:**

“A condominium, cooperative, or multifamily residential building that is less than four stories in height and has an exterior corridor providing a means of egress is exempt from installing a manual fire alarm system as required in s. 9.6 of the most recent edition of the Life Safety Code adopted in the Florida Fire Prevention Code.”

Confronted with this reality, the inspector backed off and rescinded the order to retrofit. And this was discovered three months after the original inspection – plenty of time for the inspector to have double checked or for his supervisor to overrule it. Had the property not finally pushed back in the face of a final deadline to get the issue corrected, they would have unnecessarily gone into significant debt to correct the situation and caused immense disruption to their community with such a construction project – and one that likely would not have made its residents safer.

Why did this happen with nobody superior to this inspector correcting this obvious oversight? Hillsborough County Fire Marshal Tammy Zurla said that she was not aware of another misapplication of the code in a case like this, and she would send out a memo to her more than two dozen inspectors about it so it does not happen again.

I take Ms. Zurla at her word, but I am a skeptical cynic only because I have seen local governments abuse their authority many times in the past to advance their internal goals by taking advantage of unsuspecting property owners.

I don't believe that is what happened in Hillsborough County in this case. But nevertheless, when someone says they're from the government and you have to do this or that, check it out!

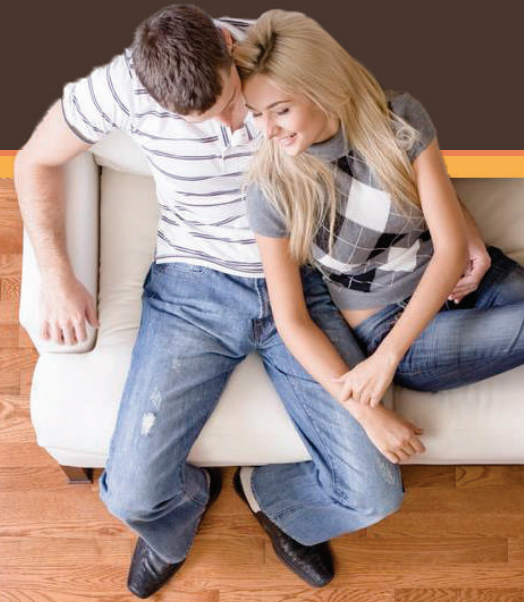
POKER FOR APAC SET

Following up on the Halloween Spooky Games APAC fundraiser last year, the Government Affairs Communications Committee will turn to Vegas this time and will host a Casino Night party September 22 at the CORT Furniture Showroom on North Dale Mabry in Tampa. There will be seven professionally run gaming tables for all skill levels – or no skill level – plus food, a full, pro-tended bar and DJ. A corporate or personal APAC donation gets one in the door for all the fun. Register at BAAAHQ.org.

Kevin Schwartz can best be reached on his cell at 727-290-8238 or text, or email at Kevin@baaahq.org. If texting, please identify yourself! And check the BAAA website for more government affairs updates. •



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We are proud to announce that we have recently changed our name from Lifestyle Carpets, Inc to Lifestyle Flooring, Inc. We have introduced a new logo and plan to unveil a new website in the coming months. The name change reflects the expansion of our business activities which include product lines beyond traditional carpets.

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CONNECT WITH NAA

NOI Stands for New, Original, Innovative

By Marc Ross, Bob Ross Realty, 2016 National Apartment Association Chairman of the Board

MAXIMIZE: 2016 Multifamily Asset Management Conference, the only industry conference solely dedicated to boosting NOI, is open for registration. Register now at www.naahq.org/maximize to attend October 17-19 in San Diego at the Loews Coronado Bay.

Be part of the action as you network with apartment industry asset managers, revenue managers, investors, executive vice presidents and C-suite level professionals in a meeting scaled to provide top-notch learning experiences in a private resort setting. With education sessions dedicated to the new, the original and the innovative, you can't afford not to be there.

In development is a robust program that will address current issues and challenges and provide solutions for multifamily asset managers charged with creating value for owners, managers and investors. Sessions will focus on five key topics: Revenue Management, Risk Management, Sustainability, Innovation and Affordable Housing. More information regarding conference programming will be announced in the coming weeks, but the decision should already be a no-brainer. Register today and invest in your future.

KEEP YOUR FINGER ON THE INDUSTRY'S PULSE

The first issue of NAA's new research publication, *Apartment Market Pulse*, is available to read at bit.ly/AptMktPulse. Using data and statistics from multifamily research firms and the federal government, it will offer a brief snapshot of current conditions in both the national apartment market and the U.S. economy.

The Spring 2016 issue covers apartment occupancy, rent, supply

starts and completions, absorption, and capital markets. Economic indicators are focused on the U.S. labor markets. Highlighted statistics will vary by issue, driven by market conditions and trends.

Apartment Market Pulse will be produced by NAA's Research Department on a quarterly basis. We welcome your input and opinions on the format, content and delivery of this publication. For more information, contact Paula Munger at pmunger@naahq.org.

BUY YOURSELF MORE TIME WITH REWIND

We know it isn't always easy to choose between two interesting sessions at your favorite annual industry event, the NAA Education Conference & Exposition (www.naahq.org/educonf), which is why the NAA Education Institute (NAAEI) wants to remind you that you really don't have to miss a thing.

It's easy to take advantage of all the great learning opportunities with the REWIND Program (www.naahq.org/rewind). Purchase from a selection of 50 PowerPoint-synced audio sessions from the conference. Access NAA's world-class education sessions anytime, anywhere at your own convenience.

We want to see you next year, so save the date for the 2017 NAA Education Conference & Exposition. We're headed to Atlanta, June 21-24, 2017!

PARTNERSHIP WITH GRACE HILL

The National Apartment Association Education Institute (NAAEI) is partnering with Grace Hill—the leading provider of online training for the property management industry and NAA's nearly 170 affiliated apartment associations—to deliver online training to its members,

Grace Hill customers and the broader property management industry.

Helping to elevate the performance of the entire property management industry is a key driver behind Grace Hill and NAAEI joining forces to co-develop and support the launch of Visto—a new eLearning resource designed specifically to help property management professionals build and strengthen their careers through outstanding credential programs and continuing education courses. Take a test drive today at www.gowithvisto.org.

CLICK & LEASE PROGRAM A CLEAR FAVORITE

Top apartment industry executives representing numerous leading property management companies operating in countless markets throughout the U.S. and abroad choose to use the NAA Click & Lease Program throughout their portfolios. But don't take our word for it—hear it straight from them at bit.ly/ExecTestimony! To learn more about how the NAA Click & Lease program can benefit your business please visit www.naahq.org/lease.

LEADERSHIP NOW PROGRAM

Your most valuable resource is your people. In the NAAEI Leadership NOW Program, executives learn how to maximize this resource and solve current business challenges by driving employee engagement. This program focuses on tactics for building engagement in a fast-paced work environment.

The next course offering is August 17-18, 2016 at Gallup World headquarters in Washington, D.C. For more information and to register, please visit bit.ly/NAAEIGallup. •

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Building Your Cultural Knowledge

If you work with several different cultures, it will be important for you to create a base of information about the cultures that interest you personally and professionally. You might want to choose a country or culture that is important to you or your work. This can be the country of a favorite resident, neighbor or friend. How can you find out more about their culture, customs, traditions and practices?

Don't worry about trying to learn them all. There are a number of generic things you can do to understand and communicate more effectively with people from other cultures.

Here are a few ideas:

- Talk to a colleague or friend from that culture
- Use the Internet to research the geography of the country and its history
- Look at newspapers/magazines
- Watch foreign films
- Visit cultural centers
- Eat at restaurants to learn more about the foods they prepare

Once you have created your information base spend a few minutes every week adding a fact or two to your knowledge file. You don't need to cover every item, just choose the things that

are interesting to you or helpful at your workplace. This should be something that you enjoy.

Start with exploring the holidays and traditions of the culture you are learning about in comparison to the culture you are used to observing. If you routinely deal with other languages, consider, taking a conversational course in the language you often observe other customers, residents or prospects speak. You don't have to be fluent to be friendly and welcoming.

You might want to consider having a cultural mini meeting every three or four months for an hour in your clubhouse. Invite a resident to showcase the history of their country and share experiences. Light refreshments will end the program and give attendees a chance to network and get to know other residents.

The list of topics is endless. The upcoming Olympics, sports in general, food, pets, fun and games are all good ice breaker topics. It is always in everyone's best interest to avoid discussions that could be viewed as inappropriate.

In the process of creating your cultural knowledge base, don't forget to explore your own culture. Before you can understand, appreciate and respect the culture of others, you need to know those things about yourself and your ancestors. The United States is a very young country in comparison to countries and cultures that have evolved over many centuries.

Information for this article provided with thanks and permission from Kwintessential Consulting, Ltd. at www.Kwintessential.co.uk

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Customer Service

Does the company you are currently with, offer online, fax, phone and email ordering? Does your flooring company offer you online reporting capabilities that allow you to manage all of your ordering history?

House of Floors appreciates how important your time is; therefore we strive to make every interaction with us as seamless as possible. We give every customer the ability to order in the way that is most convenient to them. 24/7 Online, over the phone, via email, or via fax, we will take your order accurately and professionally no matter the modality you choose. Do you ever come across a situation where a renter didn't care for their flooring and it did not last its entire lifespan? Have you ever had to determine what the prorated amount would be? Do you ever just need information about what was done and when? We have you covered! With a few simple clicks, you can access your Order History, Invoice History, and even Pro-Rate the cost of the carpet to charge back the resident who damaged it.

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Do you have multiple properties in the state of Florida? Are you serviced without additional trip charges or fees?

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Does the company you use have a fully stocked warehouse to meet ALL of your flooring needs?

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Does your carpet company provide you with licensed, insured, uniformed installers?

Each one of our 350 installation crews are prompt, efficient and highly skilled in flooring installations. From the moment a House of Floors uniformed installer arrives on your property, you can be assured that they will conduct themselves professionally and with as little disruption as possible to your property's residents and to your staff. Best of all, you can rely on the quality of our work. Our installers are fully licensed and bonded. Do you know if the company that you currently use can promise that?

Do they have a quality assurance program, to ensure consistent quality work, every time?

House of Floors has a quality assurance program to ensure we meet or exceed quality assurance standards. Our installers are consistently evaluated on every aspect of their work, from their appearance, to timeliness and quality of installation. If you choose House of Floors, you can rely on the quality of our work to be done right the first time... every time.

Environmental Responsibility

Is your current company environmentally responsible? Are you aware of their environmental impact?

It is up to all of us to ensure we minimize our environmental impact as much as possible so that future generations have the opportunity to enjoy it as we have. We are doing our part with an industry changing initiative to provide "cradle to cradle" solutions for your flooring needs. By partnering with Shaw Industries we can not only provide materials that are environmentally friendly and will never find their way into a landfill, but we will also make sure that the carpet from your property will also be recycled back into carpet.

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We can appreciate competition in our industry, and understand that you have a choice in which company you decide to use, so whether you are looking for the best Customer Service, Coverage Area and Turnaround Time, Quality, or the most Environmentally Responsible company, you will find everything you are looking for when you do business with House of Floors! For further information, contact us today or look us up online at:

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NOW

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- The multi-family workplace is changing.
- More jobs are being created that require higher than entry level skills (digital technology).
- Employers are looking for people with greater customer service skills, training and repair qualifications to perform the level of service owners require.

As of July 1, apartment maintenance workers in Florida who hold a valid Certificate for Apartment Maintenance Technicians (CAMT) are no longer restricted from performing many basic repairs to HVAC and water heater units. The law regarding doing some specific apartment maintenance repair work has changed.

The Florida Apartment Association successfully worked to pass legislation to protect maintenance workers from possible criminal charges and fines for performing basic maintenance work on site. The amendment creates an exception that will allow CAMT

professionals to perform basic repairs and maintenance on existing equipment at apartment communities with 100 or more units.

Under the exemption, apartment owners who employ a full time CAMT professional will be able to complete

repairs faster and more cost effectively. This is a benefit for both apartment residents and owners. CAMT workers will be able to perform HVAC and water heater repairs on equipment that is already installed and where parts cost no more than \$1,000. Installation of new equipment is not allowed.

For more information about becoming a CAMT, please contact BAAA Education Director Debra DeSmidt at 813-882-0222 or e-mail her at debra@baaahq.org. A new class will begin on August 10th.

The Florida Apartment Association has created a helpful Question & Answer sheet with more information about the new legislation, please see pages 14 & 15.

**To view a copy of HB 0535
please follow the link here:**

<https://www.flsenate.gov/Session/Bill/2016/0535/BillText/er/PDF>

Special thanks to FAA Government Affairs Director, Courtney Barnard for providing the information for this article www.FAAHQ.org

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See page 26 for more details.

CAMT at a Glance

The CAMT program is designed to give maintenance professionals the knowledge and tools necessary to run an effective maintenance program.

The CAMT program is also accredited by the American National Standards Institute (ANSI).

The Certificate for Apartment Maintenance Technicians (CAMT) designation includes:

The non-technical Soft Skills portion of the course consisting of online learning, including practice scenarios. You will learn about Customer Service, teamwork, Safety, Time Management and Maintenance and Emergencies.

The technical courses are instructor led with hands on classroom training followed by online practice scenarios.

The CAMT Technical Courses are:

- Electrical Maintenance & Repair
- Plumbing Maintenance
- (HVAC) Maintenance & Repair
- Appliance Maintenance & Repair
- Interior & Exterior Maintenance & Repair

CAMT candidates must complete all courses and online content, pass the final exam and have one year of apartment maintenance experience within 12 months of declaring their candidacy for CAMT to receive their Certificate.

Learn more at www.baaahq.org.

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Florida Apartment Association Maintenance Legislation FAQs Information on HB 535 for the Apartment Industry

1) Why was this legislation needed?

Apartment communities rely on maintenance professionals to perform a variety of repairs each day, so the Florida Apartment Association sought legislation to protect apartment owners, managers, and maintenance workers from possible criminal charges and fines for performing basic maintenance work on site.

Beginning July 1, apartment maintenance workers in Florida who hold a valid Certificate for Apartment Maintenance Technicians (CAMT) will no longer be restricted from performing many basic repairs to HVAC, AC, and water heater units.

This amendment removes arbitrary barriers to doing business in Florida by creating an exception to Florida statute restricting who can perform basic repairs and maintenance. Under the exemption, apartment owners who employ a fulltime CAMT professional will be able to complete repairs faster and more cost effectively. This is a benefit for both apartment residents and owners.

2) What is the current (expiring) statute?

Florida's building code currently requires that a contractor must be hired to perform any HVAC, AC, or water heater repairs. Contracting law defines "contractor" as a person:

... who is qualified for, and is only responsible for, the project contracted for and means, except as exempted in this part, the person who, for

compensation, undertakes to, submits a bid to, or does himself or herself or by others construct, repair, alter, remodel, add to, demolish, subtract from, or improve any building or structure, including related improvements to real estate, for others or for resale to others; and whose job scope is substantially similar to the job scope described in one of the subsequent paragraphs of this subsection. . .

Section 489.105(3), F.S.

A person who is not licensed may not engage in the business of contracting in Florida. DBPR, as well as local governments and local licensing boards, are authorized to issue cease and desist orders.

Section 489.113(2), F.S.

4) What is a CAMT?

The Certificate in Apartment Maintenance is a rigorous course developed by the National Apartment Association Education Institute (NAAEI). A CAMT is a maintenance professional who has completed the requirements to earn a Certificate for Apartment Maintenance Technicians. The CAMT program is accredited by the American National Standards Institute (ANSI), a private nonprofit organization that administers and coordinates the U.S. voluntary standardization and conformity assessment system.

CAMT candidates must complete, within 24 months of declaring candidacy:

- One year of apartment or rental housing maintenance experience

- Seven courses and online content totaling 90½ hours)

Additional information can be found online here :

<http://www.naaq.org/learn/education/certificationforapartmentmaintenancetechnicians>

5) What training does a CAMT need to complete for their certification?

CAMT candidates must complete one year of apartment or rental housing maintenance experience and 90½ hours of technical and nontechnical courses and meet all examination requirements within 24 months of declaring candidacy for CAMT.

CAMT classes are offered through many local apartment association affiliates. Please contact your local affiliate for information on upcoming classes.

6) What will be the new apartment maintenance law in Florida?

As of July 1, apartment maintenance workers who hold a valid Certificate for Apartment Maintenance Technicians (CAMTs) will be able to perform HVAC, water heater, and AC repairs where parts cost no more than \$1,000.

7) Are there any restrictions on what repairs can be made?

Yes, there are restrictions on what repairs can be made. These restrictions include:

- The equipment being repaired must already be installed on the

property.

- The unit being repaired may not be modified except to replace components necessary to return the equipment to its original condition.
- The equipment may only be repaired with new parts that are functionally identical to the parts being replaced.
- An individual repair may not involve replacement parts that cost more than \$1,000.
- An individual repair may not be so extensive as to be a functional replacement of the unit.

8) Are CAMTs now allowed to install new HVAC, AC, or water heater units?

No. This legislation only allows CAMTs to repair equipment that is already on site. It does not include installation of new equipment.

9) Are CAMTs now allowed to make any type of repairs to HVAC, AC, or water heater units?

No. This legislation only allows CAMTs to make repairs to return equipment to its original functioning condition. The parts used in each repair must cost less than \$1,000 and cannot be a functional replacement of the unit.

10) Are there any restrictions on what size of apartment communities can use CAMTs to repair HVAC, AC, or water heater units?

Yes, apartment communities that have 100 units or more can have a CAMT perform these repairs.

11) Are there any restrictions on what type of apartment communities can use CAMTs to repair HVAC, AC, or water heater units?

NO, any type of apartment community can use a CAMT to

do onsite repairs; this includes conventional, affordable, student, and senior housing, and tax credit properties.

12) My city or county already requires CAMTs to get a license to do work on site. Will this new law let me skip applying for this license?

No, this legislation does not exempt apartment owners from complying with local licensing laws. If your city or county requires an additional license, this license must still be active. Many local licenses allow CAMTs to perform work beyond the scope outlined in this legislation, so it is also beneficial to maintain a local license.

13) Where can I find more information on how to enroll in a CAMT class?

CAMT classes are offered through many local apartment association

affiliates. Please contact your local affiliate for information on upcoming classes. Additional information can be found online here: <http://www.naahq.org/learn/education/certificationforapartmentmaintenancetechnicians>

14) Where can I find a copy of the legislation that passed?

You can find a copy of the legislation here: <https://www.flsenate.gov/Session/Bill/2016/0535/BillText/er/PDF>.

The section pertaining to apartments begins on line 308 and ends on line 363.

15) My question was not answered here. Who can I contact for more information?

Please email Courtney Barnard, FAA government affairs director regarding any additional questions: Courtney@faahq.org •

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The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask for free written information about my qualifications, experience, and fees.

5 Customer Service Tips... Worth Being Reminded About

By Nancy Friedman

Well, as most of us know, it's difficult to motivate someone else. We are only in charge of ourselves. However, there's nothing wrong with giving employees a little nudge in the right direction. Some of it will stick. These are five motivating tips to help you along. Share away.

1. Ask for help. It's OK to do that. If you're in customer service (and aren't we all), there's an abundance of information available to you. Ask your management if they can suggest anything you can read, watch, or listen to about your industry. In the small chance they don't know of any (and I'd be surprised if they didn't), check out the library, ask a coworker, check the Internet. Take the initiative yourself. One of the most effective customer service tips is **JOB KNOWLEDGE**. It's difficult to be motivated if you don't understand your job.

2. Stay positive. OK, that's really easy to say and tell someone to do. But in reality, after you've been dumped on by someone or something's gone wrong in your life, it's not that easy. Sometimes when the stuff hits the fan we become all consumed in the negative. Staying positive is a choice. It's your You are in charge of whether you feel positive or negative. When negative thoughts

**How do
you motivate
employees,
or even yourself,
to give better
Customer Service?**

come into your head, **STOP!** Right, immediately stop what you're doing and replace it with something positive. It can be done. PMA (positive mental attitude) is one of the keys to motivating yourself. And others. Stay with positive people. Many years ago I personally made it a point to stay away from negative people. It's too hot—it's too cold—I'm too tall—I'm too thin—yada, yada, yada. Removing yourself from negative situations is a big start. Negativity is contagious, but so is being positive.

3. Say something nice to a stranger. Every day I find at least one person I pass in the store, see at the gym, at the airport, anywhere I can, and say one nice thing to them. It's amazing how good it makes them feel and you know what? It makes you feel good too. Try it! It boosts your self image and makes the other person's day too. Yesterday, a stranger

came up to me and told me how nice my outfit looked. It perked me up. It goes both ways. A few months ago, I passed an elderly lady. She had a big hat on, a bit too much makeup, dressed to the hilt and a big smile as she walked down the street. I stopped her and told her how beautiful she looked. Her smile got wider and her eyes sparkled with thanks. I felt good and I know she did too.

4. A phony smile is better than a real frown. That's a Telephone Doctor special. There are definitely days when we feel less than motivated. But when I put on that smile, whether I want to or not, somehow I always start feeling better. You will too.

5. Give thanks. The old saying your mother probably told you, "It could always be worse" is so true. Remember that other saying, "I cried because I had no shoes; then I saw a man who had no feet." It can always be worse. Be grateful for what you have.

Once you take on these tips — my bet is you'll start to feel motivated to do more and you'll share them with your staff. Good luck.

Reprinted with thanks from The Telephone Doctor, www.nancyfriedman.com



BUSINESS EXCHANGE PHOTOS



BUSINESS EXCHANGE PHOTOS



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BUSINESS EXCHANGE PHOTOS





Closing isn't Everything – But it's Close!

Part Two of a Three Part Series

Active listening is the art of hearing, understanding and interpreting the speech of another. In a sales context, it means “reading between the lines” of what your customer is saying to identify what he is not saying verbally. Listen carefully to your customer’s answers to your questions; if necessary, repeat answers back to her/him to ensure that you have understood correctly.

Work to keep the customer’s attention by keeping your sales pitch as brief and direct as possible always focusing on the benefit to the customer. It’s likely that your prospect has already heard a similar pitch touting the same benefits you are offering. Make sure that each time you list a benefit, ask a question that pertains to them such as “How/where would you use that?”

A leasing consultant or sales person is continually challenged by which sales techniques to use for which prospect or customer and how to close the deal. Listen carefully to your customer at the start of the conversation so that you can identify his needs and wants then tailor your sales pitch and closing accordingly, using sales techniques that are tried and tested.

Understanding closing techniques is important, but there are no magic words to guarantee that you make the sale. If you’ve done your homework by identifying needs and demonstrated that your property offers an affordable solution that addresses those needs then a good closing will help turn your prospect into a resident.

All of the “closing” techniques below are just different ways to ask for the business. No matter how skillfully

applied the customer always has the option to “Just say No.”

SOLICIT OBJECTIONS

If you have gone through the discovery phase of the sales cycle and are confident that the customer understands that your product or service addresses her needs, then ask for the sale by asking for an objection. “Is there any reason why we can’t proceed with the shipment?” This oblique approach allows the customer to raise any final objections if s/he has one without saying no to the sale.

Adding the phrase “in your opinion ...” to a question softens the reply if the customer has an objection. “In your opinion, will this solve your problem?” If the customer says no, it’s an opinion, not a fact, and you can address his concern. This is a great trial close to use as the sales cycle progresses so that you don’t encounter any surprises when it’s time to wrap up the deal.

SHARP ANGLE CLOSE

When the customer asks for a concession, whether it is price, delivery or additional features, respond by asking, “If I can do that for you today, will you help me get your paperwork started?” This is an important closing question – if you agree without asking for close, then the customer has an open door to continue asking for concessions.

ASSUMPTIVE CLOSE

If you have an established relationship with the customer and s/he respects your judgment, jot down the items s/he is considering on a note pad as you are discussing his/her needs. When the timing is right, make an “X” at the bottom of your note page, hand it to the customer and say, “Here.” Then be quiet.

This close is also a great ‘wake up’ call close when you’re going nowhere fast with a distracted or pre-occupied customer. Wait for the moment and simply announce, “I’ll meet you here in the morning at 9:00 a.m. with your keys! Do you need two keys for the mailbox?” That should get the conversation back on track.

SOMETHING FOR NOTHING

A free add on may be gimmicky, but it can work if handled correctly. “Sometimes, something practical that is low cost can seal the deal. A ceiling fan with the addition of a light kit or a pair of colorful patio chairs is all it takes to get the lease signed.

BEN FRANKLIN

Ben Franklin is said to have made decisions by creating a list with two columns – the pros and the cons – and basing his choice on the longer column. This approach works well with analytical personalities. If you use it as a closing technique, just be sure you have a lot of benefits in the customer’s “pro” column.

THE PORCUPINE

You must be careful stroking a porcupine and you must also be careful answering customer questions. When your prospect asks a question like “Does it come in red?” answer by tossing back the question: “Would you like it in red?” Her answer will give you a measure of the depth of her interest and help you adjust your presentation appropriately.

Next month we will take a look at “Do It Yourself Closing.” Stay tuned. Information for this article was obtained in part from www.wikipedia.com •



GOLF OUTING

THURSDAY | AUGUST 18, 2016



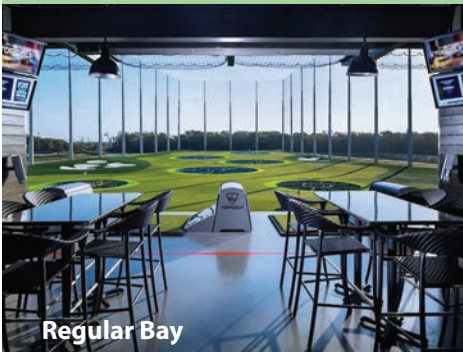
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Topgolf | 10690 Palm River Road | Tampa, FL 33619

11am to 12pm - Registration & Warm Up • 12pm to 4pm - Golf, Networking, Lunch & Awards

\$130 Per Player Members • \$155 Per Player Non-Members

Includes: Golf, Prizes for 1st Place, Open Bar, Gourmet Lunch and Awards Presentation



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Sofa Upgrade \$50



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REGISTRATION FORM

BAAA Golf Outing • August 18, 2016

1. Primary Golfer's Name _____

Company/Property _____

Address _____ City/St/Zip _____

Phone _____ E-mail _____

2. Player Name _____

Company/Property _____

Phone _____ E-mail _____

3. Player Name _____

Company/Property _____

Phone _____ E-mail _____

4. Player Name _____

Company/Property _____

Phone _____ E-mail _____

5. Player Name _____

Company/Property _____

Phone _____ E-mail _____

6. Player Name _____

Company/Property _____

Phone _____ E-mail _____

Please check all that apply:

- Primary Golfer will be paying for the Bay
- Players will pay separately
- Member/Player: \$130 or \$120 Early Bird by 6/30
- Non-Member/Player: \$155 or \$145 Early Bird by 6/30
- Bay Only: Golf for 6: \$775 or \$750 Early Bird by 6/30
- Bay Package: Golf for 6 & 6 Super Packages: \$875 or \$850 Early Bird by 6/30 (Must be billed to primary golfer)
- \$35 Super Package: 2 Mulligans, 6 Raffle Tickets (Included in Bay Package)
- \$100 Spectator per person (No Golf)
(Includes open bar, lunch 1pm to 2:30pm, unlimited soda, tea & water)
- I have special needs, please contact me.

Spectator Name _____

Company/Property _____

Address _____ City/St/Zip _____

Phone _____ E-mail _____

SPONSORSHIP FORM

Company Name _____

Address _____

City/State/Zip _____

Contact _____

Phone _____

E-mail _____

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Recognition during the Reception
- Practice Balls** **(1) \$450**
Logo on the monitors for the whole practice period
- Beverage** **(1) \$750**
*Recognition Signage at Both Bars
Sponsor may provide logoed, plastic cups*
- Souvenir Photo Jackets** **\$500**
- Concierge** **\$300**
Serve/Assist Golfer during Outing

SPONSORSHIPS ABOVE INCLUDE:

One attendee from your company with the opportunity to network during the entire event. Logo looped on monitors throughout all Bays. Signage and publicity on website, Bayline, and printed materials the day of the tournament.

- Bay Sponsor** **\$150**
Logo/ad looped on monitors in each bay
- Lunch** **\$250**
Sponsor Tent Card on Tables
- Door Prize:** _____

Cancellations received after 8/10/16 will be charged a \$75 cancellation fee per player. Non-cancelled reservations and no shows will be billed.

www.BAAHQ.org

REGISTRATION DEADLINE IS 8/10/16 | SPONSORSHIP DEADLINE IS 8/5/16
MAKE CHECKS PAYABLE AND RETURN FORM TO:
Bay Area Apartment Association | 19031 N. Dale Mabry Hwy. | Lutz, FL 33548
E-mail: staff@baahq.org | Fax: (813) 884-0326 | Phone: (813) 882-0222

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KEYNOTE SPEAKERS



ALEX SHEEN

Founder of "Because I Said I Would"



CHRIS HEETER

"Wild" Guide to Leadership and Teamwork

Register online at faahq.org/annual-conference.html

Early bird deadline: Tuesday, July 26

Boca Raton Resort & Club • Boca Raton, Fla.

FEATURED SPEAKERS INCLUDE:



Kate Good



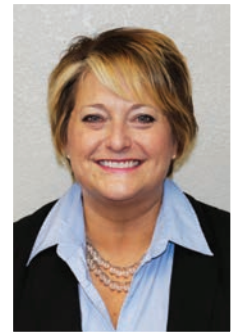
Don Sanders



Pete Regules



Amy Kosnikowski-Dilisio



Desiree Starr

Don't miss these educational sessions and more:

Doing Well by Doing Good

Learn how your company can benefit by embracing corporate social responsibility.

Election Year Insights from D.C. and Tallahassee

Learn what happened during the 2016 legislative sessions and what to expect in November.

Numbers Talk, But What Are They Saying?

Three leading market research firms share their latest data and insights for the future.

The Power of Close: Sales Strategies

Learn the ABCs of effective leasing through attention to detail and a team approach.

THE MASTERS SESSIONS

Exclusive networking and peer exchange opportunity for senior executives

NEW THIS YEAR

APAC All Hands on Deck Yacht Party

Legislative Platform Meeting

Nan Cavarretta Memorial Scholarship Fund Wine Tasting

EDUCATION & EVENTS

AUGUST 9, 10, 22, 23,
SEPTEMBER 20 & 22

CERTIFIED APARTMENT MANAGER (CAM)

8:30am to 5:30pm
Tampa Housing Authority
5301 W Cypress St
Tampa, FL 33607
Members \$925
Non-Members \$1025

The Certified Apartment Manager (CAM) consists of 9 course given in 6 classroom days:

- Management of Residential Issues
- Legal Responsibilities
- Human Resource Management
- Fair Housing
- Marketing
- Property Maintenance for Managers
- Risk Management
- Financial Management
- Research, Analysis & Evaluation

AUGUST 10, 11, 23, 24,
SEPTEMBER 20 & 21

CERTIFICATE FOR APARTMENT MAINTENANCE TECHNICIANS (CAMT)

8:30am to 5:30pm
Trane Supply
4720 E Adamo Dr
Tampa, FL 33605
Members \$750
Non-Members \$850

Maintenance expenses are the single largest controllable element in any operating budget. This course is designed as an introduction for new maintenance professionals or as a refresher for the veteran employee, to give these professionals the knowledge and tools necessary to run an effective maintenance program.

Non-Technical Courses (Online):

“A Day in the Life of a Maintenance Tech” MUST complete by 9/20/16

Technical Courses (Classroom):

- Electrical Maintenance and Repair
- Plumbing Maintenance & Repair
- Heating, Ventilation and Air Conditioning (HVAC) Maintenance & Repair
- Appliance Maintenance & Repair
- Interior & Exterior Maintenance & Repair

AUGUST 9, 10, 23,
SEPTEMBER 22
**CERTIFIED APARTMENT
SUPPLIER (CAS)**

8/9 8:30am to 5:00pm
8/10 12:00pm to 5:00pm
8/23 8:30am to 1:30pm
9/22 8:30am to 5:00pm
Tampa Housing Authority
5301 W Cypress St
Tampa, FL 33607
Members \$599
Non-Members \$699

This program is for Supplier/Vendor Members and covers a multitude of industry information that will give attendees a better understanding of how apartment communities function and the challenges they face in their day to day operations.

AUGUST 16, 17,
SEPTEMBER 13

NATIONAL APARTMENT LEASING PROFESSIONAL (NALP)

8:30am to 5:30pm
Location TBD
Members \$450
Non-Members \$550

Leasing professionals are the first people prospective residents meet, and often their only gauge of the property staff. This course is designed to teach these professionals skills to help them become top producers. The NALP class covers all aspects of the leasing process. You will enhance your qualifying, demonstrating and closing skills and learn how to turn your prospects into residents. The National Apartment Leasing Professional (NALP) course includes:

- Keys to Success in Leasing
- Telephone Presentations
- Leasing & the Internet
- The Leasing Interview
- Leasing Demonstration & Resolving Objections
- Rental Policies & Procedures
- Legal Aspects
- The Market Survey Presentation

**You can register for any event at www.BAAAhq.org
Members must log in to the website to receive member pricing.**

AUGUST 17
YOUNG
PROFESSIONALS
COMMITTEE
MEETING

8:45 to 10:00am Location TBD

AUGUST 18
ANNUAL
GOLF OUTING

11:00am
 Top Golf
 10690 Palm River Road
 Tampa, FL 33619
 Members \$130
 Non-Members \$155
 Spectator \$100
 A Variety of Sponsorships
 are Available!

Anyone can play Top Golf! If you can make contact with the ball, chances are you'll score points! Register for this awesome event now at www.baaahq.org!

AUGUST 25
BOARD OF DIRECTORS
MEETING

4:30 to 6:00pm
 Tampa Housing Authority
 5301 W Cypress St
 Tampa, FL 33607

All Members are welcome to attend our Board of Directors Meeting! To insure adequate seating, reservations are mandatory for this meeting. If you plan on attending, please register.

SEPTEMBER 8-12
BAAA CRUISE

SEPTEMBER 21
YOUNG
PROFESSIONALS
COMMITTEE
MEETING

8:45 to 10:00am
 Location TBD

SEPTEMBER 22
CASINO NIGHT FOR APAC

6:00 pm 9:00pm
 Cort Furniture Showroom
 7817 N. Dale Mabry Hwy.
 Tampa, FL 33614
 APAC individual or company donation of \$75 gets:
 1 Entry/Round of Games
 2 Drink Tickets
 Full Bar
 Food
Additional Drink Tickets \$5 each
Additional Play Vouchers for extra donation

Join your friends and colleagues for some exciting Vegas-style games to benefit the Florida Apartment PAC. Play Black Jack, Texas Hold 'em, Roulette, Craps, and Wheel of Fortune with professional dealers and a real Pit Boss. Games for all skill level – or no skill level! Enjoy the DJ, professional bar, food and games!



SEPTEMBER 22 & 23
CERTIFIED POOL OPERATOR TRAINING (CPO)

8:00am to 5:30pm
 Trane Supply
 4720 E Adamo Dr
 Tampa, FL 33605
 Members \$279
 Non-Members \$379

This CPO course covers Florida (and many other states) Law 64E-9.018 - Public Pool Service Technician Certification.

Offered through the National Swimming Pool Foundation (NSPF) with a certified NSPF. Lunch is provided.

QUESTIONS? CALL BAAA \ (813) 882-0222

Reservation and cancellation deadlines are 48 hours prior to event. No-shows and non-cancelled reservations will be billed.

All Certified courses must be prepaid and reservations and cancellations are accepted up to 7 days prior to the NAA course, after that, a \$100 cancellation fee is applied.

CALENDAR

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST

AUGUST 9, 10, 22, 23

Certified Apartment Manager (CAM)

8:30am to 5:30pm at Tampa Housing Authority

AUGUST 10, 11, 23, 24

Certificate for Apartment Maintenance Technicians (CAMT)

8:30am to 5:30pm at Trane Supply

AUGUST 9, 10, 23

Certified Apartment Supplier (CAS)

8/9 8:30am to 5:00pm; 8/10 12:00pm to 5:00pm; 8/23 8:30am to 1:30pm;

AUGUST 16, 17

National Apartment Leasing Professional (NALP)

8:30am to 5:30pm Location TBD

AUGUST 17

Young Professionals Committee Meeting

8:45 to 10:00am Location TBD

AUGUST 18

Annual Golf Outing

11:00am at Top Golf

AUGUST 25

Board of Directors Meeting

4:30 to 6:00pm at Tampa Housing Authority

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

SEPTEMBER

SEPTEMBER 8-12

BAAA 3rd Annual Cruise

SEPTEMBER 13

National Apartment Leasing Professional (NALP)

8:30am to 5:30pm Location TBD

SEPTEMBER 20 & 21

Certificate for Apartment Maintenance Technicians (CAMT)

8:30am to 5:30pm at Trane Supply

SEPTEMBER 20 & 22

Certified Apartment Manager (CAM)

8:30am to 5:30pm at Tampa Housing Authority

SEPTEMBER 21

Young Professionals Committee Meeting

8:45 to 10:00am Location TBD

SEPTEMBER 22

Certified Apartment Supplier (CAS)

8:30am to 5:00pm at Tampa Housing Authority

SEPTEMBER 22

Casino Night for APAC

6:00 to 9:00 pm at Cort Furniture Showroom

SEPTEMBER 22 & 23

Certified Pool Operator Training (CPO)

8:00am to 5:30pm at Trane Supply

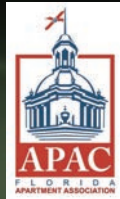
You can register for any event at www.BAAAhq.org
Members must log in to the website to receive member pricing.

Bay Area
Apartment
Association

Casino Night



FOR



Thursday, September 22, 2016 ♠ 6:00 to 9:00pm
Cort Furniture Showroom ♣ 7817 N. Dale Mabry Hwy, Tampa 33614

Join your friends and colleagues for some exciting Vegas-style games to benefit the Florida Apartment PAC.

Play Black Jack, Texas Hold 'em, Roulette, Craps, and Wheel of Fortune with professional dealers and a real Pit Boss.

Games for all skill level –
or no skill level!

Enjoy the DJ, professional
bar, food and games!

APAC individual or company donation
of \$75 gets:

- ♥ 1 Entry/Round of Games
- ♦ 2 Drink Tickets at Full Bar
- ♥ Food

Additional Drink Tickets \$5 each

Additional Play Vouchers for extra donation

REGISTER AND MAKE PAYMENT AT BAAHQ.ORG.

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Winston Salem NC 27101
Kara Bonzheim - 404-550-1902
Building Supplies

Hillman Consulting

506 Beth Ann St
Valrico FL 33594
Joseph Clemins - 813-838-0059
Disaster Restoration, Consulting, Mold Inspection

PFA Hauling

1506 E Martin Luther King Jr Blvd
Tampa FL 33610
Afolabi Ehikioya - 813-479-9929
Waste Hauling

SightPlan

3218 E Colonial Dr #G
Orlando FL 32803
Glenn Swan - 813-476-5034
Apartment Building & Management Software

Trust but Verify Screening and Security

2519 McMullen Booth Rd #510
Clearwater FL 33761
Marco Flores - 844-938-7878 x705
Resident Screening, Security Guards

COMMUNITIES

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Tampa FL 33603
813-231-9117
Units: 197

The Park at Chelsea

15902 Spyglass Terr
Hudson FL 34667
727-378-8595
Units: 150

The Hamptons at Tampa Palms

15350 Amberly Dr
Tampa FL 33647
813-977-3312
Units: 255

Tzadik Oaks

1250 E 113th Ave
Tampa FL 33612
813-322-8282
Units: 367



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Lifestyle Flooring, Inc.	7
Lindsey M. Porter, PA	32
Switch Electric	2
The Liberty Group	4
United Renovations Southeast	5

For ad info call BAAA at 813-882-0222.

DIRECTORY UPDATE

Please check your listing carefully. If you find something that is not right, complete the form below and return it to us. Please use this form for ALL changes or corrections to *Bayline*.

Company/Property _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____ Page # _____

Comments: _____

FAX TO: (813) 884-0326
E-MAIL: STAFF@BAAHQ.ORG
MAIL TO:
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19031 N. DALE MABRY HWY
LUTZ, FL 33548

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2016 FIRST QUARTER SURVEY



Now owners and property managers throughout the Bay Area can simply log on to www.baaahq.org and purchase the 2016 First Quarter Survey.

The myrentcomps.com on-line market survey software is designed specifically for property managers and owners to report their comps on-line and eliminate the need for making multiple phone calls that often go unreturned. Properties participating in the survey receive custom reports for their property, a free web-site and other benefits to encourage nearby properties to send in their information on a regular basis.

The Bay Area Apartment Association publishes the completed survey after the first and third quarter of each calendar year. The survey includes over 90 pages of detailed information in Hillsborough, Pasco, Pinellas and Polk Counties with both current and historic data. Each issue is available for purchase in both digital and print format at a discounted price for BAAA members.

Members – \$39.00 Digital Format | \$59.00 Print Format
Non - Members – \$150.00 Digital Format | \$170.00 Print Format

Order online at www.baaahq.org
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St. Petersburg, FL 33742

Attorneys:
Lindsey M. Porter
Claudos G. Spears
Of Counsel

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The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask us to send you free written information about our qualifications and experience.